

Audience Section

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

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

Id: 19433

Title: When Hong Kong People watch Mainland Chinese Television Dramas: Localism, Nationalism and the Identities Issue of 'Market Mentality'

Session Type: Individual submission

Authors:

Name: Egret Lulu Zhou

Email: luluzhou (at) eduhk.hk

Country: HK (Hong Kong)

Affiliation: The Education University of Hong Kong

Abstract: This paper tries to research a special phenomenon in transnational audience studies: a “reverse flow”. Often, media contents produced in developed countries are warmly received by developing countries’ audiences, whereas a “reverse flow” is unusual. However, this paper aims to study a “reverse flow”. Used to be a British colony, Hong Kong is much more developed than China, serving as a “media capital” which exports a large number of popular media productions to the Greater China (Curtin, 2003). But in recent years many people born in Hong Kong, especially the youngsters, have taken an interest or developed a preference for television dramas produced in China, such as *Scarlet Heart* (2011), *The Journey of Flowers* (2015), *Eternal Love* (2017) and *Story of Yanxi Palace* (2018). Meanwhile, although after 1997 Hong Kong becomes a part of China, it is still a special administrative region. Instead of being homogenized by China, all Hong Kong people’s national identifications drop sharply after 2008, and this tendency is most evident in the youngsters (Chiu, 2016). In perspectives of many radical Hong Kong young people, almost everything related to mainland China is lowbrow, disgusting and even a kind of “invasion”. Consequently, Hong Kong youngsters’ embracing of mainland Chinese television dramas is far from self-evident. In this connection, why do youngsters in Hong Kong watch mainland dramas under an anti-Mainland social atmosphere? How can they negotiate local and national identities in their consuming processes?

About the methodology, “Internet Ethnography” is used to collect media reports and audience’s discussions in online forums; production studies and textual analysis of major mainland dramas provide background information; the main part is audience interviews which use purposive sampling to conduct 34 semi-structured, face-to-face interviews with young audiences in Hong Kong.

This is the first study of watching mainland dramas in Hong Kong. It is found that Hong Kong youngsters generally demonstrate a relaxed attitude in watching mainland dramas: they would not be loyal to local dramas, while they would also not reject mainland dramas blindly; it is not easy for them to develop trans-border identifications in the processes of consumption, while it is also difficult for them to accept nationalism’ brainwashing. This relaxed attitude is rooted in one of Hong Kong identities’ characteristics: the “market mentality”. Market mentality emphasizes flexibility, smartness, personal calculation, thereby showing double suspects on nationalism and localism because both of which requires that people should be loyal to some values and beliefs of a certain place (either China or Hong Kong). This market mentality serves as a buffer for Hong Kong audiences to be relatively immune from media messages imported from mainland China, which

could be understood as an innovative method for local audiences to resist nonlocal media imperialism without necessarily turning into localism.

This project contributes mainly to transnational audience studies, television drama, and youth studies. Meanwhile, it is also illuminating in soft power studies because this case study tells how developed countries reposition their media policies in an era of “Rise of China”.

Id: 19464

Title: Lecturas generacionales de la ficción televisiva sobre el pasado reciente de Chile: Audiencias, memoria y educación.

Session Type: Individual submission

Authors:

Name: Lorena Antezana

Email: lorena.antezana (at) gmail.com

Country: CL (Chile)

Affiliation: Instituto de la Comunicación e Imagen, Universidad de Chile

Name: Cristian Cabalin

Email: ccabalin (at) gmail.com

Country: CL (Chile)

Affiliation: Instituto de la Comunicación e Imagen, Universidad de Chile

Abstract: La conmemoración de los 40 años del Golpe de estado en Chile (2013) trajo como novedad la emisión por televisión abierta de series ficcionales sobre el tema, construidas desde el punto de vista de quienes se opusieron a la dictadura de Pinochet y condenando la violación a los derechos humanos cometidos en ese periodo.

Distintas generaciones de telespectadores –quienes vivieron el Golpe de Estado, los que crecieron en dictadura y los que crecieron en democracia-, miraron estas propuestas, las que activaron distintos procesos de construcción de memorias sobre ese pasado traumático.

Realizamos entrevistas en profundidad y grupos focales con cada una de las generaciones de telespectadores buscando responder las siguientes preguntas: ¿Cuáles son las oportunidades y barreras de este tipo de formato ficcional para la construcción de memorias sobre el pasado reciente? ¿qué tipo de memorias sobre este pasado construye cada una de las generaciones consideradas? ¿cuál es la importancia la emoción en la construcción de memorias generacionales? y ¿cuál es el aprendizaje posible a través de estas series?

Los resultados obtenidos nos indican que:

1. La experiencia vivida en relación con la dictadura impacta diferenciadamente en las lecturas de las series ficcionales que realizan las distintas generaciones de telespectadores. Así, mientras la primera generación contrasta sus propios recuerdos con las propuestas narrativas de las series; la segunda utiliza estos marcos de interpretación para organizar sus propios fragmentos de recuerdos y la tercera “aprende” de estas series otorgándoles un estatus de realidad.
2. La construcción de las memorias individuales y colectivas se organiza en base a las imágenes propuestas por las series ficcionales sobre el pasado reciente del país. Estas están fundamentalmente vinculadas con la vida cotidiana y con la violación de derechos humanos.
3. Los repertorios iconográficos de los distintos grupos generacionales de telespectadores están constituidos por distintas imágenes provenientes no sólo de las series ficcionales mencionadas sino que también de los medios de comunicación en general y, en el caso de la primera generación, de sus propios recuerdos.
4. La emoción que generan estos relatos ficcionales moviliza la empatía en todos los casos.

5. Son mayores las oportunidades de construcción de memorias que generan estas propuestas ficcionales, -sobre todo para las generaciones que no están vinculadas experiencialmente con este pasado reciente-, que las barreras detectadas.

Id: 19521

Title: Constructing the Racist Past in a Post-Racial Age: Colorblind Audiences and Cinemax's *The Knick*

Session Type: Individual submission

Authors:

Name: Michael Wayne

Email: michael.louis.wayne (at) gmail.com

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam

Abstract: This paper examines viewer responses to representations of overt racism and racial violence in the first season of Cinemax's *The Knick* to argue that audience reception of historical drama reflects a central paradox of post-racial culture: it is necessary to remember racism in order to forget about race. Post-racial media texts are often constructed in ways that encourage audiences not to notice racism. More specifically, audiences are encouraged to see representations of racial difference in descriptive terms, not in terms of power or hierarchy. Yet, the popularity of historical dramas like *Mad Men* (Nilsen, 2014) and *Deadwood* (Harris, 2012) is closely connected to their ability to present viewers with authentic images of race and racism. As such, this analysis explores what happens when post-racial popular culture encourages audiences to notice racism and to see representations of racial difference in terms of power and hierarchy.

Using data from *The Knick*'s official Facebook page, this research illustrates some of the ways in which post-racial ideology shapes audience reception and highlights how historicized representations of racism often work to support post-racial worldviews. The data demonstrates that many white viewers are willing to acknowledge the centrality of racism in American history. But in doing so, they employ white racial framing (Wingfield & Feagin, 2012) and rely on colorblind ideology (Bonilla-Silva, 2009) to distance themselves from contemporary racial inequality. This analysis identifies four common colorblind tropes that emerge in response to historical television drama: the past is the past, victim blaming, minimization, and white victim-hood. Although discussions of the show are primarily shaped by white racial framing, some viewers, largely people of color, offer a counter-framing that asserts the continuing significance of race in American society.

Ultimately, this analysis calls into question notions of post-racial culture centered on white people's desire to forget racism. Much of the scholarship addressing post-racial television is based on this notion that on-screen diversity and the absence of racism allows white viewers see themselves as colorblind individuals living in a post-racial world. By asking what happens when post-racial popular culture confronts audiences with depictions of racism and racial violence, this research demonstrates that the act of remembering the racist past is a crucial part of post-racial efforts to forget about race itself.

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Id: 19583

Title: Success and Failure of Social Media in South Korea: Recollections and Reflections from Industry Professionals and Social Media Users

Session Type: Individual submission

Authors:

Name: Kyung Hee Kim

Email: khkim (at) hallym.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Hallym University

Name: Sun Ho Jeong

Email: jeong.sunho (at) gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Hallym University

Abstract: At a time when we realize that numerous social media short-lived and disappeared, this study attempts to further our understanding about success and failure of social media using the case of South Korea. While Myspace, Facebook, Twitter, and Instagram have dominated the Western world, Koreans had their equivalents such as Freechal, Iloveschool, Cyworld, and KakaoTalk. Among those, KakaoTalk is the only platform surviving to this day, along with its global competitors Facebook, Twitter, and Instagram. During the last 20 years, social media users in Korea have migrated from Cyworld, which started in 1999 by a university student organization, to Facebook, and then to KakaoTalk, which recorded 50 million global users as of 2018. Based on this observation, we ask: What are the reasons that explain audience shift from one platform to another? What are the implications for the industry and the academia? And what are the implications of this in relation to information exchange and user interaction?

To find answers to these questions, this study first examined paths to audience success of generic media products (Sommer, von Rimscha, Verhoeven, Kregs, & Siegert, 2018) identified as “process building blocks (i.e., organizational facets, internal processes, environmental orientation, leadership, human resources, external evaluation)”, and “product building blocks (i.e., content, form/design, marketing, and distribution)”. Next, determinants of continuance (or discontinuance) of using social media were identified (Basak & Calisir, 2015; Chaouali, 2016; Lin, Fan, & Chau, 2013; Lin, Featherman, & Sarker, 2017; Zhang, Zao, Lu, Yang, 2016). Based on the review, this study attempted to fill the gap of a fragmented field in three ways: (a) Building on existing research that focused on traditional medium, we expand the scope to social media; (b) Extending discussions of the current research on user motivation and gratification, we employ perspectives from industry professionals as well as factors of discontinuance; and (c) Based on research that reflects cultural differences in online settings (Correa & Jeong, 2011; Kim & Yoon, 2007), we explore cultural factors playing into the process. Research questions include: What are the success factors of social media in the perspective of industry professionals?; What are the factors of success and failure according to general social media users?; and What are the unique characteristics of Korea that explain such success and failure?

Based on semi-structured interviews with twenty South Korean industry professionals and social media users, the study finds: First, in contrast to “process building blocks” and “product building blocks”, industry professionals suggested “constant evolution of process building” centered around user-orientation and new device-orientation, and “constant evolution of product building” connected to service expansion and openness to various types of content and platforms. Secondly, factors that determine continuance in social media use were self-exhibition, daily records, enjoyable time, celebrity identification, and sense of belonging, while factors of discontinuance included useless content and function, fatigue, concerns about privacy, and invasion of space. Lastly, unique features of the Korean context included a culture of community with a desire not to be isolated, as well as loyalty to media platforms.

Id: 19608

Title: Sharenting by football celebrities: audiences negotiate visibility of children on social media

Session Type: Individual submission

Authors:

Name: Ana Jorge

Email: anajorge (at) fch.lisboa.ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Name: Florencia García-Rapp

Email: f.garciarapp (at) googlemail.com

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Lidia Marôpo

Email: lidia.maropo (at) ese.ips.pt

Country: PT (Portugal)

Affiliation: Instituto Politécnico de Setúbal

Abstract: This paper explores themes of audience identification, support and criticism established around the visibility of celebrities' children on social media. The cultural relevance and fascination around celebrities' children extends from celebrity news media into social media discourses (Jorge & Marôpo, 2017), sometimes in intertextual forms. It also meets the practice of sharenting, whereby (ordinary) parents share their experiences through social media (Mascheroni et al., 2018; Livingstone & Blum-Ross, 2017), which has raised debates about the tension between the right of parents to share online their parenting experience and their children's right to privacy. This practice has been mostly studied in relation to motherhood. Here, we seek to examine current framings of fatherhood and children's visibility together with audiences' reactions in the case of celebrity fathers.

We consider followers' acceptance, negotiation and contestation of the participation and exposure of children on their fathers' profiles to assess current discourses about children, family, privacy and celebrity culture in the context of the celebrity-fan relationship. We analyse official Instagram posts and user comments to two globally popular football players, involved for years in a clash clan - Cristiano Ronaldo ((at) cristiano, 147 million followers; father of four children: Cristiano Jr., born 2010, probably via surrogacy and the twins Eva and Mateo, born 2017, also via surrogacy, and Alana Martina, born 2017 from his relationship with the Spanish model Georgina Rodriguez) and Lionel Messi ((at) leomessi, 102 million followers; father of three boys - Thiago, born 2012, Mateo, born 2015 and Ciro, born 2018, from his relationship since 2008 with Antonella Rocuzzo, a fellow native of Rosario).

Instagram is a visually centered platform that has allowed for the growth of selfies or amateur photography, side by side with staged, professionally produced pictures. The growing popularity of this platform speaks of the wider cultural valorization of image and also of celebrities' private life.

In this context, the visibility of celebrities with their children illustrates the ordinariness of these exceptional personalities, and ascribes them a 'moral authenticity', reflecting 'current societal norms and values' (Mortensen & Jerslev, 2014: 628).

By following a case study approach and combining visual and textual analysis of pictures, captions and comments, we look at the overall children's online visibility on their father's Instagram profile: weight of posts and comments with or on children in the overall content; identification of names and faces; implicit or explicit mention of norms around children's exposure, context of pictures and captions of the children and family life. We analyse how these male celebrities and their followers negotiate the children's presentation and the fathers' role, taking into consideration the two different family context of Ronaldo and Messi. To further interpret the celebrity-fan relationship in view of this particular dimension, we pay close attention to how audiences balance the tensions between visibility and privacy by accepting or condoning children exposure.

Id: 19784

Title: Genres as Social Affect: Cultivating Moods and Emotions through Playlists on Spotify

Session Type: Individual submission

Authors:

Name: Ignacio Siles

Email: ignacio.siles (at) ucr.ac.cr

Country: CR (Costa Rica)

Affiliation: Universidad de Costa Rica

Name: Andres Segura-Castillo

Email: asegurac (at) uned.ac.cr

Country: CR (Costa Rica)

Affiliation: Universidad Estatal a Distancia

Name: Monica Sancho

Email: monicpicnic (at) gmail.com

Country: CR (Costa Rica)

Affiliation: Universidad de Costa Rica

Name: Ricardo Solís

Email: risolisq80 (at) gmail.com

Country: CR (Costa Rica)

Affiliation: Universidad de Costa Rica

Abstract: This paper contributes to scholarly dialogues between audience research and affect theories (Cavalcante, 2018; Hillis, Paasonen & Petit, 2015). We argue that playlists on music streaming services (such as Spotify) can be theorized as contemporary instances of “genres”—defined as fusions of musical substance, sociotechnical assemblages, and sociomaterial practices—that respond to the exigencies of affect. Affect refers here to that which “contains a particular energy, mood, or movement that may lead to a particular feeling, and possibly the subsequent expression of emotion, it both precedes and sustains or possibly annuls feeling and emotion. We might think of affect as the force that drives the unconscious tap of the foot to music, the bob of the head as we listen along to conversation, the rhythm of our pace as we walk” (Papacharissi, 2015, p. 21). We depart from standard views of genres that center on the properties of (musical) texts and build instead on work in rhetoric studies that define genre as typified social action and cultural categories (Miller, 1984; Mittel, 2004).

Our study draws on interviews with users of music streaming services in Costa Rica and an analysis of their accounts and profiles on these platforms. Between August and December 2018, we interviewed 30 users (15 men and 15 women), aged 19-52, for an average of 40 minutes. We used an adapted version of the “think aloud protocol”. During the interviews, we asked informants to open their accounts on a computer, which was projected on a screen so that the research team could see contents available and users’ behaviours. We asked interviewees to describe typical appropriation practices, discussed specific instances of content on their accounts, and requested

explanations of their accounts' configurations. We captured screenshots for analytical purposes. We transcribed interviews entirely and coded the data (both transcriptions and screenshots) inductively in a grounded theory manner.

We discuss how users create playlists on platforms such as Spotify as a means to cultivate moods. The notion of cultivation stresses the dynamic work involved in producing, capturing, and exploring moods. We examine the specific fusions of content, technologies, and practices that characterize the creation of playlists. These playlists also form the basis of collective experiences. Thus, after examining how playlists work as genres, we analyze how they reach wider audiences on music streaming services. To this end, we draw on Berlant's (2008) notion of "intimate public", which "foregrounds affective and emotional attachment located in fantasies of the common, the everyday, and a sense of ordinariness" (p. 10). As material embodiments of cultivated affect, playlists offer a promise of identification and belonging to "intimate publics" formed by strangers, through the specific bonds between music, technology, and emotion they enact (as genres). Our analysis concludes with a discussion of the implications of our study for rethinking the relationship between technology, affect, and genre.

Id: 19807

Title: my favorite female politician, my governor, my idol: citizens, fans and political celebritization in Argentina

Session Type: Individual submission

Authors:

Name: Florencia Garcia Rapp

Email: fgarciarapp (at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Abstract: A brave woman against the ingrained machismo and structural corruption of Argentina's most populated province. A powerful female ally against inequality. Finally, someone who listens. The country's most popular politician meets the desire for change and the thirst for new ways of doing politics. Pairing an easy charm with a tireless work ethic, the 45-year old mother of three became Buenos Aires province's first female governor in 2015. This paper considers user comments to the official Facebook profile of Buenos Aires' governor María Eugenia Vidal to assess a diversity of citizenship performances from an interpretive epistemology (Charmaz, 2006; Merriam, 2009; Saldaña, 2012). With the aim of contributing to the fields of digital and popular culture at the intersections with audience and fandom research, the study examines through visual and textual analysis 500 comments and an array of official posts from the governor. Commenters demonstrate not only identification, but hope and respect for the work of the politician. They demand 'changing the rules of the game' and congratulate her for having started to do so. Fans, followers, sympathizers, citizens? How is political representation and participation reflected and contested by online audiences? Between the performance of fannish affect and a certain hopeful citizenship, user comments are interpreted in light of intimacies of identification and the framework of political celebritization (Richards, 2004; Street, 2004; Driessens, 2013; Sandvoss, 2012).

Id: 19899

Title: Web communities as fields of resistance: the case of online practices of Turkish soap-operas' Greek fandom

Session Type: Individual submission

Authors:

Name: Dimitra Larochelle

Email: larochelle.laurence (at) gmail.com

Country: FR (France)

Affiliation: New Sorbonne University

Abstract: Since 2000, the production of Turkish television soap-operas is in constant development. These products that have a great success at a local level are also exported abroad. More precisely, they were first diffused in countries that were in the sphere of cultural influence of the ancient Ottoman Empire (which means the Balkans and the Middle East). Later they were also exported even far, in Latin America, in China, in Pakistan, in India, in Bangladesh etc. Among these countries, Greece has become a great consumer of Turkish television serials.

However, the viewing of Turkish soaps in Greece is considered to be a highly controversial activity. This, not only because Turkish soap-operas are products of the mass culture – and thus considered as products of a “lower” culture which are not worthy of consideration – but also because they are products coming from a country that is considered to be “hostile” to Greece. Consequently, people who declare enjoying watching Turkish serials are often criticized (or simply ridiculed) as being “uncultivated”, “stupid” or even as “traitors” of their own country. As a result, they are often marginalized even by their families, colleagues and friends.

Our research concerns the reception of Turkish soap-operas by the public in Greece and especially by women as there is a gendered perspective in it. In order to study this phenomenon, we have realized an empirical research based on 50 interviews with individuals of all ages with different socioeconomical backgrounds. In this context, we have also accomplished an ethnography of Turkish soap-operas' Greek fandom online communities.

The online practices of the fans of these products turned out to be of a great importance for several reasons. By watching these products, their fans develop common references. As a result, and through these web communities, women from across Greece can create links (that very often result even to solid friendships) and share activities with other women sharing the same interests. In addition, it is usual for women to develop artistic activities gaining this way a certain “reputation” inside the community. In addition, through these communities, women can develop alternative identities as they have the chance to redefine who they are on a new basis.

Through this paper, we aim to present the functioning of these communities. Web communities constitute alternative micro-societies through which Greek women who may be marginalized or play secondary roles in their “real” lives (roles that are peripheric to other persons – husband, children etc.) can enjoy their favorite products without risking to affront social exclusion. As a result, we could argue that Internet offers to the fans of these products a new field for emancipation.

Id: 19990

Title: Identidad étnico-cultural y consumo mediático de la población gitana española

Session Type: Individual submission

Authors:

Name: Gabriela Marques Gonçalves

Email: gabimarques (at) pm.me

Country: BR (Brazil)

Affiliation: Universitat Autònoma de Barcelona

Abstract: En esta propuesta se reflexiona sobre el consumo mediático de las minorías, comprendiendo la diversidad que el concepto “minorías” abarca y consecuentemente la importancia de pensar este consumo desde las especificidades de cada grupo analizado. Siguiendo a Appadurai (2009), podemos comprender cómo las élites de los estados trazan estrategias que invisibilizan a determinados grupos transformándoles en minorías. Ello da como resultado que estos grupos estén en una situación de desventaja o de dependencia en relación a esas élites (CHAVES, 1971).

Aunque en el proceso de fortalecimiento de las democracias se ha dado un debate sobre la insuficiente presencia de las minorías en los espacios de poder y decisión, estos grupos siguen en la actualidad luchando por derechos básicos. Por esa razón y centrándonos en la población gitana, la ponencia se inicia con una discusión teórica acerca de los procesos históricos socio-económicos de los que surgieron argumentos que han justificado la exclusión de este colectivo, especialmente en el contexto español. Conocer esa evolución nos aporta herramientas imprescindibles para abordar nuestro objeto de estudio, la influencia de la condición de ser gitano en su consumo mediático.

Proponemos debatir sobre el consumo mediático de la población gitana española, teniendo en cuenta los medios tradicionales - televisión, radio, prensa y revista - y también internet, tanto en lo referente a la búsqueda de información como en lo relacionado con el entretenimiento. La metodología utilizada ha sido la etnografía y, además, se han realizado entrevistas semi-estructuradas a 20 gitanos y gitanas mayores de 18 años residentes en la provincia de Barcelona (España). El trabajo de campo se desarrolló entre los años de 2017 y 2019.

Como destacan Ross y Plaidon (2001), los productos mediáticos se elaboran desde las premisas y prejuicios de las experiencias culturales compartidas por sus productores, que normalmente no incluyen a los grupos minoritarios. Pero veremos que, a pesar de que la pluralidad ciudadana no es una dominante en los contenidos mediáticos, ello no provoca un rechazo de su consumo por parte de la audiencia gitana. Además, este grupo hace una reflexión sobre la necesidad de que la sociedad mayoritaria le conozca mejor. Este último aspecto concuerda con la reflexión de Ross (2001) cuando apunta el hecho de que los contenidos de los medios de comunicación impactan negativamente en la audiencia blanca en lo que se refiere a su opinión sobre las minorías étnicas, aspecto que acaba incidiendo en el modo de relacionarse con ellas en su día a día. La representación mediática de los gitanos, y también su ausencia, acaban conformando un imaginario público que responde a un orden social jerárquico determinado.

Esta propuesta parte de la tesis doctoral “Medios de comunicación y cohesión social. Estudio de caso de la comunidad gitana en la provincia de Barcelona”, que estamos desarrollando en el departamento de Comunicación Audiovisual y Publicidad, bajo la dirección de Amparo Huertas Bailén, directora del Instituto de la Comunicación de la Universitat Autònoma de Barcelona (InCom-UAB), y con beca de CAPES, del Ministerio de Educación de Brasil.

Id: 19993

Title: YouTube: A Teenage Social Space

Session Type: Individual submission

Authors:

Name: Nina Duque

Email: duque.nina (at) uqam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal

Abstract: YouTube is the preferred website for young Canadians (Common Sense Media, 2018) and watching YouTube videos has become a significant online practice for today's teens (Thoër et al., 2017). Not surprisingly, the appeal of YouTube is inspiring new and exciting research both in Youth and Audience Studies. Researchers observe that while viewing content (be it digitally or traditionally broadcast) is foremost an entertainment practice, it is also very much a social one (Combes, 2011; Astigarraga Agirre et al., 2016). Beyond being an "essential" teenage practice, viewing content on digital platforms such as YouTube also functions as a social space where teenagers can network, create and maintain relationships with peers (Baym, 2010; Balleys, 2017). Today's teens, connected through an array of devices, are socializing as much in online spaces as offline ones (boyd, 2014). Such that "youth social spaces" can no longer be solely considered by way of their physical attachment but should also be understood as spaces that co-exist and are co-experienced online and offline (Hodkinson, 2017). It within this context that our proposal objectives lay. We hope to better understand adolescent socialization practices by exploring the role of these new entertainment digital spaces. To do so, we will present the results of our ongoing doctoral research that centres on Québec teenagers aged between 13 and 16 years old. Our project is based on a qualitative ethnographic approach combining traditional and online methods as well as incorporating the results of a broader Québécois study on youth online spectatorial practices. Our analysis draws on various scholarship (Sociologie des usages, Audience Research, and Youth Studies) and considers both online and offline spectatorial practices as fluid notions and dynamic processes whereby the user constructs meaning through his or her practices (Proulx, 2002). Our initial results show that socializing both online and offline is an integral part of the teenage spectatorial experience and digital platforms such as YouTube have enhanced the active socializing role of content watching. The youths we spent time with, are very active both online and offline participating in conversations around content and meaning, discussing and sharing thoughts, and suggesting contents to watch and appreciate. Teenage socialization on YouTubers is linked, though not exclusively, to two significant dimensions: a sense of "connection with" and of "belonging to." Teenagers identify with the contents they view, especially with YouTubers. At the same time, watching YouTube videos, subscribing to channels, engaging in exchanges online with the broader community of followers, registers teenagers in a networked community that is experienced both online and offline. Finally, it would seem that YouTube acts as a connection hub, allowing teenagers to forge and maintain friendships.

Id: 20004

Title: Changing Track: A Longitudinal Survey on CCTV-4's Overseas Audiences'2013-2017'

Session Type: Individual submission

Authors:

Name: Yannan Liu

Email: lyn2013 (at) qq.com

Country: CN (China)

Affiliation: Audience Research Center, Communication University of China

Name: Yaning Wang

Email: apkindle (at) outlook.com

Country: CN (China)

Affiliation: Audience Research Center, Communication University of China

Name: Yang Dong

Email: 81509608 (at) qq.com

Country: CN (China)

Affiliation: Audience Research Center, Communication University of China

Abstract: CCTV-4, also known as China Central Television Chinese International Channel, is the flagship Chinese channel that appeals to a global audience. For many years, CCTV-4 has been conducting trends surveys on its overseas audiences (audiences who know Chinese language) in collaboration with the Audience Research Center (ARC) of the Communication University of China. Against this background, this paper describes and analyzes the long-term changes of those overall Chinese overseas audiences' TV watching behaviors and the corresponding psychological features by utilizing the data collected by the ARC from 2013 to 2017. Since the beginning of the CCTV-4 trends survey, the relatively stable principles with moderate adjustments have been employed by the ARC to construct a longitudinally continuous and comparable-results generating analysis system. In other words, the general researching framework, questionnaire structure and option setting remain unchanged to maintain the stability while the key-points and sampling methods slightly shift and evolve over time to meet different needs in the radical changing media environment. Both qualitative and quantitative researching methods are adopted. In other words, questionnaires with good internal reliability are issued and distributed both online and offline to reach a wider range of audiences, including fieldwork and handing out via the CNTV website and SNS platforms, the QR code embedded screen of OTT set-top box is utilized as well. Additionally, the survey data is processed with the software of SPSS and a database is also established for further insight on the basis of other first-hand materials obtained from face-to-face interviews and focus groups. The statistical analysis shows that CCTV-4's overseas Chinese audiences' individual feature is high social status, male and widely middle-aged (mainly middle-aged people while extending toward both directions of the young and the aged). They tend to watch TV programs via web-based platforms other than the cable or satellite TV. Moreover, they retain a high-level satisfaction with CCTV-4 and regard it as a primary information source, even as a necessity in their daily life. In a narrow sense, overseas audiences incline to watch CCTV-4 programs concerning international affairs, China-Taiwan relations and China's homeland security issues with neighboring countries, as

well as their individual health. Meanwhile, audiences' needs and demands for cultural and entertainment programs, TV shows, films and emotional programs grows gradually in the five-year interval. This paper concludes with a discussion on improving the effectiveness of CCTV-4's overseas communication. To be more specific, four relevant proposals are put forward, namely, reporting the multi-faceted news story about China in accordance with China's current conditions; establishing the NCE cluster (news, culture and entertainment) for the program content while prioritizing news content; establishing an overseas trans-platform content distributing system in the media converging environment, especially under the guidance of multi-screen linkage and mobile-first strategy; building an interconnecting and interacting platform, both online and offline, for audiences all over the world to stay (or get) in touch with CCTV-4.

Id: 20083

Title: Audiences' experience with Netflix: A case of emancipation and control'

Session Type: Individual submission

Authors:

Name: Vivi Theodoropoulou

Email: vivitheodoropoulou (at) gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology, Department of Communication and Internet Studies

Name: Stelios Stylianou

Email: stelios.stylianou (at) cut.ac.cy

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology, Department of Communication and Internet Studies

Abstract: The paper examines the migration of audio-visual content online and the shift to the post-broadcast era from an audience perspective, focusing on Netflix and its uses. It draws on fifteen qualitative interviews with Netflix early adopters in the UK to discuss how they consume this streaming medium and what use patterns and audience habits emerge around it. Netflix allows for new forms of audience engagement such as bingeing, targeted uninterrupted viewing, an enhanced control over the schedule, time and space shifting. This flexibility in consumption enhances audiences' sense of freedom, power and control over their viewing to a significant degree, compared to the past. At the same time, Netflix employs big data and audience tracking in its content production. Users' behaviour, preferences, viewing history, location, device data etc. are being stored and analysed so as to feed in the creation of programmes users 'will' like. The popularity of Netflix Originals, also amongst interviewees, seems to verify the success of the model of 'giving viewers what they want' through this seamless continuous automated surveillance (Van Dijck 2013, Couldry 2016). Overall, the findings suggest that users simultaneously appear more empowered, selective, planned, engaged, flexible and in command of their TV consumption, but also unrestrained and excessive -through bingeing-, ambivalent about the control they now possess, sometimes reminiscent of their old unstructured viewing, surrendered to algorithmic measurement and largely uncritical about it. The paper considers the divergent forces and challenges working on how this digital streaming technology is enhancing users' engagement and control over viewing on the one hand, while deploying audience agency and producing popular content based on computable data and audience metrics on the other. Conceptually, the paper starts from audiences in their role as users of networked platforms and the 'coping strategies' they develop in order to appropriate such digital media in their daily routines and lives, to conclude by discussing the role of audiences as people whose work or role is 'co-opted' (Das, 2017) or used by large players like Netflix for their purposes. It deliberates on how the concept of 'audience agency' is changing in the era of big data in digital entertainment; and at what cost and with what implications for audiences. In line with Vesnic-Alujevic & Murru (2016), it also stresses the call for building bridges between audience studies and political economy perspectives in order to better understand the role of participatory audiences in the digital algorithmic era.

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Id: 20175

Title: Cruzando culturas: el consumo mediático de la población migrante

Session Type: Individual submission

Authors:

Name: Amparo Bailén

Email: amparo.huertas (at) uab.cat

Country: ES (Spain)

Affiliation: Instituto de la Comunicación de la Universidad Autónoma de Barcelona (InCom-UAB)

Abstract: El título es intencionadamente ambiguo, pues queremos reflexionar acerca de la experiencia de la población migrante en calidad de audiencia y lo hacemos pensando tanto en la necesaria etapa de adaptación al nuevo entorno de convivencia (tras “cruzar de una cultura a otra”) como en los procesos de hibridación cultural que ello genera (identidades formadas a partir del “cruce de diversas culturas”).

David Morley (2005) fue uno de los primeros en señalar los nuevos entornos de recepción y consumo que se darían como fruto del paralelo aumento de la comunicación global y los desplazamientos poblacionales. El trabajo empírico de Miller y Slater (2000) sobre la comunicación en el seno de familias con miembros emigrados, desarrollado en la isla de Trinidad, fue uno de los primeros que abordó esos cambios.

A nivel teórico, tres autores nos han marcado fuertemente. En primer lugar, Pierre Lévy (2007: 7): “La distinción entre cultura (la dinámica de las representaciones), sociedad (la gente, sus lazos, sus intercambios, sus relaciones de fuerza) y tecnología (los artefactos eficaces) no puede ser más que conceptual”. En segundo lugar, Saskia Sassen (2003), especialmente su lectura feminista de la globalización. Sassen plantea, por ejemplo, que los espacios urbanos asociados con la mundialización económica tienen repercusiones diferentes según el género, tanto en lo referente a los aspectos laborales como a las relaciones de poder. Y, por último, actualmente estamos trabajando la perspectiva de la transculturalidad, un concepto recuperado por Wolfgang Welsch (2009) que apunta hacia la idea de una cultura permeable construida por múltiples entrelazamientos y penetraciones.

Después de algo más de quince años investigando el consumo mediático de la población migrante, siguiendo la literatura publicada y realizando trabajos empíricos propios en Cataluña y España, recogemos aquí los principales ejes de estudio detectados alrededor del binomio migración y Tecnologías de la Comunicación (TC).

En primer lugar, trataremos acerca de la comunicación interpersonal en el marco de las familias transnacionales, uno de los ámbitos más prolíficos y en el que incluiremos también la cuestión de las “segundas generaciones”. Desarrollaremos conceptos como la “presencia conectada” (Licoppe, 2004).

A continuación, nos centraremos en la comunicación comunitaria, en la que la población migrante puede ser observada (a) como destinataria de medios especializados (medios étnicos) y (b) como agente participante, creando y difundiendo contenidos. Reflexionaremos sobre el riesgo de caer en la “desconexión pública” (Couldry, Livingstone y Markham, 2010) y de que los contenidos mediáticos acaben centrándose demasiado en la visibilidad abandonando el componente de lucha social como grupo minoritario (Touraine, 2005).

Y, en tercer lugar, dedicaremos un apartado específico a un ámbito de estudio emergente -y de imprescindible desarrollo- como es el uso de las TC en los desplazamientos forzados. Las TC son herramientas muy útiles en estas circunstancias, pero también pueden ser usadas para ejercer el control. Por ejemplo, Alemania y Dinamarca han conseguido que sea legal extraer los datos de los teléfonos móviles de los solicitantes de asilo. (Meaker, 2018)

Id: 20328

Title: Is political ideology connected to views on fake news, hate speech and freedom of expression' Population-level study from Finland

Session Type: Individual submission

Authors:

Name: Sanna Malinen

Email: sanna.m.malinen (at) jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Name: Aki Koivula

Email: akjeko (at) utu.fi

Country: FI (Finland)

Affiliation: University of Turku

Name: Teo Keipi

Email: teo.a.keipi (at) utu.fi

Country: FI (Finland)

Affiliation: University of Turku

Abstract: Recently, we have witnessed information disruptions stimulated by the success of social media and people's declining trust in institutions. Bennett and Livingston (2018) argue that there has been a global breakdown of trust in institutional information, and at the same time, the amount of alternative information channels has multiplied, which explains the emergence of misinformation. Misinformation has become so massive in online context that the World Economic Forum (2014) has listed it as one of the main threats to society. Term 'fake news' refers to false information which is created and spread deliberately and disguised as a credible news source for political or financial gain (Silverman, 2017). It has also become a useful concept for people in expression of their discontent with media (Nielsen & Graves, 2017).

In this study we examine how people perceive three, partly intertwined, contemporary social media concerns: spread of fake news, control of hate speech, and freedom of expression. We analyse how these concerns are connected to people's political ideologies, and drawing from the Media System Framework by Hallin and Mancini (2004), we discuss the implications for prevailing media system. Our findings are based on a population wide survey study for Finnish people (N=3762), which was carried out in January 2018 via questionnaire and online panel. The data is analysed statistically. Since previous research is mostly set in the context of strongly polarized two-party system in the US, Finland represents a very different research case: The Finnish multiparty-system, people's high trust in institutional media and the rather recent emergence of counter media constitute an interesting combination for research. Attacking 'media elite' is an integral part of populist strategies worldwide (Essenger et al. 2017) and has occurred recently in Finland as well. Finnish counter media sites support the views of anti-immigration movement, and became very popular during the immigration wave to Europe in autumn 2015. Counter media has thus played a significant role in mobilization of anti-immigration movement and provided political fuel for populists (Ylä-Anttila,

2017). In this respect, we expect that supporters of the populist right wing party ‘the Finns’ are the least worried about spreading of fake news. Our findings show a strong connection between political ideology and social media concerns. Our findings also demonstrate that ‘fake news’, ‘hate speech’ and ‘freedom of expression’ are politically charged and interpreted very differently by populists.

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Id: 20347

Title: Audiences, Interpretive Strategies, and Political Categorization

Session Type: Individual submission

Authors:

Name: Joshua Atkinson

Email: jatkins (at) bgsu.edu

Country: US (United States)

Affiliation: Bowling Green State University

Name: Rafsanul Hoque

Email: rhoque (at) bgsu.edu

Country: US (United States)

Affiliation: Bowling Green State University

Name: Blessy McWan

Email: bmcwan (at) bgsu.edu

Country: US (United States)

Affiliation: Bowling Green State University

Name: Jewel White

Email: jcwhite (at) bgsu.edu

Country: US (United States)

Affiliation: Bowling Green State University

Abstract: In the paper we plan on presenting at the IAMCR conference, we examine audience interpretations of different political advertisements. Our interest emerged from heightened political tensions in the United States that have led to increases in political advertisements targeting people in general, but young people and students in particular. In our research, we engaged in seven focus groups with students at a mid-sized university. Prior to the focus groups, we asked the students to fill out a survey to collect information pertaining to their political preferences and activity. In each focus group, we asked students to watch a series of advertisements; nine in total. Three of the ads were campaign ads by politicians seeking elected office; three were ads produced by activist organizations like Green Peace; three were public service announcements about topics like smoking or bullying.

After viewing all of the ads, students were asked a series of questions to generate discussion. Students were asked about their reactions to the ads (e.g., What did you like/dislike about these ads?), as well as their opinions of things like politics or activism. We also asked the students to build a category system, and place each of the ads that they watched within these categories; students were then asked to compare and contrast the categories that they had developed. Overall, these questions provided insight concerning the interpretive strategies that were used to make sense of the ads. The concept of interpretive strategy was developed by Fish (1980) to explain the ways in which people come to different interpretations of one text. Later, Lindlof (1988) expanded the

notion of interpretive strategy to explain how audiences of mass media make sense of genres or broadcast content.

In the case of this research, most of the students would only interpret the campaign ads as “political”, while the others—including ads produced by activists—were interpreted as “issue ads” or “topic ads.” What is more, most of the students (but particularly those who identified as conservative) found the candidate ads to be untrustworthy, or viewed them as negative. Many of these students explained their interpretations of the candidate ads as a response to the growing negativity and partisanship that they saw in contemporary elections. In many ways, our findings demonstrate rationales of many students to embrace activists or non-politician figures, like Donald Trump. Indeed, our research demonstrates that audiences are increasingly open to political messages that do not fit traditional campaign ads described by Trent and Friedenberg (2015). Such findings hold important implications for strategic approaches to audiences—for both traditional politicians, as well as activist organizations. These implications will be outlined in greater detail in our final paper.

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Id: 20408

Title: The Temporal Dimensions of New Viewing Practices in The Multiscreen Home

Session Type: Individual submission

Authors:

Name: Deborah Chambers

Email: deborah.chambers (at) ncl.ac.uk

Country: GB (United Kingdom)

Affiliation: Newcastle University

Abstract: Today's multiscreen home reverberates with traces of past domestic screen technologies and viewing practises. However, dramatic changes in screen-based timescapes within and beyond the home confirm that opportunities for active audience/user engagements with speeded-up media have hitherto been understated. Before the advent of the multiscreen household, it was assumed that a proliferation of domestic screens would lead to a scattering of family members into separate rooms. It was predicted that the communal attributes of television viewing, for example 'family time', would succumb to a fragmentation and individualization of viewing practices. By presenting research on new digital screen practices in the multiscreen home, this paper offers a new analysis of the changing temporal organisation of the household. The study is supported by data on patterns of use of screen devices and streaming services from the UK communications regulator, Ofcom. This is combined with the findings of qualitative studies on media time and domestic screen uses.

Leading perspectives on temporal routines associate the accent on clock time, speed and immediacy with adverse features of urbanisation, industrialization and globalisation (for example, Clough et al., Rosa, Tomlinson). To assess the temporal micro-dynamics of today's digital media home, this paper probes these claims by engaging with key research and theorisations of media time (such as Morley, Silverstone, Scannel, Keightley). I use the concept of 'polymediated timescapes' to understand a new temporal agency associated with second screens in the home, drawing on Madiannou and Miller's concept of 'polymedia'. This concept of polymediated timescapes challenges conventional arguments about audiences in today's media ecology, as individualising and fragmenting temporal experiences. It does so by explaining new configurations for shared family and public time. The paper will argue that rather than creating a temporal dislocation, the multiscreen home opens up new forms of temporal agency. Second screens and streaming services generate a new kind of temporal synchronicity that can transform the living room into a flexible temporal zone. While these striking changes indicate a reorganisation of 'audience', domestic time and space, today's screen-based temporal dynamics suggest that time is not so much 'consumed' but constituted through practice. Elaborate synchronisations of distinctive times involve 'alone time', 'family time', and public network or 'communal time'. Via social media, the multiscreen living room facilitates common talking points and also remote interactions between homes through synchronised viewing and communication. Supported by a series of examples, I explain these emergent forms of polymediated screen time as 'intra-' and 'trans-domestic temporality'.

Id: 20494

Title: "Changed Beyond Recognition": A comparative examination of shifting audience measurement models

Session Type: Individual submission

Authors:

Name: Jen Mclevey

Email: jm981 (at) exeter.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Exeter

Abstract: Audience viewing habits have dramatically shifted in the past decade, and this has had an undeniable impact on the broadcast business model where audiences are the primary currency. This paper offers a comparative review of the changes that have occurred in audience measurement since 2017 in several broadcast markets (the UK, the Netherlands, Switzerland and the US). Each change, including controversial measurement of SVoD viewing, has aimed to do the same thing: get a full picture of exactly what audiences are watching, where they're watching, and how they're watching.

Existing academic interrogations of audience measurement methods have provided a valuable historical overview. However, recent industry developments in measurement have been largely absent from academic discussion, with audience studies being primarily reception-based or focused on the implications of the datafication and commodification of audiences rather than the ways in which audiences are being quantified (and therefore commodified) by broadcasters. In a media environment where catalogue is more important than schedule broadcasters and JICs have had to develop new ways to quantify audiences to maximise their values.

In the UK, BARB's Project Dovetail has offered broadcasters an audience metric for viewing on computers, tablets, and mobile phones. While this does offer useful insight into viewing habits, it still does not account for SVoD viewing. At the same time, JICs in the Netherlands are in the process of a complete redevelopment of audience measurements and in 2018 put out a request for proposals for five contracts that would create a new Total Media Audience Measurement. The aim of this is to create a unified currency that includes audiences for VoD and digital platforms. In Switzerland, a similar approach is underway through the Swiss Media Data Hub, which aims to create a single moving picture currency across media platforms.

These European discussions are occurring in the shadow of developments in the US, where Nielsen began to offer a Total Audience metric that included VoD viewing in 2017. In 2018, they began providing a controversial measurement of SVoD audiences at a programme level, a move which has caused controversy and open debate across the global audience measurement industry, with the legality of such practices being called into question.

Reviewing the different models for total audience measurement, the precedents for this metric in existing practice, the inclusion or exclusion of SVoD services, and the commercial and research reasons why each model has been chosen, this paper aims to interrogate both motivations and

outcomes. While these changes are likely to have short-term effects on reported audience sizes, they are certain to have larger long-term implications for how the audience is understood, as a currency and as consumers of content, for both broadcasters and scholars alike.

Id: 20537

Title: Managing 2.0 newsrooms: insight stories of spontaneous innovation and improvisation routines

Session Type: Individual submission

Authors:

Name: Agustin Rivera

Email: agustinrivera (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Antonio Méndez

Email: antmendez (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Bella Palomo

Email: bellapalomo (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Abstract: Media have developed in the last decade a great dependence on social networks (Singer et al, 2011). Source of new audiences, social media are also a space for the verification and localization of new contents. Sometimes these functions has forced to alter editorial models to host viral topics, necessary to try to overcome the crisis of attention particularly concerning in the context of the young people (Boczkowski and Mitchelstein, 2016). Digital media estimate that one third of their visits come from Facebook (Somaya, 2014), a figure that forces them to create specific strategies that ensure the reputation and growth of the company in the 2.0 sphere. Recently, Emily Bell (2018) confirmed that Facebook is reshaping newsrooms.

A wide range of studies analyze the different forms of media participation from the perspective of the user, studying the degree of interactivity or through content analysis techniques, while the internal opinion of the newsroom is more inaccessible. The aim of this research is to know the motivations of Spanish digital newspapers to act on social networks; describe how they manage their relationship with audiences, and focus on their internal vision of Facebook. The methodology applied to achieve these objectives have been the in-depth interview with ten social media managers representative of three national media (El País, El Mundo, Abc), two regional media (La Vanguardia, El Periódico de Catalunya), four digital natives (El Confidential, eldiario.es, The Huffington Post, El Español) and a local media group (Joly). All interviews were conducted in person in the newsrooms, during 2017.

The qualitative and current approach of the study yields novel results. In the recent practice of journalism there is a new choreography of information, where breaking news are released first on Twitter, then published on the web and finally on Facebook. This atomization of content has caused fragmented and descontextualized audiences (Masip, Suau and Ruiz Caballero, 2017) consume

individual news. What kind of relationship does the medium maintain with these new consumers? According to the interviews carried out, in the Spanish media scene very diverse and even antagonistic participation management models coexist: while some media value the elimination of comments, others defend the externalization of moderation, or the programming of messages. Decisions in general that reduce the responsibility of the journalist, and allow him/her to focus on the production of content. We observed that there has been a progress in the internal organization of newsrooms, creating specific positions to coordinate participation, but the lack of resources prevents continuous dialogue with users. Nowadays newsrooms continue to be guided by intuition and voluntarism in their activity on social networks.

Research is supported by the national research project CSO2015-64955-C4-3-R MINECO / FEDER.

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Id: 20583

Title: [Panel] Audience Research in Children, Youth and Media. Are the right questions being asked' Panel description

Session Type: Panel Submission

Authors:

Name: Antonio García Jiménez

Email: antonio.garcia (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos (Spain)

Abstract: Children, adolescents and young people are fully immersed in the digital life. They turn continuously to smart and mobile screens. They do it to keep in touch with family and friends, to carry out school activities and to access a variety of digital media content and services. With more and more accented use patterns. These habits of use and consumption include social networks, music, videos, books and games. The everytime-and-everywhere-access to mobile media has changed children's and adolescents' everyday life with potential implications on their -from a broad perspective- socialization, consumer patterns, schooling orientated behaviour, teaching and learning... among others. This panel wants to address these issues from both a theoretical and methodological perspective. And it focuses on reflecting on a possible research agenda for the future. The topics discussed are:

1. Role of mobile media in children and adolescents at school, and in everyday life.
2. Methodological challenges of research on smart-screens.
3. New models of audiovisual life: YouTube, etc.
4. Teacher and parental mediation and monitoring of mobile media use.
5. Impact of Internet on children's and adolescents' social development and consumer behaviour.
6. Cyberspace and children's and adolescents' risks, threats and opportunities.
7. Mobile media contents and activities, cultural and educational consumption: games, video, music consumption, education, democracy, social interaction, marketing-publicity..., new phenomena or old habits in new screens.
8. Regulation and protection of children in apps, social networks, and gaming activities, marketing, ... and others.
9. Children's approaches to opportunities, risks, safety, literacy, entertainment in smart-screens and other devices.

10. New audiences and media literacy in educational centres (or schools).
11. Big data, robotics, children and adolescents.
12. Children, Youth and Media, safety, privacy and “security”.
13. Consequences of the digital divide and inequality in minors.
14. Potential Research Agenda, Methods and Questions for Audience Research in Children, Youth and Media.

The main objective of this panel is to contextualize and review the situation and prospectively discuss the future of research in Audience Children Youth and Media Research and collectively discuss the opportunity and focus for research in the “key” questions arising in the area.

Coordinators:

Antonio García Jiménez (King Juan Carlos University), antonio.garcia (at) urjc.es
Patricia Núñez Gómez (Complutense University of Madrid), pnunezgo (at) ccinf.ucm.es
Félix Ortega Mohedano (University of Salamanca), fortega (at) usal.es

Chairperson: Patricia Núñez Gómez (Complutense University of Madrid), pnunezgo (at) ccinf.ucm.es

Discussant:

- Sonia Livingstone (London School of Economics and Political Science), s.livingstone (at) lse.ac.uk
- Félix Ortega Mohedano (University of Salamanca), fortega (at) usal.es

Participants:

- Antonio García Jiménez (King Juan Carlos University), antonio.garcia (at) urjc.es
- Maialen Garmendia Larrañaga (University of the Basque Country), maialen.garmendia (at) ehu.es
- Giovanna Mascheroni (Catholic University of Sacro Cuore), giovanna.mascheroni (at) unicatt.it
- Cristina Ponte (NOVA University Lisbon), cristina.ponte (at) fcsh.unl.pt

Id: 20716

Title: Food for thought: Family mobile phone use in eateries

Session Type: Individual submission

Authors:

Name: Nelly Elias

Email: enelly (at) bgu.ac.il

Country: IL (Israel)

Affiliation: Ben-Gurion University of the Negev

Name: Dafna Lemish

Email: dafna.lemish (at) rutgers.edu

Country: US (United States)

Affiliation: Rutgers the State University of New Jersey

Name: Galit Rovner-Lev

Email: galitrovner (at) gmail.com

Country: IL (Israel)

Affiliation: Ben-Gurion University of the Negev

Name: Diana Floegel

Email: djf185 (at) scarletmail.rutgers.edu

Country: US (United States)

Affiliation: Rutgers the State University of New Jersey

Name: Dan Delmonaco

Email: dd817 (at) scarletmail.rutgers.edu

Country: US (United States)

Affiliation: Rutgers the State University of New Jersey

Abstract: Children in many societies experience many opportunities of eating outside of home. These occasions play an important role in children's socialization and development: They may enhance general knowledge about food and culture, foster encounters with new people, develop eating and conversation habits, and challenge them with experiences in which they may acquire significant social skills, such as patience, restraint and courtesy. Spending time together at the local family restaurant, food court in the mall, or a coffee shop thus provides parents and children with a wealth of opportunities for enriching interaction.

Over the past few years, however, communication between parents and children spending time together away from home has been affected by the massive penetration of mobile digital devices, such as smartphones and tablets. It is becoming increasingly common to see parents and children engaged in individual digital activities while being disconnected from each other, which might have significant impact on the quality of parent-child interaction and children's overall development. At the same time, shared digital practices are emerging too, as parents and children might play together gaming applications, read a digital book or formulate a message to distant grandparents while spending time away from home.

With this in mind we set to investigate media use patterns among parents and children while they are visiting public places on the continuum between “a digital bubble” and shared media use. The present study aims to achieve this goal by tackling the question if and how parents and children use digital media while having a family meal in public establishments and whether this use affects the communication between them and their emotional availability towards each other.

The study was conducted in parallel in the US and Israel, using qualitative observations in food courts, self-service coffee shops and family restaurants. In each country 30 observations were conducted which included 120 families with children aged 2-8 years. Observations followed families from the minute they entered the eatery to the minute they left and focused on providing a thick description of the following categories: (a) parent use of mobile media (when, for how long, and how are they used and under what circumstances); (b) child use of mobile media (which activities; under what circumstances; who initiates; for how long); (c) parent-child interaction (type of interaction; who initiates and in what ways; shared attention and eye contact; parent’s emotional availability; parent’s mediation of child’s media activities); (d) parent-environment interaction (interaction with others; engagement in non-media activities); (e) child-environment interaction (interaction with others; engagement in non-media activities).

Our findings suggest that use of mobile media dominates a significant part of time spent in eateries, particularly by the parents themselves, with implications to the quality of child-parent interaction, responsiveness to the child’s needs, and safety concerns. Parents often use mobile devices to regulate their child’s behavior and keep the child busy. Joint interactions around mobile media are more rare, and most fruitful interactions seem to happen when mobile devices are out of sight.

Id: 20723

Title: Clicks and comments as expressions of the dilemma of users' news interests: the case of the Spanish-language social news aggregator Menéame

Session Type: Individual submission

Authors:

Name: SANTIAGO URRUTIA

Email: santi.urrutia (at) ehu.es

Country: ES (Spain)

Affiliation: University of the Basque Country

Name: Begoña Zalbidea

Email: bego.zalbidea (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country UPV/EHU

Name: Idoia Camacho

Email: idoia.camacho (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country UPV/EHU

Name: Jose Mari Pastor

Email: josemari.pastor (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Abstract: A notable amount of investigations conducted over the last decade found a disparity between the interests of journalists and audiences regarding news. It is frequently noted that the former show a preference for hard news, while readers seek news that is softer. Researchers reached this conclusion based on the number of visits or clicks received by information as an indicator of audience interest. However, in recent years, another factor has also been used to measure interest, namely, the number of readers' comments. Based on this indicator, audiences attach more importance to hard news than the previous measurements had indicated.

Our study aims to analyse this difference of interests in greater depth by identifying what kinds of information audiences visit and what kind of news they comment on. To this end, we examine the activity of the users of the most successful Spanish-language news aggregator, the Menéame social network, by examining audience behaviour with respect to the content published on this network. The research was carried out using a sample of 8,000 news items randomly selected from a total of 156,800 items published on the front page of Menéame throughout the first ten years of its existence (2006-2015). The number of visits and comments that each item received was analysed, and the two indicators were related to the type of content and its thematic category. For this purpose, we produced a classification of 14 categories which were in turn assigned to a basic typology, divided into hard, soft and general news.

The data indicate that the distribution among these three types of news over these 10 years was as follows: hard news, understood as having greater informative relevance according to the traditional

information canons, shows a proportion of 50.3%; soft news 30.8%; and general news items 18.9%. Preliminary results show that there is a clear opposition between clicks and comments in terms of content types, with two main trends with respect to hard and soft news items. On the one hand, on average the latter receive almost 4,000 visits more than hard items, which on average receive around 5,500 clicks. However, hard news tends to provoke a greater amount of comments than soft news. The average for the former is 66 comments, while soft news receives 10 less (55.7). If the findings for this social network are applied in the field of news media, the data suggest that the alleged difference in interests between journalists and their audiences is not insurmountable.

Id: 20736

Title: Intergenerational solidarity or intergenerational gap' How elderly people experience the ICT challenge within their family context

Session Type: Individual submission

Authors:

Name: Celiana Azevedo

Email: celianaazevedo (at) hotmail.com

Country: PT (Portugal)

Affiliation: Universidade Nova de Lisboa (FCSH-UNL)

Abstract: The aging of the population and diffusion of information and communication technologies (ICT) have created alterations in social relations by placing new challenges at the individual, family and social life. Drawn on the concept of intergenerational solidarity (Brubaker, 1990, European Commission, 2012) this paper focused on the elderly discusses the influence of younger family members of their ICT practices in two countries, Brazil and Portugal.

The paradigm of intergenerational solidarity is positioned at the forefront of exchanges of support as a permanent feature of the families, thus becoming a standard in measuring social cohesion between people belonging to different generations. The composition of the household is described as "one of the most fundamental and essential determinants of well-being of older adults" (Zimmer, 2003, p. 248) influencing the life course (Elder and Shanahan, 2006; Elder, 1975; Mortimer and Shanahan, 2003; Loos and Mante-Meijer, 2011; Sánchez, Kaplan and Bradley, 2015), driving or inhibiting the ability of older people to use and benefit from the use of ICT.

The prerogative of the intergenerational relationships as beneficial to the well-being of older people has prevented the exploitation of possible negative aspects that may arise in this context (Lowenstein, 2005; Umberson, 1992; Ingersoll-Dayton, Morgan and Antonucci, 1997; Lee, Netzer and Coward, 1995). Normative interpretations can easily be idealized and the benefits arising from the use of ICT may not occur between the elderly and younger generations, necessarily.

Taking into account these perspectives, this paper discusses empirical results collected in both countries on the ways in which relations of the elderly with younger generations in family contexts may influence these appropriations and uses, both as facilitator as embarrassing. For data collection, we used a qualitative methodological approach through the non-participant observation, focus groups and semi-structured interviews. The sample was composed of 36 persons, Brazilian and Portuguese, with ages between 60 and 84 years old, who attended computer classes in senior universities and who had access to at least one of the following digital technologies: computer, cellphone and tablet with internet connection.

The analysis reveals that families influence how older people deal with ICT in distinctive ways, both building up social interactions and increasing the communication inside and outside the family or contributing to social and emotional isolation even when family generations are physically close. We concluded, that there is not an intergenerational relationship solely based on technology, but a relationship that encompasses various spheres of life of an elderly as a primary source of instrumental, emotional and social support, that extends to the use of ICT. This conclusion has implications for public policies that assuring ICT access and support to the elderly in general and working with different generations, challenging stereotypes related to ageism and the use of digital technology.

KEY-WORDS: Information and communication technology; elderly; intergenerational relation; Brazil; Portugal.

Id: 20748

Title: Listening to radio in the age of the digital assistant and the concept of intimacy

Session Type: Individual submission

Authors:

Name: Paul Rixon

Email: p.rixon (at) roehampton.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Roehampton

Abstract: Since the early 1920s, when radio services first began regular broadcasting, radio listening has gone through many changes: from families listening together at home, transistor radios listened to outside, radios in cars allowing listening on the move, to the smart phone allowing a more personalised audio experience. With the appearance of smart speakers in the home, the way we listen to audio is changing yet again. Smart speakers, like Amazon echo, using a form of AI linked to the internet act as a form of digital assistant. One of their popular ‘skills’ is to link up to sites from which radio services and podcasts can be streamed or downloaded at the vocal command of the listener. Such sites include TuneIn which gives access to over 120,000 plus radio service (<https://tunein.com/>). Indeed, such technology has helped digital consumption of radio overtake analogue listening to FM in the UK (RAJAR, 2018). Another popular ‘skill’ allows the user to choose music to listen to, either downloaded or streamed, allowing the creation of a kind of personalised radio music channel (Lacey, 2013). For some the coming of digital technologies have signalled the start of a new era for audio, where people can easily explore a vast range of streamed radio channels, podcasts, music or even to create and share audio as part of social media (Bea, 2013).

In this paper, I will explore, using the concept of intimacy, utilised by those including Crisell (1994), Shingler and Wieringa (1998) and Hendy (2010), how we listen to audio output through AI smart speakers and whether this is changing the way we listened to radio, in all its forms. The research has been carried out by first analysing existing radio audience data collected by RAJAR and other data from Ofcom to help contextualise our understanding of the wider changes occurring, combined with autoethnographic research, where I reflect on my own experiences of using Amazon’s echo, a smart speaker with AI, in a family setting over a two-week period. For this I kept a listening diary reflecting on what was listened to and when, where it was listened to (there are five Amazon echos in the house), who was listening, and how such listening was undertaken. To collect this information, I used data from the Amazon app which records what was played and on which echo, I kept my own diary to reflect on my own experiences combined with discussions with other family members about what they were listening to and why. Throughout the two weeks I also took a record of what was happening in the rooms where the Amazon echos were being used. And while I was particularly interested in radio streaming, I also included how the echo was used to listen to all forms of audio, including music, audio books and podcasts, all of which, in various ways, are part of a traditional radio service output (Lacey, 2013).

Id: 20819

Title: Towards a theory of a "strategic fandom": new trends in fan-producers tensions within transmedia storytelling systems

Session Type: Individual submission

Authors:

Name: María-José Establés

Email: mariajose.estables (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Mar Guerrero-Pico

Email: mariadelmar.guerrero (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: Relations between fans and media producers are often complex and controversial (Zubernis & Larsen, 2012). The "free" and official ancillary contents of the transmedia storytelling systems (Jenkins, 2006, Scott, 2009, 2010) offer fans an assortment of canonical media texts that encourage their engagement while, at the same time, work as a control tool for producers to weigh up the commercial performance of said content.

Specifically, there are two ways of addressing the transmedia expansion of a narrative world according to its design: whether it is planned from the beginning (strategic transmedia expansion), or if it unfolds as a reaction to diverse industry inputs (tactic transmedia expansion) (Scolari, Jiménez & Guerrero, 2012; Scolari, Guerrero-Pico & Establés, 2018). In this sense, there is a increasing amount of narrative worlds being developed with a strategic vision in which the management of hypothetical fans arises as one of the key questions to be addressed by producers. As part of this growing trend of strategic transmedia expansions, we present a theory of "strategic fandom", as an emerging phenomenon of pre-emptive organisation and control of fan activity around transmedial narrative worlds.

Thus, drawing on the Gramscian theory of cultural hegemony (Martín-Barbero, 1987), media producers are seen as elite groups that build alliances to keep the upper-hand of production processes within cultural industries. In this way, fans receive what they want, that is, their objects of fandom in exchange of a certain interactions with that elite. Particularly, if the interaction is driven by the producers it will be top-down through different "brandom strategies" (Guchwan, 2012) or if, conversely, it comes from fan content that promotes the narrative world, it will be bottom-up through "fanadvertising" strategies (Lozano-Delmar, Ramos-Serrano & Hernández-Santaolalla, 2013).

Anchored in this commercial framework, we suggest that "strategic fandom" pre-emptively enables producers' fanagement (Hills, 2012) beyond co-optation up to the point of "fan-personating" fan activity. We name this "fan-personation" the fact of pretending to be a fan account with no visible links to producers' ownership. Therefore, fandom is appropriated by producers, who

effectively create a fandom before fans do, in order to monitor future fan response and production and so “not losing control of the narrative world” (El Cañonazo Transmedia, n.d.).

Based on an ethnographic approach and applying content analysis techniques, in this paper we explore the cases of two Spanish high quality TV dramas “La Zona” (“The Zone”) and “La Peste” (“The Plague”). By observing the fan communities of both shows, we have detected that the transmedia producers have “fan-personated” themselves through different safe spaces for fans such as wikis or social media groups.

To conclude, we propose an analysis of the control strategies and mechanisms developed by some production companies featuring both "strategic fandom" and "fan-personation" practices.

Id: 20893

Title: Media Generations, online-privacy and the use of social network sites (SNS)

Session Type: Individual submission

Authors:

Name: Sascha Trültzsch-Wijnen

Email: sascha.trueltzsch-wijnen (at) sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Abstract: Management of identity, relationships and information have been identified as central motivations for the use of SNS (e.g. boyd 2008; Ito et al. 2008; Livingstone 2008). In order to (re-)present identity and maintain relationships, users present personal information like preferences, personal data and photographs (see e.g. Taraszow et al. 2010; Thaddicken/Jers 2011, Joinson et al. 2011). In order to benefit from SNS providing personal information is central. At the same time users are aware of the value of privacy protection. Earlier discussed as privacy paradox (Barnes 2006, Joinson et al. 2011, Utz/Krämer 2009), this is questioned in latest research (Park 2015, Suh/Hargittai 2015, Young/Quan-Haase 2013). It is more likely that concepts of privacy and related attitudes changed within the younger generation grown up in a mediatised world (e.g. Livingstone/Lunt 2014). Privacy management – as management of personal information – can be theorized in different ways. With regard to generational differences it is fruitful to emphasize the role of socialisation processes, which can be integrated in a perspective of communication privacy management (Petronio/Durham 2015, Trepte/Dienlin 2014) as well as similar approaches of privacy calculus (Suh/Hargittai 2015, Einspänner-Pflock 2017). Individual attitudes towards privacy rooted in internalised cultural traditions are modified in social interaction resulting in specific generational habits of media generations (Vittadini 2013).

The presented research focuses on such specific attitudes towards privacy differentiating between children, adolescences and young adults. Based on a quantitative online survey (N=2069, age 10-30) giving an overview on usage habits, interviewees were recruited for deeper insights into attitudes, strategies etc. towards privacy (20 guided interviews).

With regard to SNS different usage strategies can be identified: For children (age 10-15) privacy is situated in the context of family and school. Socialised in a mediatized world they permanently use SNS to present themselves to school mates and communicate with them. In order to be recognised by all students they make rare uses of software's privacy management tools. For adolescents (age 16-22) the control of SNS profile and communication is much more complex and accordingly they make extensive use of the software's privacy settings to present specific information to different groups of contacts. According to their lifeworld, contacts are related to different contexts such as sports clubs, fellow students and colleagues etc. It is important for the interviewees to address these realms with specific presentations – with a strict border between them – in order to both, protect privacy and fulfil the norm of presence in SNS. Young adults (age 23-30) prior the need for privacy over benefits of communication and self-presentation on SNS. Users limit access to their profile content to close friends and family only: A relevant number of non-users for privacy reasons can be identified. SNS are no longer used to be present and searchable, but to communicate with family and close friends sharing respective photographs.

Usage patterns, underlying concepts and attitudes towards privacy differ between the agegroups with regard to their specific lifeworld contexts and socialisation. The contexts of socialisation will be discussed towards the waves of mediatisation (e.g. Hepp et al. 2015, Livingstone/Lunt 2014).

Id: 20897

Title: The chaotic marketing of the FYRE Festival: Audiences and influencers.

Session Type: Individual submission

Authors:

Name: Ilhem Allagui

Email: ilhemallagui (at) yahoo.com

Country: QA (Qatar)

Affiliation: Northwestern University in Qatar

Abstract: This research starts from the FYRE Festival, a case of deceiving marketing operation, to point to two topical issues in online advertising: First, communication technologies (including AI, big data, etc.) have evolved fast to the pace of marketers who turn to these technologies while not being fully prepared to embrace them. This extends to the ongoing restructure of the marketing industry that now counts techies and other illiterate marketing professionals, which could be a nuisance to consumers, if not harmful. Second: There is an overwhelming acceptance of and enthusiasm towards social media influencers and bloggers by the audiences, i.e. followers, who tend to forget that what appear as close friends are in fact a new marketing communication channel. Social media influencers get driven by sponsored packages and marketing results, they are little educated in marketing and have little tools to protect their own audiences, their real ‘capital’. The industry and regulators need to take seriously the role that influencers play as a new media channel and establish new regulations to protect both the consumers, but also their marketers.

Aside from the fraudulent behavior of the festival organizers who failed to deliver the show and the Bahamian luxurious experience promised to festival attendees, the debacle of the FYRE Festival is largely linked to the nascent business of social media influencers who were able to persuade of and sell the promises of this event. The influentials or influencers are “a new type of independent third part endorser who shape audience attitudes through blogs, tweets, and the use of other social media” (Freberg & al. 2011, 90). They can seed information in their network, and because of their high reach, they can ‘trigger a cascade of influence’ thanks to their connectivity and influence in the network (Bakshy & al. 2011). In addition to ‘diffusion of information’ from brands, influencers promote referrals to products or services and engage their followers who become interested and attracted in viewing the influencers while using, commenting on or wearing the products and services endorsed. Marketers found in influencers a cost effective and persuasive way to promote their products and services through online word-of-mouth and opinion shaping within niche groups, as the influencers spread and multiply the message of the brand through their followers. With large base of audience followers, the influencers turned into media channels themselves; they spread messages nearly from one to many, but they still escape the regulation reserved to media channels. Repeated examples of deceived audiences and consumers speak to the imperative of revising the influencers’ function as a new social communication channel.

Using visual evidence (images and videos) of deceptive communication from the FYRE Festival and other marketing occurrences that left consumers with little dignity, this paper investigates This paper investigates the impact influencers have on the audiences , who jubilate by interacting and being around fandom and influencers. The study warns of possible pitfalls leading to a bigger question about ethics and regulation of online advertising (i.e. influencers) to protect media audiences.

Id: 20907

Title: [Panel] Conceptualizing Mobile Audiences, Panel Description

Session Type: Panel Submission

Authors:

Name: Erika Polson

Email: epolson (at) du.edu

Country: US (United States)

Affiliation: University of Denver

Abstract: The main challenges facing audience research (the very existence of the audience, the relevance of its social location, its increasing segmentation, and its involvement as interactive producers of meaning) have been compounded by the introduction of mobile communication devices, content, users, and networks. The papers in this panel provide case studies that endeavor to consider how various types of audience are newly constituted in divergent mobile contexts. Taking a holistic approach that spans production, multiplatform distribution, and participatory reception across multiple platforms and communication forms, these papers look at how emerging and evolving audiences for news, reality television, art, and music.

In “Entertainment mobilisation in reality talent shows,” Hill and Kondo consider how the hidden labor behind reality dance competitions, where family, friends, supporters, and followers are mobilized to help constitute the dance performance for a televised reality event. Arguing that this labor spectacle reveals the material infrastructures and symbolic meaning making, they put forth entertainment mobilization as a theorization of the many audiences, and their labor, that make up a program, and call attention to the audience resources that must be brought to bear for the industry to succeed. In “Mobile extensions,” Picone and Vandenplas examine a romance reality show, *Temptation Island*, as a crossmedia text that through mobile devices extends beyond the television screen into additional mobile-first content, online conversations, and discussions across the country. The study will discuss the results of the interviews in light of the methodological benefits posed by the highly contextually sensitive intersection between go-along interviewing and situational analysis for future qualitative research on media repertoires and conversely, crossmedia audiences. In “Children as Mobile News Audience,” Kleemans considers whether online news applications can help children to cope with their emotions after exposure to news about negative events indications that the online news environment can help children to better regulate their emotions, which may consequently contribute to their news engagement. Schofield Clark and Jimenez study the use of the music-making app, *Tik Tok*, to ask how young People of Color work as co-creators to negotiate the demands of an always-on mobile experience and the growing awareness of the business interests that drive the apps they use most frequently. And Polson, in “Street Art on Instagram”, follows street art images as they circulate on Instagram through stories that re-center the art to spotlight the audience-as-subject rather than the artist or artwork.

While representing a diverse collection of case studies, all of the papers on the panel seek to critically explore how users are constituted as audiences for user-generated as well as for commercially available content.

Id: 21008

Title: [Panel] Las audiencias de los debates políticos y electorales: de la televisión a las otras pantallas, Panel description

Session Type: Panel Submission

Authors:

Name: Natalia Quintas

Email: n.quintas.froufe (at) udc.es

Country: ES (Spain)

Affiliation: Universidade da Coruña

Name: Andrés Mazaira

Email: amazaira (at) uvigo.es

Country: ES (Spain)

Affiliation: Universidade de Vigo

Abstract: La retransmisión de los programas de debate político y electoral a través de las televisiones públicas y privadas europeas aglutina, tradicionalmente, grandes audiencias, convirtiéndose en verdaderos acontecimientos mediáticos desde el punto de vista de la emisión televisiva. Sin embargo, el debate electoral, fruto del ecosistema mediático actual, de la introducción de nuevos formatos televisivos y de las segundas pantallas, se desarrolla también en un entorno digital dominado por las aplicaciones de mensajerías, las redes sociales y las herramientas de automatización.

Internet ha ampliado espacial y temporalmente el espacio televisivo de los debates, además de posibilitar una interacción mayor con los principales actores políticos que intervienen en los mismos. Asimismo, el espacio de conversación que ofrecen permite al ciudadano ejercer el derecho a participar en la esfera pública a través de diversas plataformas.

Es una nueva forma de entender los debates y la influencia de la opinión, en la que la audiencia ejerce un rol activo y participativo en dicho proceso comunicativo que merece ser estudiado para tratar de determinar cuál es su verdadero significado e influencia.

El objetivo de este panel es tratar de dar respuesta a los siguientes interrogantes, tomando como referencia la convocatoria de elecciones europeas y los recientes procesos y debates electorales celebrados en los distintos estados miembros:

- ¿Qué estrategias discursivas se desarrollan en la red por todos los actores implicados en los debates?
- ¿Cuál es el papel de esta audiencia en la estrategia de las cadenas públicas y privadas y las formaciones políticas?
- ¿En qué grado la conversación en la red determina el establecimiento de la agenda, el debate y la discusión política y pública?
- ¿Cuáles son las dinámicas propias de esta audiencia, de su comportamiento en la red y de la influencia en terceros a través de esta?
- ¿Hay semejanzas entre las audiencias de los distintos sistemas mediáticos, formatos de debates y países?
- ¿Cómo se puede evaluar la repercusión mediática desde el punto de vista del electorado?

El marco teórico en el que se ubica este panel parte de teorías de la recepción (Morley, 1996; Lull, 1997), de la participación de la audiencia (Livingstone, 2013; Carpentier, 2011) y de la audiencia social (Selva, 2015; D’Heer & Verdegeer, 2014; Claes y Deltell, 2015); así como de las teorías sobre modelos y sistemas de relación entre los medios de comunicación y la política (Hallin y Mancini, 2008), convergencia (Jenkins, 2008), hibridación mediática (Chadwick, 2013) y de la función social de la televisión como servicio de interés general y público (Horowitz, 2015; Tremblay, 2016; Trappel, 2016; Marzal y Zallo, 2016).

Este panel se desarrolla en el marco del proyecto “DEBATv, Debates Electorales Televisados en España: Modelos, Proceso, Diagnóstico y Propuesta (CSO2017-83159-R), proyecto de I+D+I (Retos) financiado por el Ministerio de Economía, Industria y Competitividad (MINECO), la Agencia Estatal de Investigación (AEI) y el Fondo Europeo de Desarrollo Regional (FEDER) de la Unión Europea (UE).

Este panel se puede encuadrar dentro de varios de los temas de interés propuestos por la Sección de Audiencias “Rethinking audience research”, “Audience in Context” y “Transnational audiences”.

Id: 21027

Title: Children and youth's emotions in relation to online risky situations: a comparative Iberian perspective

Session Type: Panel Submission

Authors:

Name: Cristina Ponte

Email: cristina.ponte (at) fcsh.unl.pt

Country: PT (Portugal)

Affiliation: NOVA University Lisbon

Abstract: Research on online experiences, and around children's and youngsters' use of media, is often framed by adult concerns. Furthermore, the cultural figure of 'the Child' is often politically mobilized to fulfill adults' desires and goals, turning children and youths into political objects, rather than subjects (Cardoso, 2018). However, how children perceive their experiences and how they feel about what they lived through is important both from a psychosocial perspective (to understand how these experiences impact and are impacted by emotional development), and to understand how, following the affective turn in social and cultural studies research, emotionality is present in all aspects of social and helps shape and make meaning of experiences (Ahmed, 2014; Paasonen, 2011).

In the 2000s, four situations regarding children's online activities were framed by the Safer Internet Program as being risky and potentially damaging: Cyberbullying, Pornography, Sexting and Meeting new people. In 2010, The EU Kids Online network conducted a representative survey in 25 countries with a focus on these four risks, asking children and parents what they had done / thought their children had done. In 2014, the NCGM research continued asking these questions in the new digital environment of the mobile phones. The results showed these occurrences were similarly low or even lower than in 2010 (Mascheroni and Ólafsson, 2014). Yet, how these experiences were felt by those who lived them was still unknown.

In 2018, a new 2018 EU Kids Online questionnaire adds a question on feelings (I was happy/I was neither happy nor upset/I was a little bit upset/I was fairly upset...) when facing risky situations. This presentation focuses on the Portuguese and Spanish results collected in 2010, 2014 and 2018 regarding two risky situations: seeing sexual images and meeting new people they had known through the internet. How have these situations been reported by children in the three waves of national surveys? What emotions were reported regarding each one in 2018? Our work aims to identify differences introduced in the analysis by taking into account their emotional responses, and then contextualize those responses in regards to the impact that age and gender have on understanding or presenting those emotions in a survey context.

This analysis may offer a contrasting narrative to the one presented on media and to parental concerns reported in 2010 in Portugal and Spain. Then, Portuguese and Spanish parents led as the most concerned with their children seeing inappropriate material and being contacted by strangers: around 60 per cent, twice the European average (Livingstone et al., 2012).

Eduarda Ferreira and Daniel Cardoso have also participated in this research.

Id: 21033

Title: Audience Uses and Consumption Habits of the PSM in Spain, The Age Divide

Session Type: Individual submission

Authors:

Name: Félix Ortega

Email: fortega (at) usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: Mercedes Muñoz-Saldaña

Email: mms (at) unav.es

Country: ES (Spain)

Affiliation: Prof. Dra.

Name: María Esther Pérez-Peláez

Email: mariaesther.perez (at) campusviu.es

Country: ES (Spain)

Affiliation: Valencia International University

Abstract: The research on the use and consumption patterns of the Public Service Media (PSM) has been a traditional focal point in European communication studies. The citizens' opinion on this issue has not been thoughtfully investigated albeit their constant revolution process in the last decade (Ortega, 2016). The European consumer tradition of PSM is frequently demanding for an improvement in quality, service, diversity, funding, interaction and more importantly effective independence from politics in the programming of products and management. Their professionals and citizens alike share this historical still not completely accomplished demand. European Institutions (European Parliament 2013, European Commission 2016) and academics (Humphreys 2016, Bustamante 2016, Fernández Alonso and Fernández Viso 2012, Iosifidis 2011) have repeatedly highlighted the essential role of this independence for their proper accomplishment of their public service remit. Some authors (Hortz 2016, Hasebrink 2012, Carpentier 2011) have pointed out the need of an increased effort in offering consumers with more possibilities of real participation in the decision making process and pro. There exists a need to analyse the present use and consumption of the Public Service Media in Europe and its regulation, we present the case of Spain.

Aims of the research:

1. To obtain evidence from citizens' demands and their consumption patterns in the different devices and platforms, in seven differentiated age groups 14 to 19, 20 to 24, 25 to 35, 35 to 44, 45 to 54, 55 to 64, and 65 and above.
2. To identify the evolution in the product-gender-type consumption, timeline and intensity consumption, platform-screen preferences, relative importance of "own values" for the PSM.
3. To propose a SWOT analysis for content and product evolution for the PSM in Spain and Europe.

Id: 21037

Title: The challenging issue of school mediation among Spanish children and adolescents

Session Type: Panel Submission

Authors:

Name: Maialen Garmendia Larrañaga

Email: maialen.garmendia (at) ehu.es

Country: ES (Spain)

Affiliation: University of the Basque Country

Abstract: ICTs are strongly embedded in children and young people's everyday lives as they are growing up in a media convergence society (Ito et al., 2009) where opportunities for social interaction, learning, creativity and participation are increasingly provided by online mobile media (Goggin & Hjort, 2014). Nevertheless, children do also encounter risks online. In fact, the more often children use the internet, the more digital skills they generally gain, and the more online opportunities they enjoy, the more risks they encounter (Livingstone, 2018).

Digital literacy has become an essential factor for the welfare and the development of children and young people's rights. Therefore, digital literacy becomes a vital way of empowering all children online, and school can play an essential role in this.

In 2009 the Ministry of Education implemented the 'School 2.0' programme in all state schools, with the aim of setting up the digital classroom of the 21st century. This programme was introduced during the 5th and 6th years of Primary Education and in the 1st cycle of Secondary School. Nevertheless, after 2012, implementation of this programme was no longer compulsory for schools.

This paper will explore the role of school in mediating children's online experiences in Spain. We will analyse the findings from fieldwork carried out in the autumn of 2018, which surveyed over 3,000 schoolchildren from the 4th year of Primary School until the 4th year of Secondary School (aged between 9 and 16).

The data show that the level of teacher mediation greatly depends on the school cycle or the age of the pupil. The older the child, the more attention he or she receives from the teachers, so there is a great difference between the amount of attention children received in Primary and Secondary Education. For instance, among the youngest children (aged 9-10) only one out of four said his/her teachers suggested ways to use the Internet safely sometimes or often/very often. However, among 15-16 year olds the percentage who said they receive advice was 55%. Figures related to encouraging the students to explore and learn things online or to set rules are also very similar.

Digital literacy for all children and young people would require the provision of resources and a clear commitment from government, in order to minimise inequality and the knowledge divide and to foster greater social justice (Stoilova, Livingstone, & Kardefelt-Winther, 2016).

Goggin, G. & Hjort, L. (2014) *The Routledge Companion to Mobile Media*. New York: Routledge.

Ito, M. et al. (2009) *Hanging out, messing around, and geeking out: Kids Living and learning with new media*. Cambridge, MA: MIT Press.

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Stoilova, M. et al. (2016). Global Kids Online: Researching children’s rights globally in the digital age. *Global Studies of Childhood*, 6(4), 455–466.

Id: 21040

Title: Adolescents on YouTube: contents and interests

Session Type: Panel Submission

Authors:

Name: Antonio García Jiménez

Email: antonio.garcia (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos

Abstract: This proposal includes two levels of analysis. Firstly, it focuses on audiovisual material published on YouTube aimed at teenagers. It also takes into consideration the material prepared both by individuals who are themselves teenagers and by other agents.

This study takes into account the line of research focusing on those situations of risk and vulnerability as regards production and consumption of videos by adolescents. We are in a context dominated by the digital spectrum, which is combined with the usual issues of adolescence through online communication, the expansion of peer networks and the huge growth of formats for self-presentation and construction of identity.

In an environment characterised by an increase in the conditions to enable use of Internet by young people (Bleakley, Ellithorpe & Romer, 2016), it is appropriate to analyse adolescent behaviour in a digital context (Blomfield & Barber, 2014), with videos representing a key element in understanding it (Álvarez-García, Barreiro-Collazo & Nuñez, 2017).

This study refers to videos linked to teens on the YouTube platform. Its aims are as follows: a) to identify the subject matter or purpose of the teenager-related videos with the highest number of views; b) to analyse the characteristics of these audiovisual creations; and c) to study the audiovisual treatment of videos whose content demonstrates their preventive/educational purpose. The methodology used is content analysis, applied to $n = 400$ videos. The study has worked with different variables, such as setting, structure, genre (or format), number of views and interactions.

After ascertaining the main themes (“sex”, “drugs”, “bullying” and “pregnancy”), the subthemes comprising them have been defined. It can also be observed that users have shown greater interest in seeking out constructive content in order to learn, educate themselves or avoid potentially risky situations (prevention) than in looking for violent or humorous content or content of other types.

Secondly, this presentation connects with another research work. The patterns of use and consumption of media information of adolescents undergo frequent changes due to the constant technological evolution. In this sense, our research also seeks to know the use and consumption of internet, social networks and online messaging services of adolescents in the Community of Madrid, as well as their perception of risks, parental control and access to news. Through four focus groups, with children between 13 and 17 years old, a multitasking use of the internet, social networks and messaging services has been observed, in short consultation periods spread over the day, with parental control only at the beginning of adolescence. There is an incidental consumption

of news, together with a low assessment of media credibility and a lack of self-regulation by young people in the use of the internet and mobile devices. Finally, the presentation discusses the relationships between these results and new lines of research such as: the impact of big data or the relevance of privacy.

Id: 21081

Title: PERFORMING CULTURAL IDENTITY ON SOCIAL MEDIA AMONG BOLIVIAN COLLEGE STUDENTS

Session Type: Individual submission

Authors:

Name: Paola Condemayta

Email: Paola.Norah.Condemayta.Soto (at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Joke Bauwens

Email: Joke.Bauwens (at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Kevin Smets

Email: Kevin.Smets (at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: The presentation of identity has become key in creating and maintaining relationships online, especially on social media platforms. However, the study of cultural identities has not been deepened, particularly in non-Western contexts. To understand the motivations behind the online performance of cultural identities, this study inquires how Bolivian students are performing cultural identity on social network sites. A key theoretical framework provides the basis for this study: using Erving Goffman's concept of the self as a performance, this paper will argue that cultural identity work on social media consists of deliberately constructed performances that straddle the frontstage and the backstage, the public and the private. For this purpose, we conducted a qualitative study including focus groups and personal interviews with students of 18 to 25 years old of nine Bolivian universities distributed in three cities: La Paz, Cochabamba, and Santa Cruz, focusing on social media use and cultural identity. In the absence of empirical research on the interaction between social media and cultural identity in Bolivia, this paper explores how and when Bolivian university students change their cultural identity performance across different platforms, specifically looking at Facebook, Instagram and WhatsApp. Notable findings relate to the use of language according to the audience, the purpose of use of each social media platform, and the type of content college students post on each platform. The findings indicate that, depending on the social medium and their social background, Bolivian students oscillate between more controlled and more imaginative performances of cultural identity.

Key words: social media, cultural identity, identity performance, Bolivia, young people

Id: 21111

Title: Using a computational ontology and mixed-methods in conceptualising film audiences

Session Type: Individual submission

Authors:

Name: David Forrest

Email: d.forrest (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Matthew Hanchard

Email: Matthew.Hanchard (at) glasgow.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Glasgow

Name: Andrew Higson

Email: andrew.higson (at) york.ac.uk

Country: GB (United Kingdom)

Affiliation: University of York

Name: Peter Merrington

Email: peter.merrington (at) glasgow.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Glasgow

Name: Michael Pidd

Email: m.pidd (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Katherine Rogers

Email: k.m.rogers (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Roderik Smits

Email: roderik.smits (at) york.ac.uk

Country: GB (United Kingdom)

Affiliation: University of York

Name: Nathan Townsend

Email: nathan.townsend (at) york.ac.uk

Country: GB (United Kingdom)

Affiliation: University of York

Name: Bridgette Wessels
Email: Bridgette.Wessels (at) glasgow.ac.uk
Country: GB (United Kingdom)
Affiliation: University of Glasgow

Name: Simeon Yates
Email: Simeon.Yates (at) liverpool.ac.uk
Country: GB (United Kingdom)
Affiliation: University of Liverpool

Abstract: In this paper we discuss how the use of a computational ontology (hereafter ontology) and mixed-methods deepens knowledge about the nature of film audiences, their experiences, and the contexts in which those experiences take place. Our project, ‘Beyond the multiplex: audiences for specialised films in English Regions’ focuses on how audiences form around film, including mainstream, small-scale, foreign language, documentary, and other films with unconventional narratives or themes. Film audience experience is changing in range and type through online consumption and new modes of theatrical exhibition such as boutique cinemas (Christie, 2012), as well as changing audience profiles and demographics (Friedman et al., 2015). Reception studies established that audiences are plural in the ways they interpret and reflect on film and that their cultural context matters (Livingstone, 1998, 2013). Given these insights and new types of audience engagement, Livingstone suggests that audiences should be conceptualised ‘...as a relational or interactional construct, as a way of focusing on the diverse sets of relationships between people and media forms’ (Livingstone, 1998, p. 14). To analyse audiences in this way requires a methodology that captures the connections among audiences, the various media forms with which they engage, and the contexts in which they do so. Those contexts include the nature of film distribution and access to a range of films, the socio-cultural dimensions of people’s daily lives, and the different ways of making meaning and understanding films.

Our research is based in four English regions and involves film policy and industry analysis, secondary data analysis to construct a socio-cultural index of film audiences, 200 semi-structured interviews with film viewers, 16 film-elicitation focus groups, a longitudinal survey of audience film viewing practices and elite interviews with policy and industry experts. We use the insights from these mixed-methods to iteratively develop our ontology and formally describe the film audiences under investigation. The ontology uses taxonomies for controlling the vocabularies of the data (e.g. socio-cultural indicators, film type, venue information) and rules (axioms) for governing the definition of relationships. The ontology covers the attributes of, and relationships between, audience participants, films, venues, digital platforms and film services as well as the regions (i.e. their socio-economic population profiles and film provision). The value of an ontological approach to structuring our data is that it allows us to ask questions about these relationships. This is enabling us to further develop conceptualisation of audiences as relational and interactive, and to uncover how these relationships configure in particular audience types, places and experiences, as well as broader audience trends. The significance of our approach goes further in that it allows us to understand how the cultural value of diverse film experiences is negotiated by audiences within a complex and changing media ecology. It also demonstrates that audiences have the potential to critically engage with meaning making through the contested truths and human stories told through the moving image.

Id: 21179

Title: Tweeting about ghosts: death, mourning and postmortem bonds in 2000s Italian TV series

Session Type: Individual submission

Authors:

Name: Stefania Antonioni

Email: stefania.antonioni (at) uniurb.it

Country: IT (Italy)

Affiliation: University of Urbino Carlo Bo

Name: Roberta Bartoletti

Email: roberta.bartoletti (at) uniurb.it

Country: IT (Italy)

Affiliation: University of Urbino Carlo Bo

Name: Emiliano Chirchiano

Email: emiliano.chirchiano (at) unina.it

Country: IT (Italy)

Affiliation: University of Naples "Federico II"

Name: Francesca Pasquali

Email: francesca.pasquali (at) unibg.it

Country: IT (Italy)

Affiliation: Univesity of Bergamo

Abstract: Although in contemporary TV series panorama corpses and morgues have become very popular (especially in the crime and medical genres), with a few exceptions such as the cutting edge but unique series *Six Feet Under* (2001-2005) (Akass, McCabe 2005) and some recent innovations in the scenario of “quality tv” – such as the British TV series *River* (2015) and *Broadchurch* (2013-2017) – death, bereavement and mourning are rarely treated (Weber 2014, Penfold-Mounce 2016). Media representations play a relevant cultural role, offering symbolic resources and showing people how to react to death and the strategies for mourning (Walter 1999), a role even more crucial today when the well established modern thesis of a denied, individualized and privatized death is challenged by national and regional glocalization dynamics, needing to be more deeply investigated (Walter 2012, 2018).

In this paper we present the first results of a qualitative research on media representation of death in Italian TV series in the frame of the wider national research project *Death, Dying and Disposal in Italy* (founded by the Italian Ministry of Education, University and Research), and based on a survey (2000 interviewees) and 480 in-depth interviews with Italian families’ members. This research represents the first systematic and multidimensional national research on attitudes, behaviours, beliefs and rituals concerning death in Italy.

For our qualitative focus we chose a sample period (2010-2019), and we selected 8 Italian TV series featuring dead characters playing an active role within the plot; of course from one side these characters can be connected with the classical figure of the ghost, but from the other side they shape new and particular views of postmortem bonds and afterlife (Benvenuto 2013, Scotti 2013,

Brancato 2014). All the series in our sample are produced by the Italian public broadcasting company (RAI) and co-produced by public institutions or private companies.

Our first research question regards the idea that we are witnessing a cautious attempt of the Italian prime time, mainstream TV series in copying with death and bereavement. In this perspective we investigate the relation between these unprecedented TV narratives and the symbolic needs and expectations of Italian audiences.

In particular in this paper we present a case study based on *La porta rossa* (The red door) a crime/mystery series aired in February 2017 (the second season will be aired in the mid of February 2019). We conducted a content analysis of the series' narrative, that we are triangulating with its author's interviews and with an analysis of the audience reception. For this purpose we analysed the audience social TV practices on Twitter during the airing of the show's episodes. We wondered what the main topics of interaction were, if the themes of death, grief, mourning and bereavement are relevant or marginal and how they are treated by the public in twitter conversations. So secondly, we guessed if *La porta rossa* allowed audiences to engage in a self reflective dynamics on death, grief, mourning, postmodern bonds and afterlife, or if their tweets show a deeper relationship with the plot and the characters of the TV series.

Id: 21192

Title: Public deliberation and engagement with news: the user's approach

Session Type: Individual submission

Authors:

Name: Jaume Suau

Email: jaumesm (at) blanquerna.url.edu

Country: ES (Spain)

Affiliation: School of Communication and International Relations. University Ramon Llull

Name: Carlos Ruiz

Email: carlesrc (at) blanquerna.url.edu

Country: ES (Spain)

Affiliation: School of Communication and International Relations. University Ramon Llull

Abstract: From a normative approach, online environments such as comment on news or social media have, potentially, the necessary affordances to become ideal spaces for public deliberation and debate (Prochazka, Weber and Schweiger, 2018). This potential does not just manifest by commenting, but also when reading others' comments or sharing news, as these act as a framework of reference for deliberation about public issues, both online and offline (Springerman, Engelmann and Patfinger, 2015; Swart, Peters and Broersma, 2018). In a comparative research, Ruiz et al. (2011) found that in British and American news media public online conversation was more civilized and respectful rather than in other countries such as South Europe, with a much more polarized media system.

Within this context, this paper presents results about how Spanish citizens engage with news. More specifically, about their perception on the formats for public debate offered by news sites, as well as their option to share this content on social media. Based on a survey (N=6.679) made among registered users of 18 news media websites, we found that to comment and share news is common among Spanish audience. Furthermore, we also found that such practices within the public sphere work as a way to avoid traditional patterns of selective exposure. Nevertheless, survey results also point out that the formats offered by news sites are not suitable for public deliberation. Citizens see economic motivations in the adoption and format of such options, with some of them preferring to debate about public issues in private or closed spaces rather than in public ones.

Id: 21196

Title: Viewing narco-novelas in the U.S. border with Mexico: Reception of Netflix's 'Narcos' by Latino audiences on the Texas border with Mexico

Session Type: Individual submission

Authors:

Name: Jose-Carlos Lozano

Email: carlos.lozano (at) tamiu.edu

Country: US (United States)

Affiliation: Texas A&M International University

Abstract: The paper presents and discusses findings from 160 surveys applied to frequent viewers of Netflix's popular television series *Narcos* living on Laredo, Texas, a small town on the U.S. border with Mexico.

While the series has been extremely popular all over Latin America and the United States, studying its reception and readings in a predominantly Mexican American border town like Laredo allowed us to focus on a liminal space where the ethnic characteristics of its viewers and the particular geographic location (just across Nuevo Laredo, one of the Mexican cities where cartel violence and the War on drugs have been most intense in the last 10 years), provided a unique setting to explore particular interpretations and appropriations of the series.

Results discuss the perceptions and valorizations of Pablo Escobar, of the US DEA and CIA agents, of Colombian law enforcement officials, and of Colombia as a whole by Laredo viewers of *Narcos*. In addition, the paper discusses the degree in which viewers consider this Netflix Original Series accurate and realistic and some of the different ways in which they seem to negotiate its contents. According to our findings, significantly more younger viewers than older viewers, and more males than females reported that after watching the series their personal impression of Pablo Escobar had improved, while their impression of Colombia as a country remained the same in all groups. Also, most viewers, regardless of their age, acknowledged that they identified somewhat or a lot with Pablo Escobar, although males were more likely than females to sympathize with him. Most Laredo viewers, however, rejected or were neutral on the assertions that the drug trafficker was justified in doing what he had done or that he deserved more positive recognition for his actions. On a different vein, the vast majority of respondents considered the series depicted Colombia and the conflict involving drug cartels convincingly or very convincingly.

In addition to the relevance of findings like the ones mentioned above, this paper provides an example of the extent in which quantitative survey methodology can be used to explore cultural studies concerns on preferred and negotiated readings of television series like *Narcos*. While clearly limited when looking into complex appropriations and negotiations of hegemonic meanings embedded in media messages, our findings suggest surveys can provide useful and relevant evidence on the exploration of differentiated decodings of the same television message according, for example, to social mediations like gender, ethnicity, and the geographical proximity of audience members to real-life situations like the ones depicted in a fictional show.

Approaching the decoding of *Narcos* through a quantitative technique like surveys respond to requests by cultural studies scholars like David Morley, Sujeong Kim and Justin Lewis, among others, to triangulate qualitative research with quantitative empirical work on audiovisual media.

While audience readings of television programs have been a recurrent topic in theoretical discussions of cultural studies scholars during the last four decades, empirical studies on particular titles or genres are still scarce. This study on the reception of *Narcos* looks to contribute in a modest and limited manner to broadening the number and type of empirical research on specific media contents.

Id: 21212

Title: The transnational audience in a political crisis. The Russian-speaking audience in the Baltics.

Session Type: Individual submission

Authors:

Name: Triin Vihalemm

Email: triin.vihalemm (at) ut.ee

Country: EE (Estonia)

Affiliation: University of Tartu

Name: Jānis Juzefovičs

Email: janis.juzefovics (at) ut.ee

Country: LV (Latvia)

Affiliation: University of Tartu

Abstract: The article contributes to discussions on the impact of the mediation of political conflict on the civic attitudes and identities of transnational audience members. In particular, this study explains the interconnections between transnational allegiances of audience members of migrant background and their media use strategies during political crisis between the countries of their historical homeland and current residence. The meaning-making strategies of transnational audiences have not received much attention in scholarly literature and this paper aims to provide new topical knowledge on this issue.

Transnationalism is conceptualised as the practice of a migrant population in maintaining parallel social relationships with their societies of origin and settlement (Basch et al 1994), incl participating in cross-border mediated social spaces and claiming multiple identities (Vertovec 2001).

Researchers have reported that migrants who are considered relatively well integrated into the receiving society are at the same time most transnational in their everyday practices (Guarnizo et al 2003, Cela et al 2013). Levitt (2011) argues that trans-local structures are actually liberating for the individual, as they increase agency. Researchers of the media use of transnational populations claim that they employ parallel frameworks and types of interpretation across different national and international (media) spaces and compare the situation in their historical homeland with that of their host society (Guarnizo 1997; Golbert 2001; Robins & Aksoy 2005). Thus, transnational ties provide a cultural basis for resistance, for refusing the obligation to follow the prescriptions of acceptable conduct inscribed in the norms and values of either the sending or receiving society and thereby increasing individual agency. Studies conducted in politically peaceful environments show that the media production of the former home country is interpreted in the context of present-day experiences and social needs (Robins and Aksoy 2005). Research done during the conflict between the neighbouring countries of Russia and Ukraine has revealed the latent hegemony of Russia's geopolitical narratives even among those Ukrainian transnational audience members who are suspicious of Russian propaganda and subscribe to alternative, oppositional media (Szostek 2018), which contradicts the thesis of the strong agency and emancipatory, "in-between" identity of transnational populations.

This paper examines different phenomena in which the sending country has strong hegemony among a migrant-background population who have settled in the host society for a long time, involving second and third generations. This study explains the interplay between media use

strategies, transnational allegiances and interpretations of mediated battles between Russia and Western states among the sizeable Russian-speaking minority living in the ex-Soviet Baltic countries of Estonia and Latvia. Their media repertoires are mainly a combination of the Russian and local Russian-language media, and occasionally Western media and they carry the normative ideal of smart media user by making comparisons and searching for the “truth in the middle”. In line with the survey data, large parts of these audiences subscribe to the Russian geopolitical agenda. The authors will provide typology of media use strategies formed at times of a geopolitical crisis, and explain how these strategies interplay with the transnational allegiances of audiences.

Id: 21357

Title: Binge-watching and the rhythms of everyday life

Session Type: Individual submission

Authors:

Name: Deborah Castro Mariño

Email: castromarino (at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam & Madeira Interactive Technologies Institute

Name: Lothar Mikos

Email: l.mikos (at) filmuniversitaet.de

Country: DE (Germany)

Affiliation: Filmuniversität Babelsberg

Abstract: Forty two percent of international TV viewers state that they binge-watched more TV series in 2017 than they did five years ago (Ericsson Consumer Lab, 2017). Loosely defined as the consumption of several episodes of the same program in a row, binge-watching (or marathon viewing; Perks, 2015) is nowadays a dominant mode of TV viewing and is tightly linked to the consumption of TV fiction. Some authors have also linked this practice to the domestic (Brunsdon, 2010) and affective relations (Bury, 2017) that emerge within the household. The aim of this presentation is thus to share and discuss the results of the first cross-cultural and transnational audience study on domestic binge-watching.

Methodologically, this conference presentation discusses the results of 30 semi-structured in-depth interviews carried out in Germany and in the Netherlands. To identify potential generational and gender differences, we interviewed both youngsters and adults as well as male and female TV viewers. Participants were asked about their consumption of TV series and their binge-watching (or marathon-viewing) behaviour, its context and its seamless integration in everyday life.

Results from the study suggest that binge-watching of TV series is a domestic, social and cultural practice that viewers integrate into their everyday lives and tailor to their personal circumstances. In some cases, it is planned as a social event with partners and friends. Therefore, the experience of binge-watching represents the festive and the spectacle in everyday life. Drawing from data collected in the two studies, the presentation will also discuss the integration of binge-watching into everyday routines and rituals of TV viewers as well as the effects of binge-watching on personal relations. Moreover, it will explore how gender, age and socio-cultural factors shape the binge-watching experience. Finally, the study aims to establish a basis for a more extensive transnational research project.

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Id: 21364

Title: Impacto de los debates electorales televisados en las redes sociales: España, Portugal, Francia e Italia

Session Type: Panel Submission

Authors:

Name: José Rúas-Araújo
Email: joseruas (at) uvigo.es
Country: ES (Spain)
Affiliation: Universidad de Vigo

Name: Julia Fontenla-Pedreira
Email: juliafontenla (at) gmail.com
Country: ES (Spain)
Affiliation: Universidad de Vigo

Name: Erika Conde-Vázquez
Email: erikaconde (at) uvigo.es
Country: ES (Spain)
Affiliation: Universidad de Vigo

Abstract: Los debates electorales televisados se han posicionado como uno de los elementos más atractivos de las campañas políticas en las elecciones de cualquier país, considerados en ocasiones incluso como un acontecimiento histórico (Téllez, Muñiz y Rodríguez, 2010).

Distintos documentos internacionales (Unión Europea, Consejo de Europa, UNESCO), aluden a la necesaria adaptación del servicio público televisivo a la nueva era digital.

La irrupción de las denominadas segundas pantallas (Gil de Zúñiga, García-Perdomo y McGregor, 2015; Horning, 2017), que permiten el visionado y selección de información a través de distintos dispositivos, reabre un debate sobre el papel de las nuevas plataformas y redes sociales, acorde con los requerimientos básicos de gobernanza de los medios de servicio público en Europa, dentro de cuyos principios se encuentra el fortalecimiento del debate y pluralismo democrático, la libre expresión de opiniones y la participación de las audiencias.

Principios que están también presentes en la Ley de la Radio y la Televisión de Titularidad Estatal de 2006, que atribuye a RTVE esta gestión y que, asimismo, abren un debate sobre la revisión pendiente de la Ley 7/2010 General Audiovisual de España, ante la exigencia de hacer uso de las nuevas tecnologías para ofertar servicios interactivos audiovisuales, con la intención de llegar a los nuevos públicos.

En este contexto, la literatura científica nos ofrece información sobre el papel de las redes sociales en ámbitos como las campañas electorales (Graham et. al, 2013; Ceron y d'Adda, 2015), el debate público sobre temas políticos especialmente relevantes (Hooker, 2016; Campbell, 2017) o, también, sobre el rol de las redes sociales antes, durante y después de los debates electorales televisados (López-García, 2016; Trilling, 2015; Vergeer y Franses, 2016; D'heer y Verdegem, 2015; Elmer, 2013; Deller y Hallam, 2011).

Esta propuesta analiza el papel de las principales redes sociales (Facebook, Twitter, Youtube, Instagram), con motivo de los debates electorales entre candidatos al Parlamento Europeo en las

elecciones previstas en mayo de 2019, antes y después de la celebración de los mismos, en las televisiones públicas y privadas de cuatro países (España, Portugal, Francia e Italia), que responden al sistema y modelo pluralista polarizado (o mediterráneo) de Hallin y Mancini (2008).

El objetivo es analizar si las redes sociales contribuyen a “ensanchar” el espacio público de la comunicación política dando más protagonismo a los ciudadanos (Wolton, 2007) o, por el contrario, actúan como caja de resonancia de los medios offline (López-Meri, 2016; 2017) y, en concreto, de las televisiones analizadas.

Esta comunicación se presenta en el marco del proyecto DEBATv, Debates Electorales Televisados en España: Modelos, Proceso, Diagnóstico y Propuesta (CSO2017-83159-R), proyecto de I+D+I (Retos) financiado por el Ministerio de Economía, Industria y Competitividad (MINECO), la Agencia Estatal de Investigación (AEI) y el Fondo Europeo de Desarrollo Regional (FEDER) de la Unión Europea (UE).

Id: 21370

Title: La agenda de la audiencia en campaña electoral: los casos de España y Ecuador

Session Type: Panel Submission

Authors:

Name: Raquel Rodríguez-Díaz

Email: raquel.rodriguez (at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Name: Palmira Chavero

Email: pchavero (at) flacso.edu.ec

Country: EC (Ecuador)

Affiliation: Flacso-Ecuador

Name: Antón R. Castromil

Email: arcastromil (at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: Tradicionalmente se ha entendido la interacción entre los medios de comunicación y la ciudadanía como un proceso en el que los primeros logran posicionar ciertos temas de su agenda entre las prioridades de la ciudadanía; así lo establece la teoría de agenda setting (McCombs, 2004), bajo la cual se han desarrollado numerosas investigaciones y que cuenta con abundante evidencia empírica en numerosos países. A partir de esta teoría, cabe preguntarse si, de la misma manera, las problemáticas de la ciudadanía pasan a ser temas de interés para los actores mediáticos y políticos. Este planteamiento es particularmente significativo en un contexto electoral, en el que los actores políticos tratan de acercarse a la audiencia para conseguir su apoyo (Paletz, 1997) y los temas de los diferentes actores podrían estar acercándose. En este sentido, en este trabajo identificamos los principales temas de preocupación ciudadana en la agenda pública y cuántos de ellos tienen un recorrido destacado en la organización del discurso de los partidos políticos mayoritarios a través de la difusión de sus comparecencias en los medios de comunicación (Llera, Montabes y Baras, 2018; López, Llorca, Valera y Peris, 2018). Desde diferentes perspectivas como pueda ser la relevancia de los análisis de framing en la cobertura de los temas de agenda, cobra un valor destacado la estrategia de framing vinculada a noticias de información política (Schmuck, Heiss, Matthes, Engesser y Esser, 2016).

La hipótesis de la que partimos es que algunos de los temas de preocupación de la audiencia logran insertarse en el discurso político en momentos electorales y, en segundo lugar, que esta transferencia responde a una estrategia implementada por los líderes políticos como mecanismo de activación de la audiencia para su movilización por el voto.

Para ello, realizamos un análisis de los barómetros preelectorales relativos a la campaña de las elecciones generales de 2016 en España y de la campaña presidencial de 2017 en Ecuador. Ambos países cuentan con características similares en lo referido a la configuración de sus sistemas mediáticos (Hallin y Mancini, 2004; Albuquerque, 2012) y algunas semejanzas en las estrategias utilizadas por los medios frente a nuevos líderes políticos (Chavero, Rodríguez y Navarro, 2018).

Este estudio nos permitirá identificar si, en el caso de las audiencias, también se cumplen patrones similares y cuáles son las particularidades como evidencian otras investigaciones (Rodríguez-Virgili, Jandura y Rebolledo de la Calle, 2014).

Uno de los hallazgos más interesantes que obtenemos es el surgimiento de nuevos temas de preocupación para la audiencia, tales como la clase política o la corrupción, que emergen con fuerza en período electoral. Más allá de insertarse en un contexto determinado, encontramos que esto responde a un proceso generalizado de percepción de la actividad política, por lo que hallamos semejanzas en los temas de preocupación de la audiencia en los diferentes países iberoamericanos analizados.

Id: 21377

Title: Las audiencias de la cobertura electoral en las TV públicas españolas

Session Type: Panel Submission

Authors:

Name: Ana María López Cepeda

Email: ana.lopezcepeda (at) uclm.es

Country: ES (Spain)

Affiliation: Universidad de Castilla la Mancha

Name: Francisco Campos Freire

Email: francisco.campos (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Name: Marta Rodríguez Castro

Email: m.rodriguez.castro (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Name: Tania Fernández Lombao

Email: tania.fernandez.lombao (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Abstract: La rigidez en la programación y cobertura de las campañas electorales por parte de los medios públicos de comunicación ha suscitado en España diversas polémicas políticas, recursos judiciales, críticas profesionales y repercusiones en las audiencias específicas y medias de las cadenas de televisión. Esta comunicación estudia y analiza el marco legal e institucional en el que se realiza la planificación de las campañas de cobertura electoral en los medios de comunicación públicos y la evolución de sus resultados de audiencia tomando como referencia las elecciones municipales y autonómicas que se celebran en España en el mes de mayo de 2019. En el mismo contexto se observa también si los distintos partidos políticos que concurren a dichas elecciones incluyeron en sus programas electorales propuestas concretas de referencia o modificación del sistema de cobertura electoral por parte de los servicios audiovisuales públicos.

Las leyes de creación y funcionamiento de las radiotelevisiónes públicas españolas, sometidas al marco legal establecido por la ley 5/1985 de Régimen Electoral General (publicada en el Boletín Oficial del Estado número 147 del 20 de junio de 1985 y reformada hasta 2018 en 22 ocasiones), marcan los criterios para la cobertura de las campañas políticas en los medios de comunicación públicos de ámbito estatal, autonómico y local. El plan de cobertura de las campañas electorales en los medios de comunicación públicos españoles tiene que ser presentado, debatido y aprobado por el consejo de administración del respectivo medio; y posteriormente elevado a la Junta Electoral local, autonómica o central según el correspondiente ámbito de cobertura. La Ley 5/1985 de Régimen Electoral General (LOREG) dedica siete artículos a la regulación de la cobertura electoral en los medios de comunicación públicos.

La cobertura electoral en las televisiones públicas ha sido estudiada desde distintas perspectivas académicas y científicas (Canel, 1999; Durán Muñoz, 2003; Berganza, 2008; Sampedro et al., 2009; Casero, 2009; García Mahamut y Rallo Lombarte, 2013) pero también ha recibido distintas críticas de ámbitos profesionales internos o externos a los medios estatales o autonómicos, sobre todo en lo que se refiere a su repercusión sobre los espacios informativos, condicionados por la rigidez de su planificación y el control político partidista de la representación que conforma los consejos de administración de las corporaciones audiovisuales públicas y la composición de las juntas electorales.

Id: 21397

Title: Co-viewing of a live television event in a multi-platform environment: The 2018 Eurovision Contest case study

Session Type: Individual submission

Authors:

Name: Fernanda Pires de Sá

Email: fernanda.pires (at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Name: Antoni Roig

Email: aroigt (at) uoc.edu

Country: ES (Spain)

Affiliation: Open University of Catalonia

Abstract: This article aims to investigate collocated and connected co-viewing practices around a live television event, using the 2018 edition of the Eurovision Song Contest as a case study. Co-viewing practices are usually triggered by specific events and institutions, such as a series finale or a live broadcast event with a large follow-up. The Eurovision fits in these kinds of live events that can activate co-viewing practices in multiple manners and with the use of online backchannels (Doughty, Rowland & Lawson, 2011). Due to its long-running tradition, the Eurovision viewing activities have been extended to connected platforms, such as Twitter (Highfield, Harrington & Bruns, 2013), the official Eurovision second screen app and other connected spaces.

In this study, we took Eurovision in the Spanish context to study co-viewing because it is one of the European Broadcasting Union territories with more conversation about the Eurovision Song Contest, and the main non-English language cluster community (Highfield et al., 2013).

We employed the following methods: participant observation on co-viewers that were collocated into the same physical space using the official second screen app of Eurovision. Also, an observation in real time (rather than just data retrieving) of the studied unofficial Facebook group dedicated to the contest, a follow-up of Twitter hashtags, and data mining.

The following issues were addressed: (1) how collocated co-viewers collectively engaged with (and without) the use of the official second screen app? (2) how co-viewers materialize their co-viewing practices within social media platforms? (3) how platforms' differences can bring together like-minded people when performing connected co-viewing?

The case of Eurovision offers insights into the co-viewers social circle selection and normativity. Our findings show differences and similarities between three ways of co-viewing that are usually supported by the affordances and features of the used platforms. Participating in a traditional co-viewing setting with collocated co-viewers that also used the official Eurovision second screen app reaffirmed that peers' conversations are essential for engaging with the broadcasted content and official products as an app. Also, it indicates that sharing the experience of usage of the same app or connected platform is a way of enhancing co-viewing activities. Furthermore, the analysis shows the centrality of user-generated content (UGC) to the performance of co-viewing, which happened by engaging with UGC via consuming, producing and participating (Shao, 2009). Nonetheless, this UGC engagement can be altered depending on the designed architecture and features of the

platform chosen to carry out this practice. Moreover, as co-viewing is a group activity we identified the need for this kind of connected spaces to implement elements that spark viewing interactions rather than individual use.

In summary, the study points out to the following findings: (a) collocated co-viewing is a shared experience that could be expanded by second screen apps when designed for collective use; (b) user-generated content and data production is part of co-viewing while engaging with connected platforms; (c) the affordances of the platforms can create digital spaces, which co-viewers might perceive as enhancing their experience or rather feel bewildered.

Id: 21461

Title: PERCEPCIÓN COMO AUDIENCIA DE LOS FUTUROS PROFESIONALES DE LA COMUNICACIÓN ANTE LAS FAKE NEWS

Session Type: Individual submission

Authors:

Name: Beatriz CATALINA-GARCÍA

Email: beatriz.catalina (at) urjc.es

Country: ES (Spain)

Affiliation: UNIVERSIDAD REY JUAN CARLOS (SPAIN)

Name: Antonio GARCÍA-JIMÉNEZ

Email: antonio.garcia (at) urjc.es

Country: ES (Spain)

Affiliation: UNIVERSIDAD REY JUAN CARLOS

Name: Victoria TUR-VIÑES

Email: victoria.tur (at) ua.es

Country: ES (Spain)

Affiliation: UNIVERSIDAD DE ALICANTE

Abstract: Desde hace ya casi una década, las redes sociales son las favoritas para la consulta de información entre los jóvenes (Casero-Ripollés, 2012), aunque Newman et al. (2017) destacan el actual avance de servicios privados como WhatsApp en detrimento de las redes sociales, y en el caso particular de España la competencia entre ambos se torna de forma más intensa. Una de las principales consecuencias de estos cambios se traduce en una preocupante difusión de fake news que son transmitidas a discreción sin filtro, sin verificación y desconociendo la autoría y procedencia (Alcott & Gentzkow, 2017).

Este trabajo se interesa por la percepción de los futuros profesionales de la Comunicación ante la divulgación de informaciones carentes de veracidad, así como la capacidad que ellos mismos consideran tener para detectar las noticias falsas de las que no lo son. Aplicada la técnica del cuestionario entre alumnos de ciencias de la Comunicación de la Universidad Rey Juan Carlos (España), se observa que su principal fuente de información procede de redes sociales, aunque es significativo que casi la mitad reconoce que gran parte de la información les llega desde WhatsApp. Un escaso número manifiesta contrastar siempre las informaciones, y entre quienes lo hacen a veces, el principal motivo que les impulsa es si su contenido genera una alarma social. Aunque es muy baja la confianza que los jóvenes muestran sobre la veracidad de noticias que les llega desde las redes sociales y de WhatsApp, apenas un 50% contrasta estas informaciones y, lo que es más preocupante, las difunden frecuentemente si proceden de las redes y ocasionalmente si su origen es el servicio de mensajería.

A pesar de estas prácticas, se sienten notablemente capacitados para reconocer los contenidos no ajustados a la realidad y, según sus observaciones, la mayoría de ellos corresponde al ámbito político y a la prensa rosa. Finalmente consideran que la educación digital y estar correctamente informados son claves para detectar las fake news, factores que coinciden con las recomendaciones planteadas por Fernández-García (2017).

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Este trabajo se enmarca en el proyecto “Redes sociales, adolescentes y jóvenes: convergencia de medios y cultura digital” (CSO2016-74980-C2-2-R) financiado por el Ministerio de Economía, Industria y Competitividad de España (2017-2020).

Id: 21486

Title: El debate electoral analógico y digital en las presidenciales del año 2018 en Brasil: audiencias, temas y encuadres

Session Type: Panel Submission

Authors:

Name: Paulo Carlos López-López

Email: pclopez (at) pucei.edu.ec

Country: EC (Ecuador)

Affiliation: Pontificia Universidad Católica del Ecuador Sede Ibarra

Name: Javier Vásquez-González

Email: jvasquezg23 (at) gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Name: Iván Puentes-Rivera

Email: ivanpuentes (at) gmail.com

Country: ES (Spain)

Affiliation: Universidade da Coruña

Abstract: Los debates electorales televisados constituyen la expresión más clara de competición y negociación entre los agentes legitimados para intervenir en el espacio público: candidatos, medios de comunicación y ciudadanos (Wolton, 1997). Su investigación y estudio sistemático se ha realizado en torno a varios bloques con sus consiguientes subdivisiones: las que se centran en el estudio de su estructura (Blasco et al., 2008) o negociación (Gallego-Reguera, 2009); las que miden los posibles efectos sobre la audiencia y su consiguiente comportamiento electoral y la expresión del voto; las que analizan, mediante el ejercicio de la mediación, el papel de los medios de comunicación y el encuadre de la información (Goofman, 1986; Shoemaker, 1991); así como aquellas otras realizadas desde la técnica del análisis de contenido, aplicando el primer y segundo nivel de la teoría de la agenda setting (McCombs y Shaw, 1974; Matsaganis y Weingarten, 2001). El presente estudio tomará como base este último enfoque para poner en discusión la agenda analógica del primer debate electoral de las elecciones presidenciales brasileñas del año 2018, celebrado entre ocho candidatos en la TV Band el jueves 9 de agosto, con la agenda digital en Facebook a través del estudio de las cuentas de los principales candidatos treinta días antes del mismo. En este sentido, los parámetros que se estudiarán serán la temática, el encuadre y la audiencia, entre otros.

La investigación de las últimas elecciones presidenciales en Brasil es de relevancia y de interés no solo por su fenomenología política (polarización, crisis institucional e ideológica) y económica (subida de la tasa de paro y desaceleración del crecimiento del Producto Interior Bruto), sino también por el uso intensivo de las Redes Sociales por parte del ganador y por el papel desarrollado por los medios de comunicación en la contienda. De esta forma, el objetivo principal es el de comparar las temáticas discutidas previas al debate televisivo en la red social Facebook, exponiéndolas en tablas y aplicándole coeficientes para determinar su grado de relación. El objetivo secundario es el de conocer el comportamiento de la audiencia a respecto de la posición de

cada uno de los contendientes. Así, desde el punto de vista epistemológico, se trabajará dentro del espacio interdisciplinario de la Comunicación Política, utilizando la técnica de análisis de contenido, el programa cualitativo Nvivo y el estadístico SPSS, además de otros instrumentos para la extracción de información de la red social. Como conclusión general, la agenda digital genera marcos en el llamado debate analógico, a la vez que moviliza a la audiencia a través de la preponderancia de temas morales e ideológicos, quedando en un segundo plano los económicos. Esta comunicación se presenta en el marco del proyecto DEBATv, Debates Electorales Televisados en España: Modelos, Proceso, Diagnóstico y Propuesta (CSO2017-83159-R), proyecto de I+D+I (Retos) financiado por el Ministerio de Economía, Industria y Competitividad (MINECO), la Agencia Estatal de Investigación (AEI) y el Fondo Europeo de Desarrollo Regional (FEDER) de la Unión Europea (UE).

Id: 21488

Title: ¿Tuitea la audiencia los debates televisados? Un análisis del live-tweeting durante las elecciones al Parlamento Europeo

Session Type: Panel Submission

Authors:

Name: Berta García-Orosa

Email: berta.garcia (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Name: Sabela Direito-Rebollal

Email: sabela.direito (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Name: Alba Silva-Rodríguez

Email: alba.silva (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Name: Ana-Isabel Rodríguez-Vázquez

Email: anaisabel.rodriguez.vazquez (at) usc.es

Country: ES (Spain)

Affiliation: Universidad de Santiago de Compostela

Abstract: Los debates políticos en televisión mantienen su fortaleza como referentes informativos, al tiempo que se posicionan como uno de los eventos que mayor engagement generan con la audiencia. Livingstone y Lunt (1994) ya analizaban a mediados de los años 90 los efectos de la participación activa del público en televisión, y se preguntaban cómo se gestionaba esa relación en los programas de discusión abiertos a la participación ciudadana. Más de veinte años después, el valor y la importancia de la discusión pública y el debate en televisión se redefinen en un escenario dominado por las redes sociales. La facilidad de uso de plataformas como Twitter y su creciente popularidad la han convertido en un foro para el debate y la participación pública (Burnett & Bloice, 2016). La red de micro-blogging se consolida como un importante backchannel para los mass media (Harrington, Highfield & Bruns, 2013), a través del cual interactúan con una audiencia que se muestra especialmente activa a la hora de participar en los debates políticos (Bruns and Burgess 2011; Elmer 2013; Shamma, Kennedy & Churchill, 2009).

La presente investigación analiza la conversación social generada en Twitter durante los debates electorales emitidos por las televisiones españolas durante la campaña de las elecciones al Parlamento Europeo del 26 de mayo de 2019. La muestra se centra en la cobertura realizada por La 1 (RTVE) y La Sexta (Atresmedia). Se ha seleccionado La 1 como cadena que ostenta el récord del debate electoral más visto de la última década, correspondiente al que mantuvieron Mariano Rajoy y José Luis Rodríguez Zapatero el 25 de febrero de 2008, y que obtuvo una audiencia media de 8.017.000 espectadores y un 36.4% de share. Mientras, La Sexta se consolida como en canal

privado que acaparó mayores cuotas de pantalla en los especiales informativos electorales de los últimos años. El “cara a cara” político entre Albert Rivera y Pablo Iglesias en el programa Salvados del 18 de octubre de 2015, con 5.214.000 espectadores y un 25.2% de share, conseguía situarse en el top de emisiones más vistas del canal en el último lustro. Además, La Sexta lideró el ranking de audiencia social de los especiales informativos en 2018, según la medición de KTTR-Kantar Media, con la cobertura Objetivo Andalucía: Especial elecciones autonómicas. Con 129.3 k tuits, este programa se coloca inmediatamente por detrás de GH Vip, Operación Triunfo, Los Goya o Eurovisión como formatos más comentados del año.

Sobre esta muestra se estudia la conversación en tiempo real de la audiencia que comenta en directo los debates electorales a través de la red social Twitter (live-tweeting). Para ello, se toma como base el hashtag oficial que cada una de las cadenas lanza al inicio de los debates entre candidatos. A través de la extracción de los comentarios, retuits y respuestas realizadas bajo el hashtag de los programas, se observa el volumen de conversación generada, así como la interacción entre los live-tweeters.

Id: 21490

Title: Impacto de los debates electorales en la prensa digital

Session Type: Panel Submission

Authors:

Name: María Gallego Reguera

Email: mariagalle (at) gmail.com

Country: ES (Spain)

Affiliation: Universitat de Lleida

Abstract: Cuando el programa televisivo del debate electoral finaliza, comienza el debate sobre el debate en la prensa, que realiza su propia interpretación de lo ocurrido en el plató. En general, los medios de comunicación llevan a cabo un tratamiento de las elecciones que los expertos han coincidido en denominar "carrera de caballos", ya que los medios narran la campaña en términos de carrera electoral. Respecto al tratamiento que realizan los medios de comunicación en general sobre el debate electoral, se da otro fenómeno que ha sido denominado media convection, lo que se podría traducir como la "cobertura de la cobertura". Los medios realizan resúmenes del debate para realizar sus informaciones. Estos resúmenes interpretan el debate a través de la propia selección de cortes, imágenes y frases de lo sucedido. Además, también aportan su opinión sobre quién ganó o perdió el debate a través de expertos o periodistas políticos. La propia cobertura se convierte así un veredicto del debate, un juicio sobre la actuación de los candidatos. Diamond y Friery (1987) explican que quizá la cobertura mediática es más importante que los debates en sí. Por su parte, los estudios de sobre las organizaciones de campaña y el entorno de los medios concluyen que, aunque la cobertura periodística es relevante, las decisiones importantes de campaña rara vez se basan únicamente en la esperada cobertura periodística; la estrategia de los medios y la estrategia política están entrelazadas como parte del mismo proceso.

El objetivo de esta comunicación es analizar la información publicada en los principales periódicos digitales españoles sobre las elecciones al Parlamento Europeo de mayo de 2019 para analizar el tratamiento y el enfoque que se realiza de la información sobre los resultados del debate electoral. En esta comunicación se propone abordar el objeto de estudio desde una metodología mixta de corte cuantitativo para analizar las informaciones publicadas, y cualitativa para estudiar el contenido, tratamiento y enfoque de las mismas. Para ellos se tendrán en cuenta los trabajos previos de Arterton (1978/1986), Dader (1998), Gerstlé (2005), Canel (2006), Diamond y Friery (1987), Bourdieu, P. (1999/2000), Castells (2009), Lakoff (2004); Legnante (2002); Noelle-Neuman (1984/1995) y Alan Schroeder (2014), entre otros.

Esta comunicación se presenta en el marco del proyecto DEBATv, Debates Electorales Televisados en España: Modelos, Proceso, Diagnóstico y Propuesta (CSO2017-83159-R), proyecto de I+D+I (Retos) financiado por el Ministerio de Economía, Industria y Competitividad (MINECO), la Agencia Estatal de Investigación (AEI) y el Fondo Europeo de Desarrollo Regional (FEDER) de la Unión Europea (UE).

Id: 21492

Title: La integración de la audiencia social en los debates televisivos electorales

Session Type: Panel Submission

Authors:

Name: Natalia Quintas-Froufe

Email: n.quintas.froufe (at) udc.es

Country: ES (Spain)

Affiliation: Universidade da Coruña

Abstract: Los debates electorales televisivos constituyen uno de los ejes principales de las campañas políticas por, entre otros motivos, la posibilidad de llegar a un amplio sector del electorado. Las audiencias generadas por estos espacios televisivos superan ampliamente los índices de audiencia media de los canales de televisión logrando cifras solo superadas por retransmisiones deportivas. Además, la televisión es el canal de mayor difusión e impacto para transmitir unas ideas a la audiencia-votante (Pérez-Curiel y Lancharo-Montiel, 2017), sin embargo, el ecosistema en el que está inmersa se ha transformado poderosamente en la última década.

La introducción de otras pantallas en la experiencia televisiva ha dado lugar a nuevas formas de participación de la audiencia, como la audiencia social, que deben tenerse en cuenta por parte de las cadenas de televisión y de los actores políticos implicados en el debate. Sin embargo, gran parte de la literatura académica previa sobre televisión social centra su análisis en formatos televisivos ligados principalmente al entretenimiento (Selva, 2015), de ahí que sea relevante y necesario aproximarse al estudio de esta audiencia desde otra perspectiva.

El objetivo de esta comunicación es analizar la actividad de las cuentas oficiales que los candidatos de las formaciones políticas españolas generan en las redes sociales ante la celebración de las elecciones al Parlamento Europeo de mayo de 2019 para tratar de conceptualizar la estrategia comunicativa que siguen para dirigirse a su audiencia y el grado y modo de interacción con esta. El universo de análisis se ha limitado a Twitter por dos motivos: estar considerado como “el canal imprescindible en las estrategias comunicativas de los actores políticos” (López-Meri, Marcos-García y Casero-Ripollés, 2017); y ser la única red que a día de hoy sirve como referencia para la medición de la audiencia social en España auditada por Kantar Media.

En esta comunicación se propone abordar el objeto de estudio desde una metodología mixta de corte cuantitativo para analizar la actividad de los candidatos, y cualitativa para estudiar el contenido de los mensajes emitidos. Para ello se tendrán en cuenta los trabajos previos publicados en el ámbito nacional (Rodríguez-Fernández y Saavedra Llamas, 2017; Alonso-Muñoz, Marcos-García y Casero-Ripollés, 2016; López-García, 2016; López-García, Gámir-Ríos, García-Ull, Llorca-Abad, Cano-Orón y González-Esteban, 2015; Pérez-Ruiz y Melgosa, 2015); e internacional (Livingstone, 2019; Babos y Milágy, 2018; Moe, Poell y van Dijck, 2016; Anstead, 2016; Bentivegna y Marchetti, 2015; Wilson, 2015; Pond, 2016; Larrosa-Puentes, 2016; Selva, 2015; Coleman, 2013;).

Esta comunicación se presenta en el marco del proyecto DEBATv, Debates Electorales Televisados en España: Modelos, Proceso, Diagnóstico y Propuesta (CSO2017-83159-R), proyecto de I+D+I (Retos) financiado por el Ministerio de Economía, Industria y Competitividad (MINECO), la Agencia Estatal de Investigación (AEI) y el Fondo Europeo de Desarrollo Regional (FEDER) de la Unión Europea (UE).

Id: 21550

Title: Experiences of liveness: theorising audiences' engagements with connective media as sensorially perceived and discursively shaped

Session Type: Individual submission

Authors:

Name: Ludmila Lupinacci Amaral

Email: L.Lupinacci-Amaral (at) lse.ac.uk

Country: GB (United Kingdom)

Affiliation: The London School of Economics and Political Science

Abstract: Liveness has been a persisting manifestation of media's self-proclaimed capacity to fulfil the aspiration of connection with others and with the world beyond the limits of time and space (Scannell 2014, Frosh 2018). Although it is well documented how different institutions and technologies have been claiming to offer 'live experiences' as a strategy to reach their own commercial interests and ideological purposes (van Es 2017), we still know very little about if and how these claims are actually perceived by the ordinary people who make use of these technologies in their everyday lives.

Bearing this in mind, this theoretical paper has two central aims: (1) to make a case for why an audience-centred perspective is urgent for the understanding of liveness, particularly in the context of pervasive connectivity and 'datafication', and (2) to use a paradigmatic topic (i.e. liveness) to call into question the frequently reproduced separation between sensory perception and discursive construction in the examination of audiences' experiences.

Notably, 'the live' seems to have reacquired visibility alongside the pervasive adoption of connective (so-called 'social') media. Thus, a study of liveness in the current context cannot ignore the existence and increasing relevance of such platforms in people's everyday experiences of others and of the world. If these technologies are indeed able to shift perceptions of temporal, spatial, and social distances, then they must be accounted for, especially if we consider their constant effort in effacing their very operation through an appearance of neutrality and transparency (van Dijck 2013). Social media conceal their presence under claims of real-time, continuous, and immediate connectedness – that is, through promises of liveness. In this regard, this paper endorses the position that the experiences of the people involved in and affected by these processes, regardless of how automated or 'datafied' they might be, still matter, and should be critically examined (Livingstone 2019).

Furthermore, I take this as an opportunity to contribute to the refinement of a term that is often left unpacked. Despite continuous academic efforts in rethinking, renaming, and reframing the 'audience', what we mean by experience is usually taken for granted. Experience is frequently employed in an elusive manner, or used interchangeably with perception to refer to embodied, self-evidential, and purely sensorial processes. By arguing that experience is always already permeated by discourses, representations, and imaginaries (Scott 1991, Orgad 2012), I offer a critique on how common unquestioned conceptions have not only stopped us from exploring the full potential of more critically informed phenomenological approaches to audience studies but also, in the case of

liveness, limited the empirical findings we are able to obtain and discuss. A one-sided conception of experience, I argue, overlooks the embeddedness of audiences' expectations, beliefs, and previous contact with technologies in the experiences they have of, with, and through media. Therefore, this paper argues that experience depends both on affective, corporeal senses and on discursive structures that shape and inform how each of us gains access to, and ultimately lives in, the social world through practices of audiencehood.

Id: 21557

Title: 'Family generated content' and the mediated construction of family relationships: an ethnographic case study on an extended Chinese family

Session Type: Individual submission

Authors:

Name: Hao Wu

Email: h.wu21 (at) lse.ac.uk

Country: CN (China)

Affiliation: London School of Economics and Political Science

Abstract: Audiences in domestic contexts has been a crucial topic of audience study and it has gone through a journey from 'passive' to 'active' audience or 'user' in recent years. However, even with many fruitful attempts, the gap between 'media as content' and 'media as technology' still seems difficult to overcome theoretically and methodologically, especially in the 'new' digital media environment. Moreover, the audience experience and behaviors are still haunted by the linear framework of the 'media effect' to a large extent. With these in mind, this study seeks to explore the mediated construction of the extended family relationships in urban China by looking at a) the active media practice of the family members, b) the meaning dimension of their media practice and c) the everyday family practice in a concrete historical and cultural context. By doing so, this study attempts to go beyond the one-way discussion of the consequences of the media, but focuses on the co-construction of media practice and the family practice through a comprehensive examination of the active media usage as well as the media content's meaning.

Based on ethnographic methods as well as a close semiotic analysis of various types of the media content in the family WeChat groups, this study examines an urban extended family which contains 36 people in total at Wuhan city, China. It finds that the extended family members, especially the older generation, tend to actively post all kinds of media content (e.g., articles, videos, pictures and hyperlinks) in their family WeChat groups. These various forms of 'family generated content' are specially selected and created by the family members and for the family members. These posts are mainly family oriented and focused on themes including a) the happiness of the family, b) the life meaning of the individual, and c) all kinds of social risks that might happen on their family members. Meanwhile, by a close look at their everyday family life, the author finds that, because of the radical and compressed development of the Chinese society, the family is facing intense social risks and dramatic social changes in contemporary China. The extended family members, not just the nuclear family members, separately seek to stick together and rebuilt intimate family relationships. Therefore, the media practice of these extended family members can be considered as an active move to re-embed into the family in the 'compressed modernity' which is full of great risks and uncertainty shaped by domestic and global forces.

Id: 21594

Title: Living on Instagram: A case study of Adolescents' Media Life in Italy

Session Type: Individual submission

Authors:

Name: Maddalena Fedele

Email: maddalena.fedele (at) gmail.com

Country: ES (Spain)

Affiliation: Blanquerna School of Communication and Public RelationsUniversitat Ramon Llull

Name: Simona Castellano

Email: sicastellano (at) unisa.it

Country: IT (Italy)

Affiliation: Università degli Studi di SalernoDipartimento di Studi Politici e Sociali

Abstract: Multi-screen media practices are clearly rooted in our society, especially amongst young generations, who have been described as active audiences, used to multitasking and transmedia consumption, participation, engagement and prosumption. This scenario has been described as a (new) media ecology (Scolari, 2012; Scolari and Fraticelli, 2017), a new media environment (Castells, 2013; Jenkins et al., 2013; Press and Williams, 2010), hybrid media ecology or hybrid media system (Chadwick, 2017) or the media life of audiences (Deuze, 2011; Manovich, 2009), who live “across” different media (Lomborg and Mortensen, 2017).

The core role of social media in children and adolescents' life has been pointed out both by quantitative data on their access to internet - as more than 90% of young people in Western societies have access to it and have social media accounts, at an increasingly young age (Eurostat, 2015; IAB, 2015; INE, 2015; Lenhart et al., 2015) - and by media scholars, since teens can attribute to social media at least five kinds of functions. Those are: entertainment, information and learning, narrative or storytelling, socialisation (including identity building process, identifying with the age group and sharing with peers) and prosumption (Fedele et al., 2018; Tur-Viñes et al., 2018).

This study was carried out in Italy in May 2018, applying a holistic perspective and a mixed theoretical framework, which combines the constructivist perspective, the field of cultural studies, the uses and gratifications perspective, and the gender studies perspective. Its main aim was to analyse how and for what purposes/functions middle and late adolescents use different social media and technologies.

A mixed method approach was employed, divided into two phases: (1) Quantitative analysis of the audience via survey administered to students of 2° (14-16 years of age) and 5° year (17-19 years of age) of liceo in four public high schools (n=774, x=16.6 years old); (2) Qualitative analysis of the audience with focus groups (with six participants each, three girls and three boys). Quantitative descriptive and bivariate analysis were carried out through SPSS (significance set at <0.05), while qualitative analysis with the help of Atlas.ti.

Data triangulation shows that Instagram, Whatsapp, and YouTube are the three social media teens in our sample use and like the most. Among the main results, the preference for, and presence of, Instagram in teens' life must be emphasised. In particular, teens use Instagram for the identity building and socialising functions, to express and “tell” themselves to their friends. They recognise

Whatsapp as the “base of everything” to stay in touch, use YouTube as a broadcasting system more than an interactive platform, while considering Facebook out-of-date.

In conclusion, adolescents in our sample consider social media as an extensions of their offline lives and relationships, and include them in their complex media life. They are not really prosumers, but they do use social media, especially Instagram, to “tell” themselves and their lives (auto-narrative function).

Further studies based on more ethnographic approach need to be carried out to delve into teens’ practices on social media.

Id: 21647

Title: TRANSMEDIA AUDIENCES: ADOLESCENT FAN PRACTICES AROUND TV SERIES 'SKAM'

Session Type: Individual submission

Authors:

Name: Julia Sabina Gutiérrez Sánchez

Email: juliasabina.gutierrez (at) uah.es

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Julián De la Fuente Prieto

Email: julian.fuente (at) uah.es

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Alba García Vega

Email: alba.garciavega96 (at) gmail.com

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Iris Barraón Lara

Email: iris.barraon.lara (at) gmail.com

Country: ES (Spain)

Affiliation: University of Alcalá

Abstract: Adolescent fans are configured as a new paradigm of audiences on new media (Stein, 2015). Their active reception of contents and their organization through user communities represent a new culture (Barton & Lampley, 2013), oriented to audience participation in the development of a transmedia universe. In particular, the audience experience in TV shows for young people is leading a profound change in both programming and viewing models.

The case of the remake of Norwegian show Skam (Julie Arden, 2015) in Spain is especially paradigmatic. The series develops through clips on social networks such as Youtube, Instagram and WhatsApp, and its success is directly linked to new consumption habits among young people, centered around the use of mobile devices and social networks. According to this, our goals are to explore the practices used by young people when participating in social media and to identify mimetic discourses in social networks such as Instagram (Ibrahim, 2015).

Moreover, we will analyse big data from social networks and the audience experience as a media ecosystem in which adolescent fans come together and converge. Following a sociocultural approach, we combine some qualitative methods such as visual ethnography (Delgado, 2015), NVivo is the tool used to process multimodal material and the analysis of data combines a narrative and a conceptual approach (Lacasa, Martínez-Borda, & Méndez, 2013).

The results about this adolescent fandom, which represents youth values and forms of identification with the characters, gives us the chance to delve into the audience's practices as revealed through their online conversations. Eager for content, they usually end up creating it when they need more,

creating their own fictions about the topics that concern them the most: sexuality, friendship, identity. These creations help to guide the creators of TV series, generating feedback between followers and producers.

Barton, K. M., & Lampley, J. M. (2013). *Fan culture: Essays on participatory fandom in the 21st century*: McFarland.

Delgado, M. (2015). *Urban Youth and Photovoice: Visual Ethnography in Action*: Oxford University Press.

Ibrahim, Y. (2015). Instagramming life: banal imaging and the poetics of the everyday. *Journal of Media Practice*, 16(1), 42-54. doi:10.1080/14682753.2015.1015800

Lacasa, P., Martínez-Borda, R., & Méndez, L. (2013). *Media as Practice: Narrative and Conceptual Approach for Qualitative Data Analysis* (Vol. 1).

Stein, L. E. (2015). *Millennial fandom: television audiences in the transmedia age*. Iowa City: University of Iowa Press.

Id: 21670

Title: Los medios digitales en la estrategia comunicativa de la Plataforma de Afectados por la Hipoteca y su influencia en el discurso mediático

Session Type: Individual submission

Authors:

Name: Irene Peiró Compains

Email: irene.peiro (at) e-campus.uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona (UAB)

Abstract: Analizamos cómo han contribuido los medios digitales y las redes sociales en la estrategia comunicativa y organizativa de la Plataforma de Afectados por la Hipoteca (PAH), el principal movimiento social en defensa del derecho a la vivienda en España durante la última década. La principal novedad del análisis es que estudia la influencia de la PAH en el discurso mediático sobre vivienda, una relación escasamente estudiada en España, pese a la relevancia de la vivienda en el debate público. Con este objetivo, se analizan contenidos de medios impresos y digitales de distintas líneas editoriales desde el inicio de la crisis económica en 2008 hasta 2017, tomando en consideración la irrupción de medios independientes, que se ha producido en España durante este periodo, con modelos de financiación basados principalmente en las aportaciones de los lectores.

El análisis se centra en Cataluña, la comunidad autónoma con mayor número de desahucios (un 18% de los 570.708 de toda España entre 2008 y 2017 según el Consejo General del Poder Judicial) y donde la PAH, que nació en 2009 en Barcelona, tiene mayor implantación. El análisis se centra en la PAH de Barcelona y la muestra de medios de comunicación también está conformada por publicaciones editadas desde Cataluña: La Vanguardia, el Periódico de Catalunya y el Crític, uno de los principales medios digitales independientes en catalán nacido en 2014.

El marco teórico se basa en el modelo social y comunicativo androcéntrico/no androcéntrico descrito por Amparo Moreno Sardà. Según la autora, el modelo androcéntrico responde a los intereses de los colectivos ubicados en los centros de poder y, frente al mismo, propone un paradigma no androcéntrico y horizontal, que tenga en cuenta las relaciones entre los colectivos ubicados en los centros de poder y aquellos situados en posiciones periféricas (Moreno Sardà, 2007). Desde el punto de vista comunicativo, este paradigma coincide con el modelo descentralizado y reticular que promueven las TIC (Scolari, 2008; Massey, 2004; Castells, 1997; Keane, 2009; Fernández-Armendáriz, 2013; Suau y Masip, 2014).

Se han analizado 244 informaciones de La Vanguardia; 216 del Periódico de Catalunya"; 29 del Crític y 307 mensajes de la PAH de Barcelona en Twitter, la red informativa por excelencia de los movimientos sociales en España desde el nacimiento del 15-M (Bernal Triviño, 2015), seleccionando fechas consecutivas en las que se han producido hechos relevantes sobre vivienda. El análisis se ha basado en la metodología del análisis de contenidos de la obra "La mirada informativa" (Moreno Sardà, 1998).

Podemos concluir que la PAH ha aprovechado la pérdida de legitimidad de los centros de poder, que ha comportado el impacto social de la crisis, para extender su relato contrahegemónico, a partir de una estrategia que combina el uso de medios digitales con las movilizaciones y las acciones de presión política, a lo cual han contribuido especialmente los medios independientes. Su incidencia sobre los medios de comunicación de masas alcanzó su máximo nivel entre 2011 y 2013, coincidiendo con el periodo de mayor movilización social en las calles.

Id: 21673

Title: 'You cannot serve two masters at a time!' Examining the ambivalence, agency and complex relationship in children's digital practices and negotiation of digital technology with parents and adults in rural and urban spaces

Session Type: Individual submission

Authors:

Name: Chikezie Uzuegbunam

Email: chikezieuzuegbunam (at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Cape Town, South Africa

Abstract: Children are an important segment of all populations. In the digital age, they have become even more critical audiences. Because of their being born into an increasingly ubiquitous digital media environment, children have become, for most scholars, the most media literate of any generation; most connected and plugged in, most technology savvy and most receptive digital media users in contradistinction to a “technologically clumsy or uncomfortable older generation”. Some studies – but not enough, and particularly from the global North contexts – have focused on the contested and complex relationship between children and adults including parents and teachers. These studies highlight the often direct and nuanced power relations between children and adults who aim to control their digital practices as well as show the agency with which children approach their digital lives. From a specifically Nigerian, and broadly African perspective, this paper interrogates adolescents’ digital practices as it relates to their negotiations of technology use and the role of ‘digital gatekeepers’ in the constitution of their digital lifeworld. The study draws from the child-centred research tradition which privileges the hearing and acknowledgement of children’s voices directly, and therefore focuses on mainly qualitative analysis of 16 focus group interviews conducted with 175 school children in rural and urban areas in Nigeria. Theoretically, the domestication and technology appropriation framework enabled the study to unpack the ways in which Nigerian children aged between 13 and 18 constitute their digital lives and negotiate their identities as well as strict mediations by parents and other adults. Nigerian children’s digital practices are substantially shaped and at the same time undermined by digital gatekeepers such as parents, teachers, guardians and older adults who play mostly prohibitors and moral panic mongers. Nigerian parents, schools and adults who mediate and control children’s digital practices do so from a socio-cultural and contextually appropriated positionality, meaning that they prioritise traditional notions of familial authority and socialisation. Other issues such as the absence of digital literacy and skill on the part of the children, their parents and teachers also limit the children’s agency and digital opportunities and result in unchecked risks such as pornography, meeting with online strangers/online grooming, distractions, identity issues/negative role modelling. Based on this, the distinctions between negative and positive dimensions remain fuzzy and complicated, and the impact of technology on children’s lives has been both cursed and praised. The study recommends that rather than techno-shaming children into silence, fear, scepticism, guilt or moral panic, families and schools must first rethink the precarious subjective-subordinate and marginalised position of children and commit to expanding Nigerian children’s opportunities and rights in the digital age, alongside government ICT intervention. There is a need to have a system that supports parents’,

families' and adults' access to critical resources that empower them with knowledge of the opportunities and risks of the digital age and how to support their dependants.

Id: 21675

Title: El empoderamiento de las redes sociales como fuente informativa primaria entre el segmento poblacional universitario: el descrédito de los informativos televisivos y su mutación.

Session Type: Individual submission

Authors:

Name: Javier Pérez Sánchez

Email: javier.perez (at) universidadeuropea.es

Country: ES (Spain)

Affiliation: Universidad Europea de Madrid

Name: Victoria Mora de la Torre

Email: victoria.mora (at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: La innovación tecnológica, el cambio en el paradigma de los hábitos de consumo, así como la permutación en el acceso a los distintos medios de comunicación son algunos de los factores que han modificado el acceso, por parte de determinados segmentos poblacionales, a las fuentes primarias de información. El presente estudio pretende establecer las bases que permitan demostrar cómo ha afectado a los jóvenes universitarios españoles la implementación de las redes sociales como motor principal de búsqueda, y a su vez, dirimir las consecuencias dentro del sector tradicional que ha ofrecido hasta ahora este tipo de funciones. Lo que plantea la siguiente pregunta: ¿el consumo de información en las redes sociales está produciendo la obsolescencia de los informativos televisivos?

Los procesos de migración están implementando nuevas rutinas las que favorecen el surgimiento de las fake news, las cuales no generan un efecto negativo en las plataformas digitales, mientras que suponen un detrimento en la credibilidad en los mass media. Una pauta que puede propiciar el fomento de la obsolescencia informativa como práctica convencional y poner en cuestionamiento la versatilidad y pluralidad que son capaces de mantener el sistema democrático como una clave a futuro de grupos comerciales clásicos venideros.

El espectro de estudio es especialmente interesante y relevante para las compañías mediáticas dado su peso en el ámbito comercial, como en la predominancia de corrientes futuras y el mantenimiento del ecosistema audiovisual español y publicitario. Aspectos relevantes que pueden conllevar el empoderamiento de los datos como un activo potencialmente rentable en el ámbito on line frente al descrédito de los mismo en las vías de acceso convencionales, procurando una serie de efectos que habrá que disgregar y que pueden provocar un crecimiento exponencial de aparición de noticias falsas y sin contrastar que motivarán el surgimiento de un caldo de cultivo válido para la búsqueda de nuevos filtros, nuevos mensajes y nuevas estructuras de creación de contenidos validables y accesibles a todas las generaciones.

Las fuentes tradicionales de información, véase prensa, radio y televisión, han cedido importancia a las nuevas prácticas comunicacionales esgrimidas por los nuevos prosumidores, los cuales han logrado marcar una serie de hitos que han generado nuevas rutinas profesionales, que cuanto menos, hacen cuestionar si su implementación en el sostenimiento de los derechos universales debe primar

sobre los medios como artífices de los intereses y conciencia común, siendo legitimadores del sistema democrático.

Este estudio se centra en el análisis del comportamiento sobre el consumo y activismo informativo de los jóvenes universitarios españoles, analizados en diversos estudios existentes, complementado por un estudio de campo realizando diversos focus group; así como un estudio de caso en relación con la obsolescencia de los informativos en televisión a consecuencia de la migración del consumo informativo.

Las prácticas periodísticas del espectro poblacional analizado en el estudio, que como generador y distribuidor de noticias se convierte por sí mismo en un activista mediático, supone un reto para los medios convencionales sobre el control periodístico y editorial de la información.

Id: 21740

Title: "News should find me!" Online News consumption habits of university students studying in the UK, Greece and Turkey

Session Type: Individual submission

Authors:

Name: Eylem Yanardagoglu

Email: eyanardagoglu (at) gmail.com

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: According to the recent Digital News reports of the Reuters Institute for the Study of Journalism the media scene is very mixed and trends are difficult to identify on a global scale. The challenges of digitalization on news organizations, future of newspapers and other traditional media present an ongoing struggle. This struggle is also altering the audiences' media use habits as technology companies such as Facebook, Twitter and Google try to shape the production as well as consumption of news. In its sample of 26 countries, the biggest change in the Digital News Report 2016 report was observed in the ways in which news accessed via social media sites. Whilst the weighted EU average stood at 46% using social media for news [the UK (35%) and Germany (31%)] Greece and Turkey are the high adoption in countries with 74% and 73% usage rates respectively. Trust in news is found to be highest in Finland (65%) and lowest in Greece (20%). This research aims to explore the factors that influence youth's news consumption behaviour in the UK, Greece and in Turkey. The data collection took place in 2017 and 2018 in London, Athens during the time the author was based as a visiting scholar and in Istanbul. About 80 students who study in some of the top universities in these cities took part in this qualitative research via answering questions in an online survey followed by an in-depth interview that lasted 30-40 minutes. This presentation aims to focus on the youth's reflections of their own habits of news consumption, the challenges, risks and opportunities they face in navigating the current media environment.

Id: 21777

Title: Ventanas de distribución de los canales tradicionales de televisión en la búsqueda de nuevos públicos televisivos

Session Type: Individual submission

Authors:

Name: Ana González-Neira

Email: ana.gneira (at) udc.es

Country: ES (Spain)

Affiliation: Universidade da Coruña

Name: Natalia Quintas-Froufe

Email: n.quintas.froufe (at) udc.es

Country: ES (Spain)

Affiliation: Universidade da Coruña

Abstract: PRESENTATION IN SPANISH

La televisión está afrontando en la actualidad profundos cambios motivados por distintos factores. La digitalización de los contenidos, la enorme penetración de los dispositivos móviles que funcionan como nuevas pantallas de visionado y la expansión de las redes sociales han alterado la forma de producir y consumir televisión al tiempo que han propiciado el nacimiento de la televisión líquida basada en el concepto de Bauman (2006), explicado por Area-Moreira y Ribeiro- Pessoa (2012). Todo este proceso se enmarca en un desarrollo de la cultura participativa (Orozco, 2010) que se ha manifestado en el empoderamiento de las audiencias.

En este contexto, los canales tradicionales de televisiritos tras la digir lsnto? o vos por parte de los emisores tradicioanles ante el avance de nuevos actores como Amazon TV?, HBO oón asisten a la huida de espectadores hacia nuevos emisores de naturaleza muy diversa entre los que se sitúan telcos (Vodafone, Movistar), nuevas plataformas de SVOD como Netflix (Lobato, 2018) o gigantes del comercio online como Amazon Prime Video. Estos agentes emergentes optaron por modelos de negocio muy diferentes a los emisores tradicionales de televisión y están sujetos al cumplimiento de normativas diferentes.

La pérdida de público es todavía más significativa entre los más jóvenes, acostumbrados a un tipo de consumo no ligado al habitual aparato de televisión. Por ello, los canales de televisión han comenzado a salir de la pantalla tradicional en busca de esos públicos.

El objetivo de esta comunicación es conocer las emergentes formas de distribución de los contenidos televisivos por parte de los emisores tradicionales ante el avance de nuevos actores como Amazon Prime Video, HBO o Netflix. Estas ventanas de emisión permiten a su vez construir audiencias transnacionales que superan fronteras.

En este trabajo se estudiarán las nuevas formas de distribución de los principales canales de televisión de España e Italia. A través de una plantilla de análisis se evaluará su presencia como emitenes en redes sociales (Twitter, Facebook e Instagram), así como en Youtube, la emisión en web y la existencia de plataformas específicas con contenidos exclusivos o no (Loves tv). En una segunda parte, a raíz del éxito recabado en Youtube con experiencias como Operación Triunfo o La Resistencia se pretende investigar qué otros formatos han alcanzado cotas de éxito en las nuevas ventanas de distribución y qué niveles de audiencia han obtenido.

Esta investigación se enmarcaría dentro de varios de los temas sugeridos en el call for paper de la Sección de Audiencias “Rethinking audience research”, “Measuring audiences” y “Transnational audiences”.

Id: 21845

Title: [Panel] Contexts of Audience Influence Online, Panel description

Session Type: Panel Submission

Authors:

Name: Asta Zelenkauskaitė

Email: az358 (at) drexel.edu

Country: US (United States)

Affiliation: Drexel University

Abstract: The current information landscape is marked by new contexts in which audiences can experience influence. These changing conditions include online social practices where human and non-human actors co-exist thus reconfigure the notion of (active) audience. With the rise of a user-generated content and artificial intelligence, conditions for new actors of influence emerge for public sphere. This panel argues for the need to reconceptualize audience influence through the context-based conditions that mediate user-generated content. When everyone and anything can engage influence, how can we reconceptualize influence forces? What online infrastructures have been highlighted or overlooked, and what theoretical frameworks might be considered for contextualizing these concepts?

From a theory-building perspective, the media effects paradigm has largely treated influence as linear. ‘Magic bullet’ theory predicts input-output expectations, yet influence is not so simple. This panel expands the notion of influence as a non-linear process. Specifically, we argue for non-linearity through drawing on micro-and-macro aspects of analysis. Moreover, influence takes place as masspersonal communication (O’Sullivan & Carr, 2018) and it is mediated by forces of information (infra)structure (Plantin, et al., 2018). We argue that the contexts of influence become the focal forces that inevitably re-shape the concept of audience influence. This panel is designed to bridge micro and macro conceptual frameworks of influence and connect it to theories relevant to political communication, information science, and discourse analysis.

In the first of our four papers, to discuss the concept of influence, we show how news portals users, audiences, and readers make sense of the construct of Russian trolling. Discussion on the sociotechnical premises of online news portals and social networking sites such as GAB are use the Russian troll denial frame and how priming as a structural-temporal element can perpetuate these frames. In the second paper, network polarization dynamics cover how networked interactions between ideologically close and distant audiences/users shape the evolution of topical foci of discussion and contribute to the reconfiguration of communicative interactions. In the third paper, we discuss the impact of AI-driven systems of news distribution on highly polarizing topics, such as military conflicts, and examine how algorithmic designs can facilitate constructive journalistic coverage. In the last paper, metadata macrostructures are conceptualized as baking influence into the content ecosystems of platforms.

Id: 21847

Title: Sociotechnical influence online: Frames of denial of Russian trolling

Session Type: Panel Submission

Authors:

Name: Asta Zelenkauskaitė

Email: az358 (at) drexel.edu

Country: US (United States)

Affiliation: Drexel University

Abstract: Comments on online news portals create new contexts for democratic deliberation. Yet, they also are subject to influence by various actors. This study builds on early conceptualizations of social influence to theoretically situate the concept of online Russian trolling (Chen, 2015). In the 1950s, influence literature aimed at interpreting interpersonal communication (Katz & Lazarsfeld, 1955), followed by the role of influence within mass media (McQuail, 1977) leading to the current media landscape treated as mass-personal environment (O'Sullivan & Carr, 2018), mediatized by online infrastructure (Klobas & Clyde, 2001). Given that influence in online spaces is bound to the ever-changing information architecture, how does this influence reconfigure the notion of audience? By analyzing threaded conversation in online news comments, I trace new conditions of influence as a vehicle to dominate public debate by actors who are less interested in democratic deliberation. I focus on emergent democracies, i.e. Lithuanian news portals notoriously attacked by Russian trolls. In comparison, I have analyzed the GAB readership negotiation of the term Russian troll and making sense of it. To situate these audiences' practices, I refer to sociotechnical premises of online spaces in which interaction takes place. I ask, how do audiences negotiate the construct of Russian trolling? And how do news portals' (infras)structure, i.e. affordances and temporality are and can be used to exert influence in online commenting?

While Lithuanian news portal comments and GAB are very distinct, they shared a commonality of Russian trolls' denial. This denial frame was used as a shift the blame. In Lithuania, it was about conservatives and the President Grybauskaitė (both vocal Russian critics); in the USA GAB presented anti-Democrat arguments and had anti-Semitic attacks blaming them for perpetuating the Russian troll frames.

From the structural perspective, analysis of the news portals comments shows how the first posts attract more attention (in terms of likes), thus having a potential to set the tone of the conversation. And each news story provides audiences new opportunities to enter the race for the prominence of their own comment. Yet, temporal prominence is less pronounced in GAB where audiences' messages are irrespective of the news content and are listed in the individual audience member's page.

Temporal commenting practices re-imprint principles of priming theory, found in legacy media settings (Berkowitz, & Rogers, 1986). I argue that users can strategically employ structural and temporal components presented by the sociotechnical systems and use them to gain individual influence. Two-way online spaces require a re-conceptualizing of social influence as a hybrid phenomenon that is mediated, mediatized, decentralized, and spread through individual networks or elaborated through an interpersonal threaded interaction, where influence lies not only in content but also in the context in which content is enmeshed. What are the potential of priming theory for

artificial intelligence to automate these targeted practices, especially for emergent democracies or in alt-right rhetoric e.g. on GAB? And what constitutes authentic audiences in these spaces?

Id: 21848

Title: Metadata as Influencer: Baking Contextual Expressivity into Semantic Platforms for Users

Session Type: Panel Submission

Authors:

Name: Andrew Iliadis

Email: andrew.iliadis (at) temple.edu

Country: US (United States)

Affiliation: Temple University

Abstract: Large amounts of disparate data proliferate on apps and platforms. The ability to automatically search and reason with those data meaningfully through machine-readable metadata – without having to manually search through user-facing text – adds a layer of granularity that enhances data accessibility (Pomerantz, 2015; Gartner, 2016; Zeng & Qin, 2016). Rather than navigating through traditional web searchers for human-readable text located on frontend interfaces, semantic web technologies directly link content through vocabularies and axioms expressed in richly curated metadata. Such background enhancement increases data's contextual expressivity on the web (Stefanov & Huang, 2009; Hervás, et al., 2011) influencing users' perceptions regarding the aboutness of content.

Semantically loaded metadata schemas can arguably be described as influencing mechanisms by endowing meaning to our machines, returning results that are manipulated through backend informational infrastructures which affect user decisions about content. Such infrastructures provide context for understanding what data are supposed to be about. Context awareness in computational media has been analyzed from the perspectives of ubiquitous computing and recommender systems (Dourish, 2004; Seaver, 2015). While metadata naturally provide context there is a lack of literature about how contextualizing metadata may serve as influencing mechanisms for users.

In this paper, I draw from interviews with key practitioners involved in the creation and maintenance of semantic web metadata, focusing on their experiences in the formalization and application of metadata schemas, to show how the project of building semantic web platforms is embodied in multiple scaled projects, each with their own claims, stakes, and idiosyncrasies for users. In the first half, I formulate the concept of metadata as influencer while referencing several cases studies to show how contextual expressivity is built into and contested on semantic web platforms. I explain how search and retrieval are affected by such metadata manipulation. In the second half, I explain how metadata as influencer ecologies are shaping the future design of platforms and enterprise architectures by baking semantics into products like Siri, Airbnb, and Uber, thus affecting user interaction and engagement.

Id: 21849

Title: Networked polarization dynamics in interactive social media conversations

Session Type: Panel Submission

Authors:

Name: Moran Yarchi

Email: myarchi (at) idc.ac.il

Country: IL (Israel)

Affiliation: Interdisciplinary Center (IDC) Herzliya

Name: Christian Baden

Email: c.baden (at) mail.huji.ac.il

Country: IL (Israel)

Affiliation: The Hebrew University

Name: Neta Kligler-Vilenchik

Email: neta.kv (at) mail.huji.ac.il

Country: IL (Israel)

Affiliation: The Hebrew University of Jerusalem

Abstract: For social media audiences, both political confirmation and contestation are rarely more than a click away. As individuals discuss political issues on social media, expectations raised in the academic debate range from enhanced liberty, diversity and civic engagement to possible isolation, polarization and rising cynicism (Citron & Norton, 2011; Nahon, 2016; Sunstein, 2001). One influential argument suggests that social media's tendency to sustain exchanges among like-minded users may contribute to the emergence of homophilious 'echo chambers' (e.g. Ben-David & Matamoros-Fernandez, 2016; Pariser, 2012), wherein dissent and contravening information becomes increasingly silenced (Noelle-Neumann, 1974). In consequence, different social media publics may construct increasingly selective, biased interpretations of social reality and arrive at ever more polarized, if not radicalized political viewpoints. However, most available research and theoretical work focuses on those social influences exercised by audiences' digital environments as a whole, while the role of specific user interactions is subsumed.

In the present study, we aim to examine how influence is exercised through interactive social media conversations, which unfold between individual social media users in the form of interactive dialogues, threaded discussions among multiple participants, and the direct expression of support or opposition. Identifying characteristic patterns of interaction and social influence, we investigate how the different affordances and uses of different social media platform give rise to different dynamics of contestation and consensus formation. In a large-scale study of social media discourse on Facebook, Twitter, and Whatsapp over a duration of 16 months, we trace how Israeli social media users discussed the highly controversial shooting of an incapacitated Palestinian assailant by Israeli soldier Eleor Azaria in March 2016. Specifically, we trace how the networked interactions between ideologically close and distant participants shape the evolution of topical foci of the discussion and contribute to the reconfiguration of communicative interactions. Through a computer-assisted content analysis and socio-semantic network modeling of almost a quarter of a million discursive contributions, we distinguish between both positional and interpretative

processes of intra-group consensus formation and inter-group polarization. Initial findings suggest a link between the more constrained and homophilic range of user interactions on Facebook and the greater extremism and faster polarization of posted contributions, both with regard to the adoption of conflicting interpretations and positions, and with regard to the expression of negative sentiment toward dissenting voices. By contrast, the ongoing exposure to contestation on Twitter appears to exert some mitigating influence upon at least a part of the users, limiting the proliferation of extremist positions and hostile sentiment. The study's findings contribute to developing a more nuanced understanding of social influence that can take different forms depending on salient platform characteristics.

Id: 21850

Title: News personalization for peace: How algorithmic content distribution can impact conflict coverage

Session Type: Panel Submission

Authors:

Name: Mariella Bastian

Email: m.b.bastian (at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Name: Mykola Makhortykh

Email: M.Makhortykh (at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Name: Tom Dobber

Email: T.Dobber (at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: In our paper we discuss how the increasing use of AI-driven systems of content distribution impacts the ways in which people are exposed to news about wars and conflicts. Specifically, we discuss the place of algorithmic personalization – i.e. the tailoring of individualized news feeds based on users' information preferences – in the framework of peace journalism (PJ), a journalistic paradigm calling for more diversified and creative war reporting. Using a conceptual approach, we discuss how the deployment of news personalization can address existing pitfalls of PJ paradigm, and develop a theoretical framework for analyzing how algorithmic system designs can facilitate constructive conflict coverage.

To achieve these purposes, we provide a thorough review of existing research on peace journalism and algorithmic personalization, and analyze the intersections between the two concepts.

Specifically, we identify recurring pitfalls of peace journalism based on empirical research on constructive conflict coverage, and then introduce a conceptual framework for identifying to what degree these pitfalls can be mediated – or worsened – through algorithmic system design. By doing so, we address the following research questions: In which ways can AI-driven distribution technologies influence the realization of central objectives of peace journalism? Which ethical concerns arise from the use of algorithmic personalization for constructive conflict coverage? And what are possible technical solutions through which algorithmic personalization can contribute to strengthening peace?

Through our analysis we identified five major aspects of conflict coverage which can be affected by algorithmic content personalization: relativity, objectivity, diversity, transparency, and engagement. For each of these aspects we examined potential opportunities and pitfalls related to the introduction of news personalization systems and connected them to concrete algorithmic designs (e.g. context-aware recommender algorithms in the case of relativity or point of interest cross-referencing for

objectivity). Based on our examination, we propose a conceptual framework for assessing interactions between AI-driven distribution techniques and peace journalism. Our findings suggest that AI-driven distribution technologies can facilitate constructive war reporting, in particular by countering the effects of journalists' self-censorship and by diversifying conflict coverage. The implementation of these goals, however, depends on multiple system design solutions, thus resonating with current calls for more responsible and value-sensitive algorithmic design in the domain of news media. Additionally, our observations emphasize the importance of developing new algorithmic literacies among journalists both to realize the positive potential of AI for promoting peace and to increase the awareness of possible negative impacts of new systems of content distribution.

Id: 22118

Title: From audiences to networked publics: participative cultures and new involvement experiences in the (social) network society

Session Type: Individual submission

Authors:

Name: Alfonso Amendola

Email: [alfamendola \(at\) unisa.it](mailto:alfamendola@unisa.it)

Country: IT (Italy)

Affiliation: Dipartimento di Studi Politici e Sociali - Università degli Studi di Salerno

Name: Simona Castellano

Email: [sicastellano \(at\) unisa.it](mailto:sicastellano@unisa.it)

Country: IT (Italy)

Affiliation: Dipartimento di Studi Politici e Sociali - Università degli Studi di Salerno

Abstract: On the basis of the tecno-socio-cultural factors which have determined the transition from the concept of audience to the concept of networked publics (boyd 2010), in a context in which people pursue the ideal of an always on (Boccia Artieri 2012) state of existence in a (social) network society (Castells 1996), the main purpose of the paper is to establish how it is possible to think about new ways of engaging and defining new experiences for Internet users, for example by subjects such as brands and companies.

The concept of networked publics underlines how people are today involved with the media and through them. The birth and the advent of Web 2.0 and in particular of social network sites, in fact, changed the concept of fruition: people today are not simply users and consumers of a media product, but they also are producers, becoming then prosumers. They take on an active role in spreading contents, rather than being passive viral media carriers (Jenkins, Ford, Green 2013). Precisely for this reason, it becomes essential for brands and companies to rethink their relationship with their audiences, who actively focus their attention on the message with a real value for them (Dayan 2005). With this research, we will try to shed light on the new ways of engaging networked publics, through the analysis of the successful case history of the brand Starbucks. This company has always been attentive to innovations, experimentations and personalization and above all to user generated contents (Amendola, Castellano, Troianiello 2018), also on social network sites and in particular on a platform like Instagram, used not only by young audiences, but also by Millennials (ibidem). With the support of sentiment analysis - to understand and study the opinion of the users about the brand (Arvidsson, Delfanti 2016), and also their expectations and appreciation - this research wants to define the guidelines for a communication that aims to achieve more and more engagement with users. They, in fact, can provide their contribution in a way that is certainly different from mainstream productions, but that anchor themselves to people's daily life (Boccia Artieri 2012).

Id: 22166

Title: Does New media Substitute Old Media' A Cohort Analysis of Media Use in China

Session Type: Individual submission

Authors:

Name: Weijia Li

Email: liweijia2011 (at) 163.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: This study examines generational differences in media use based on pooled-data analysis of CGSS (Chinese General Social Survey) 2010-2015. In order to show a full picture of the substitutability between new and old media, the study brings age heterogeneity of respondents and time effect into consideration.

This study distinguishes four generations based on the year of birth, with the 'newspaper generation' (people who born before 1969), 'broadcast generation' (1970-1979), 'TV generation' (1980-1989) and 'internet generation' (born after 1990) and aims to explore whether generations differ in their frequency of media use.

The research analyses five-year pooled data CGSS2010-2015 (CGSS2014 data is missing) to examine the influence of internet on old media among different birth cohorts and how this effect changes over time. New media refers to the internet, old media include newspaper, broadcast and television.

The results are summarized as follows: First, for the 'newspaper generation', 'broadcast generation' and 'TV generation', Internet heavy users are usually more willing to use newspaper and broadcast as well. Internet heavy users are information seekers. They have a strong need of information and usually involved in multi-tasking media activities. Nevertheless, only the internet heavy users in 'TV generation' will regard TV as another channel to get more information, which indicates that generations may adopt specific patterns of media use when they are young and remain faithful to those throughout their lifespans. 'TV generation' have a stronger attachment to television than their previous and later generation.

Second, in terms of the time effect, the empirical data proved that the broadcast shows a stronger vitality in digital age compared with newspaper and television. The frequency of broadcast use does not drop significantly until 2015. However, the frequency of newspaper and television use has shown a significant downward trend since 2011.

Third, for the 'internet generation', the use of the Internet has no effect on the use of other media. Even internet heavy user, the one who has strong need of information, would not choose other media to search more information. This suggests that these digital natives would rather confine themselves to the internet cocoon than collect new information through old channels.

This study provides new insight to understand the current media ecology. The relationship between new and old media is 'more-more' instead of 'more-less', which cannot be explained by functional displacement, but should be understood from the perspective of audience's information need and media consumption habits.

Id: 22274

Title: Percepción del sesgo político y de la calidad en los medios informativos catalanes: el valor de las marcas periodísticas para la audiencia en un contexto mediático polarizado

Session Type: Individual submission

Authors:

Name: Maria Victoria-Mas

Email: mvictoria (at) uic.es

Country: ES (Spain)

Affiliation: Universitat Internacional de Catalunya

Name: Ivan Lacasa-Mas

Email: lacasa (at) uic.es

Country: ES (Spain)

Affiliation: Universitat Internacional de Catalunya

Name: Santiago Justel

Email: sjustel (at) uic.es

Country: ES (Spain)

Affiliation: Universitat Internacional de Catalunya

Name: Ariadna Fernández-Planells

Email: arferpla (at) upv.es

Country: ES (Spain)

Affiliation: Universitat Politècnica de València

Abstract: La fragmentación y la personalización en el consumo de noticias parecen amenazar la posición de las marcas periodísticas en el mercado. Al mismo tiempo, son muchos los que alertan sobre la polarización política de los usuarios que ambas tendencias promueven. Sin embargo, en aquellos contextos mediáticos polarizados en los que fenómenos como las fake news logran influir en los procesos democráticos, la necesidad que los usuarios tienen de acceder a una información veraz, equilibrada, rigurosa y creíble es aún más crítica. Eso ofrece a las empresas informativas la oportunidad de seguir creando valor para sus audiencias a través de la elaboración de unos contenidos de calidad. Según la teoría del branding de las marcas periodísticas, en esa calidad se fundamentan la credibilidad y el valor que dichas marcas aún tienen para buena parte de la audiencia. No obstante, algunos estudios han afirmado que la congruencia ideológica entre audiencia y empresas periodísticas es también uno de los principales predictores del valor de marca. Este trabajo tiene el objetivo de medir el valor de marca basado en el consumidor (Consumer-Based Brand Equity o CBBE, en adelante) que tienen 5 de las principales marcas informativas en Cataluña. En un contexto mediático especialmente polarizado, esta investigación analiza cuáles son las dimensiones que tienen mayor impacto en el CBBE. La metodología utilizada es el análisis factorial exploratorio (AFE) y confirmatorio (AFC) de más de 15.000 respuestas a una encuesta realizada a los lectores de 5 cabeceras catalanas. Los resultados muestran, por un lado, que el CBBE está principalmente definido por la calidad periodística percibida por los usuarios –la cual está relacionada con aspectos como la ecuanimidad, la objetividad o la independencia política- y por su

satisfacción. Por otro lado, los resultados indican que los consumidores prefieren las marcas periodísticas caracterizadas por dicha calidad que aquellas en las que perciben un sesgo político. Esa tendencia es diferente en los usuarios de las marcas identificadas como de izquierdas e independentistas, los cuales otorgan valor a las marcas que asocian con ese tipo de sesgo. Este trabajo discute la validez de estos resultados y sus implicaciones para la teoría sobre la gestión del valor de las marcas periodísticas en un contexto de polarización política.

Id: 22507

Title: Is Heavy Binge-Watching a Socially-Driven Behavior? Evidence from a Survey of College Students

Session Type: Individual submission

Authors:

Name: George Anghelcev
Email: george.anghelcev (at) northwestern.edu
Country: QA (Qatar)
Affiliation: Northwestern University in Qatar

Name: Sela Sar
Email: selasar (at) Illinois.edu
Country: US (United States)
Affiliation: University of Illinois

Name: Justin Martin
Email: justin.martin (at) northwestern.edu
Country: QA (Qatar)
Affiliation: Northwestern University in Qatar

Name: Jasmine Moultrie
Email: jaslmoultrie (at) gmail.com
Country: US (United States)
Affiliation: University of Illinois

Abstract: Typically, the word “binge” is associated with some form of excess, such as overindulgence of food or excessive consumption of alcohol. That is no longer the case for media binge-watching. As early as 2013, Netflix declared that binge-watching was the new normal, noting that 61% of US adult television streamers binged regularly (Netflix, 2013). In just a few years, binge-watching (hereby defined as the consumption of three or more episodes of a show in one sitting) has evolved from its original roots as an extreme form of watching mostly associated with fans and fandoms (Jenner, 2017) into a common behavior adopted by audiences worldwide. Millennials, and in particular college students, who have more free time and more flexible schedules than their fully employed generational counterparts, are particularly prone to binge-watching (MorningConsult, 2018).

In spite of the considerable impact of binge-watching on audiences, the narrative structure of shows, the structure and revenue models of the media industry, etc. (Bernadin, 2018; Schweidel and Moe, 2016; Poniewozik, 2015; Graser, 2013) very little research has been done on the topic by communication and media scholars. Thus, many basic questions remain unanswered, such as what makes young people engage in binge-watching and what are the consequences of adopting this practice.

The present study relies on data from a survey of college students (N=378) from two large universities to explore part of the answer. Specifically, we focus on socially-related predictors and consequences of TV binge-watching (as opposed to psychological variables). We do so while recognizing that not everyone who binge-watches does it in equal measure (Trouleau et al, 2016). Thus, we explore social determinants of binge-watching with a particular focus on highlighting differences between heavy binge-watchers (HBWs) and other TV viewers, such as regular binge-watchers (RBWs) and non-binge-watchers (NBWs).

The data support most of the study's hypotheses. First, they challenge the view of HBWs as less socially-active than other individuals. Supporting H1, we found no significant differences in sociability and social engagement between HBWs and RBVs or NBVs. In fact, HBWs could binge-watch more often precisely because that would allow them to take on social media or engage in face-to-face interactions and gain social capital by sharing their knowledge with others. Thus we proposed that one benefit for HBWs in particular is that they may start to be viewed by others as a source of advice on what shows to watch. Supporting H2, data showed that HBWs are more likely to be opinion leaders in this domain than RBWs and NBWs. It was also expected that the Fear of Missing Out (FOMO) on a particular show should be higher among HBWs, who have the most to lose socially if they appear to not be "in the know" (H3, also supported by data). Finally, we found that HBWs may experience more negative consequences in terms of work performance and sleep deprivation than RBWs and NBWs (H4 and H5, supported).

Contributions to literature and implications for countering the negative effects of heavy binge-watching are discussed.

Id: 22562

Title: Comparison of Game Use Factors Affecting Depression and Psychological Well-being: Focusing on Young-Generation Users

Session Type: Individual submission

Authors:

Name: HUN KIM

Email: kimhun6301 (at) naver.com

Country: KR (Korea, Republic Of)

Affiliation: Sungkyunkwan University

Abstract: Previous studies that examined the relationship between media and mental outcome mainly focused on social media and television as media affecting users. Most previous studies have checked effects of media on mental problems, but only a few studies have found that using game has effects on positive outcome such as individual well-being. This study aims to investigate the game - related factors affecting depression and happiness as an exploratory study. In order to present an integrated model between using game and user's mental outcomes, categories of independent variables are composed of usage patterns, game motivations, individual and social level of game factors, and factors regarding young generation's life. The independent variables are composed of categories related to usage pattern (game usage, platform and solo & multiple usage), game motivations (social, achieve and flow) game use's behavior in part of individual (game efficiency, over-immersion and game leadership) and social level (game subjective norm and participation in online community), and individual and environmental in the game user's daily life (study & friendship stress, level of communication with parents, relationship with friends and teachers).

This data was collected from 968 respondents who are 10s and early 20s in South Korea during 2017 considering gender and school grade. 10s and early 20s were conducted for students in middle, high school and college students who are main users of game. In school grade, 344 students in middle school (35.5%), 333 students in high school (34.4%), 252 were college students (26%) and 39 were retakers for university (4%).

The results of the regression analysis of model for depression showed that over-immersion in game ($B = .032$, $p = .072$), study stress ($B = .117$, $p = .000$), friendship stress ($B = .409$, $p = .000$) significantly affected dependent variable positively. The level of communication with parents was negatively related to depression ($B = -.036$, $p = .063$). In the model of psychological well-being, game leadership ($B = .119$, $p = .022$), subjective norm of game ($B = .129$, $p = .000$), level of communication with parents ($B = .601$, $p = .000$), relationship with friends ($B = .384$, $p = .000$) and relationship with teachers ($B = .121$, $p = .012$) significantly affected dependent variable positively. Social motivation ($B = -.136$, $p = .055$) and study stress ($B = -.165$, $p = .046$) negatively affected psychological well-being.

Regarding implications of the study, social factors related to game mainly affect well-being. It is confirmed that the game world is similar with the characteristics of the real world, which must interact with others and adhere to certain norms. The over-flow in game effect on depression is consistent with previous studies. We predicted that independent variables affecting well-being and depression are the same but direction might be different only. The results of this study, however,

found that the number and characteristics of independent variables on two dependent variables were different.

Id: 22587

Title: [Panel] Redes sociales y participación de la audiencia: prácticas mediáticas en España, Panel description

Session Type: Panel Submission

Authors:

Name: Iolanda Tortajada

Email: iolanda.tortajada (at) urv.cat

Country: ES (Spain)

Affiliation: Universitat Rovira i Virgili

Name: Mónica Figueras-Maz

Email: monica.figueras (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: Este panel nace del trabajo de la sección de Estudios de audiencia y recepción de la Asociación Española de Investigación de la Comunicación (AE-IC) y tiene como objetivo presentar un panorama de las investigaciones sobre audiencias que se están llevando a cabo en España.

Una de las propuestas trata sobre las audiencias sociales y las estrategias publicitarias y analiza el papel que estas dinámicas de consumo y participación en las redes sociales tienen para las campañas de comunicación.

Para completar este escenario, otra de las propuestas que conforman el panel aborda los retos de la actividad periodística en Youtube. Partiendo de la escasa participación periodística en este entorno, la investigación presenta cuál es el conocimiento que tienen los profesionales sobre sus audiencias y qué papel les otorgan, cuando el discurso que mantienen es que dichas audiencias deben cuidarse.

La tercera de las comunicaciones aborda el produsage en las redes sociales y analiza la configuración de contrapúblicos a través de la producción trans* en Youtube. Quienes producen y consumen vídeos trans* son grupos que verían conflictiva su equiparación con el público dominante y, a través de los vídeos promueven un espacio reflexivo de construcción de identidades no-binarias.

La cuarta propuesta trata sobre la incorporación de los usos en medios sociales que realizan los estudiantes fuera de clase en las prácticas de aprendizaje de las aulas universitarias y expone la percepción que tienen los universitarios españoles sobre el uso de las redes sociales con fines didácticos en el aula. Los y las alumnas valoran la utilidad de estas herramientas, aunque también se muestran cautos con aspectos como la dispersión y la privacidad. Recoger sus voces permite generar pautas para el manejo de las redes sociales en el aula más acordes con sus inquietudes.

Id: 22599

Title: Audiencias sociales y estrategia publicitaria: estudio de los casos eficacia

Session Type: Panel Submission

Authors:

Name: Marta Perlado

Email: mperlado (at) nebrija.es

Country: ES (Spain)

Affiliation: Universidad Antonio de Nebrija

Name: Natalia Papí

Email: natalia.p (at) ua.es

Country: ES (Spain)

Affiliation: Universidad de Alicante

Abstract: La conversación social que se genera entre usuarios de redes sociales en los diferentes consumos multipantalla, antes, mientras, o después de la exposición de un programa televisivo aumenta cada vez más. La audiencia social se contempla en la estrategia de comunicación tanto de los medios como de las marcas. Ambos no solo la consideran como cifra de seguimiento de televisión y, por tanto, de impacto televisivo, sino como índice de valoración del programa, posibilitando la posible mejora de la eficacia de campañas de comunicación.

Este trabajo tiene como propósito profundizar en los premios a la eficacia publicitaria, impulsados por la Asociación Española de Anunciantes, únicos galardones que premian los resultados de las campañas realizadas en España. El libro de los casos ganadores en el que se recoge, con brevedad, la estrategia de comunicación desarrollada, la idea y ejecución y los resultados o efectos, se publica cada año. Esta investigación analiza los últimos cinco años (2014-2018) con el propósito de detectar las estrategias orientadas a los diferentes tipos de audiencias, con especial atención a las sociales y al consumo multipantalla.

Se concibe, así, un estudio exploratorio y descriptivo basado en la investigación documental que profundiza en el contenido de los casos eficacia teniendo en cuenta cuatro tipos de información: categoría, tipo de premio, tipo de producto y agencia. Se hace una lectura exhaustiva de cada caso por si las audiencias sociales fueran mencionadas. En particular, se profundiza en las decisiones estratégicas, en la ejecución y en los efectos. Los resultados permitirán confirmar la presencia y el impacto que tienen este tipo de audiencias y consumos como contribución a la eficacia de las campañas.

Este estudio se sitúa en una de las líneas de trabajo del grupo E-COM de la Universidad de Alicante y del grupo INNECOM de la Universidad Nebrija de Madrid.

Id: 22600

Title: Between participatory culture and the exploitation of users: the spanish-language booktubers and the publishing industry

Session Type: Individual submission

Authors:

Name: José-Miguel Tomasena

Email: josemiguel.tomasena01 (at) estudiant.upf.edu

Country: MX (Mexico)

Affiliation: Universitat Pompeu Fabra

Abstract: Literary vloggers (commonly known as booktubers, for the acronym of Book + Tube) have gained a strong social recognition as an influential group to promote reading, specially among children and young adults. (Lluch, 2017; Tomasena, 2016).

This paper is part of a PhD project about the communicative practices of spanish-language booktubers. It pretends to describe and understand how booktubers relate to the main actors of the literary field (authors, publishing houses, literary agents, book fairs, etc). It uses a digital ethnographic approach, that integrates an auto-ethnographic point of view (through my own YouTube channel), semi-structured interviews, visual and discourse analysis and descriptive statistics.

Booktubers have built powerful and joyful communities around the interest in books and reading. This dynamism has collided with the dual logic of the literary field, that, according to Pierre Bourdieu, functions around the dichotomy of “pure” and “commercial” art (Bourdieu, 1996): In the eyes of the purists, booktubers are just a marketing trend; they are associated to “low” and delegitimized genres, like fantasy, horror, sci-fi, young adult. On the other hand, many institutional forces have established alliances with them because of their popularity: book fairs and libraries invite them indie and self-published authors look desperately for their support and publishing houses have included them in their marketing campaigns. Recently, some of the most popular booktubers have become young-adult book authors.

By analyzing how affinity groups in YouTube negotiate their practices with the publishing industry, this article contributes to the existing debate between the notion of participatory culture (Jenkins, Henry, Clinton K., 2009; Jenkins, Ito, & Boyd, 2015) and the interest on labour and the exploitation of users (Fuchs, 2014; Terranova, 2000) and the cooption of creativity (Das, Ytre-Arne, & (eds.), 2017).

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Id: 22608

Title: Periodistas en Youtube y sus audiencias: una relación de simbiosis

Session Type: Panel Submission

Authors:

Name: Sonia Blanco

Email: sblanco (at) uma.es

Country: ES (Spain)

Affiliation: Universidad de Málaga

Name: Bella Palomo

Email: bellapalomo (at) uma.es

Country: ES (Spain)

Affiliation: Universidad de Málaga

Abstract: La televisión sigue siendo el medio tradicional de mayor penetración, y dos terceras partes de los jóvenes españoles entre 18 y 29 años aseguran ver las noticias emitidas por esa vía diariamente (Matsa, Silver, Shearer, y Walker, 2018). No obstante, Youtube es la segunda red social para el consumo de noticias, sólo por detrás de Facebook (Reuters Institute, 2018), y en 2018 la plataforma ha incrementado su compromiso con el periodismo de calidad promocionando fuentes informativas con autoridad y recomendando el consumo de dichos vídeos para combatir la desinformación (Lapowsky, 2018). Los medios, conscientes de esta realidad, han reaccionado aumentando su oferta de contenidos audiovisuales (Kalogeropoulos, 2018), a pesar de que ello suponga descentralizar su producción y distribuir sus contenidos en plataformas de terceros (Peer & Ksiazek, 2011).

Este contexto se ha rodeado de múltiples incertidumbres: ¿por qué la actividad periodística en Youtube es tan reducida?, ¿qué aporta esta herramienta a los periodistas?, ¿qué saben de su audiencia y cómo se relacionan?, ¿influye el usuario en la planificación y producción del contenido?.

En un estudio preliminar se ha elaborado un directorio analizando la presencia de periodistas españoles en Youtube y creando categorías en función de la participación detectada. Los datos muestran que la presencia de profesionales en la Red es muy limitada: de más de siete mil periodistas inscritos en España, son 207 quienes tienen un perfil público en la plataforma, y de ellos tan solo 36 obtienen resultados satisfactorios.

En esta segunda fase se ha aplicado metodología cualitativa con entrevistas en profundidad a diez de estos periodistas con los mejores resultados en su canal, teniendo en cuenta que tienen diferentes perfiles y edades, así como distintos modos de usar la herramienta.

Los primeros resultados indican la importancia de cuidar a la audiencia, y la retroalimentación que supone en muchos casos en los que sugieren temas a tratar o debatir. En cuanto a las métricas de desempeño del canal, hay un elevado consenso en que la métrica más adecuada es el ratio de retención de audiencia por encima de otros datos más conocidos como los “me gusta”, los comentarios en texto, o el número de reproducciones del vídeo. Con respecto a la duración de vídeos, contradicen la tendencia reconocida en otros tipos de contenidos de que cuanto más corto mejor.

Los entrevistados coinciden mayoritariamente en señalar la necesidad de estar en una plataforma como ésta, por las posibilidades que brinda de tener un medio propio, pero también explorar modos distintos de contar historias, nuevos formatos, que atraigan a las audiencias más jóvenes.

Id: 22612

Title: Giving Voice to the Past. Methodological Challenges to Comparative Histories of Cinema Audiences.

Session Type: Individual submission

Authors:

Name: Daniela Treveri Gennari
Email: dtreveri-gennari (at) brookes.ac.uk
Country: GB (United Kingdom)
Affiliation: Oxford Brookes University

Name: Lies Van de Vijver
Email: liesbeth.vandevijver (at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Name: Pierluigi Ercole
Email: pier.ercole (at) dmu.ac.uk
Country: GB (United Kingdom)
Affiliation: De Montfort University

Abstract: For the study of cinema as a cultural practice, historical research into the experiences of audiences is a quintessential area of investigation. Giving voice and visibility to film spectators is a bottom up approach, which contributes to an in-depth analysis of the spatial and social conditions of the cinematic experience (Kuhn 2002).

Our research aims to move beyond the particularism of local and national cinema histories. We intend to explore - through a more systematic comparative approach - the cross-national voices of film audiences in seven European countries (Biltereyst & Meers, 2016). Drawing from the AHRC-funded research 'European Cinema Audiences' this paper examines the linguistic, cultural, political and ideological challenges of a comparative oral history approach. Using several different theoretical perspectives (Bornat 2013; Koleva, Coleman and Bornat 2013; Keightley and Pickering 2013; Steen Mangen 2013) on the complexity of working with memory across national and linguistic barriers, we propose new methodological recommendations while outlining the importance of transnational and transcultural perspectives for memory studies today. The issues of language and translation of oral history; the danger of losing the cultural specificity and the intention of finding shared grounds across different countries will be some of the concerns raised and explored within the context of our paper.

Our audience is the last surviving generation for which going to the cinema was the only way to experience movies. Therefore, capturing their voice and their memories, giving visibility to their personal experiences, and comparing their narratives will provide a vital contribution to the understanding of the transnational history of European film culture. A total of 140 video-interviews on their memories of going to the movies in the 1950s have been conducted in seven languages in the cities of Ghent (Belgium), Bari (Italy), Leicester (Great Britain), Rotterdam (The Netherlands),

Brno (Czech Republic), Magdeburg (Germany), and Gothenburg (Sweden) with respondents born between 1925 and 1945. This unprecedented project - which combines oral history, an online repository created with local and national archives across the seven cities, and programming data for 3 full years - will attempt to make use of innovative digital tools and methodologies to become a model for comparative work of this kind.

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Id: 22627

Title: Produsage, counterpublics y redes sociales: las comunidades de creatividad trans* online

Session Type: Panel Submission

Authors:

Name: Iolanda Tortajada

Email: iolanda.tortajada (at) urv.cat

Country: ES (Spain)

Affiliation: Universitat Rovira i Virgili

Name: Cilia Willem

Email: cilia.willem (at) urv.cat

Country: ES (Spain)

Affiliation: Universitat Rovira i Virgili

Name: Núria Araüna

Email: nuria.arauna (at) urv.cat

Country: ES (Spain)

Affiliation: Universitat Rovira i Virgili

Abstract: La producción trans* en Youtube es parte de un proceso de construcción simultánea de identidades y comunidades. La apropiación de estos vídeos y la práctica del produsage (Bruns, 2016) cristalizan en un conjunto de contrapúblicos (Warner, 2002; Barnett, 2015) que, gracias a estas creaciones que cuestionan las representaciones hegemónicas del cuerpo y la sexualidad, se desplazan desde las fronteras o márgenes de lo normativo hacia el centro de una comunidad. Lejos de elaborar un único discurso, lo que aparece en estas conversaciones en red es un proceso reflexivo de construcción identitaria que constituye un espacio de subpolítica (Beck, 1998) basado en la resistencia. Quienes producen y consumen vídeos trans* son grupos que no pueden equipararse o que incluso verían conflictiva su equiparación con el público dominante (Trey Barnett, 2015). La exposición trans* online configura prácticas de recuperación identitaria desde las que proyectar y renarrar el yo (Jenzen & Karl, 2014; Wargo, 2015), así como un espacio de pertenencia (Cavalcante, 2016). Con todo, existen diferencias en la forma en la que cada persona o grupo imagina la comunidad trans* online, así como sesgos de género y diferencias de capital social en cuanto al nivel y difusión de la actividad (Jenzen & Karl, 2014).

Para explorar qué tipo de inercias sistémicas y culturales, y qué clase de resignificaciones promueven estos vídeos y sus apropiaciones, hemos revisado toda la producción del canal de Elsa Ruiz Cómica, hemos realizado un close reading de un conjunto de 11 vídeos, escogidos por su temática, y hemos llevado a cabo un análisis textual cualitativo de los comentarios que los acompañan.

Tanto los vídeos como los comentarios vertidos con posterioridad acerca de los mismos promueven un espacio reflexivo de construcción de identidades no-binarias (Halberstam, 2018) y ofrecen un conjunto de prácticas subpolíticas (Beck, 1998) que amplía el repertorio identitario dominante. Así, el análisis que se ha llevado a cabo recoge la creación de significado (Silverstone, 1999) que se produce en las performances del género y la sexualidad (Butler, 2007), sean éstas reproductoras o contrahegemónicas (Kellner & Kim, 2010). El espacio creado por Elsa, como el de otros pequeños

contrapúblicos, permite que las voces de quienes participan en estos audiovisuales sean oídas y adquieran protagonismo, contribuyendo al diálogo democrático (Wright, 2012) y, quizá, impulsando el cambio social en los espacios dominantes. Desde el análisis del produsage trans* en youtube, las identidades transgénero dejan de ser sólo observables y pasan a ver (y mostrar) el mundo con sus ojos (Halberstam, 2018).

Id: 22642

Title: Jóvenes, medios sociales y aprendizaje: uso ambivalente de las redes sociales en las aulas universitarias españolas

Session Type: Panel Submission

Authors:

Name: Monica Figueras-Maz

Email: monica.figueras (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Mar Grandío

Email: mgrandio (at) um.es

Country: ES (Spain)

Affiliation: Universidad de Murcia

Abstract: El uso que los jóvenes hacen de las redes sociales en su día a día es enorme, siendo sin lugar a duda la práctica mediática que más realizan (Noguera, 2018). En este contexto, cada vez son mayores los esfuerzos por incluir los usos en medios sociales que realizan los estudiantes fuera del aula dentro de las prácticas de aprendizaje de las aulas universitarias (Brazuelo, F., y Gallego, 2014; Mateus, Aran-Ramspott, Masanet, Figueras-Maz, 2017; Masanet y Ferrés, 2017; Marta-Lazo, Marfil-Carmona, y Hergueta-Covacho, 2017). Sin embargo, la aplicación innovadora de la tecnología móvil y de sus redes sociales en las universidades españolas es todavía escasa, y su aplicación didáctica presenta al mismo tiempo aprobación y crítica entre los estudiantes. En esta comunicación exploramos la percepción que tienen los universitarios españoles sobre el uso de las redes sociales con fines didácticos en el aula, una percepción contradictoria. Para ello, presentamos datos del proyecto I+D+i “Competencias mediáticas de la ciudadanía en medios digitales emergentes en entornos universitarios” financiado por el Ministerio de Economía y Competitividad de España provenientes de 897 encuestas realizadas a estudiantes universitarios españoles de titulaciones vinculadas a la Comunicación y la Educación, así como de 6 grupos de discusión realizados en Sevilla, Madrid, Huelva, Barcelona y Oviedo durante el curso 2017-2018. Los datos muestran cómo la aplicación de las redes sociales en el desarrollo docente es la práctica más extendida entre las universidades españolas, pudiendo diferenciarse entre prácticas formales (organizadas por el profesor) e informales (organizadas de manera espontánea por los alumnos). Esta última es la más común entre los universitarios siendo Whatsapp la herramienta interna más utilizada, seguido de lejos por Facebook e Instagram. Al aprecio por la comunicación directa e instantánea de estas redes, se suman temores por parte del alumnado sobre aspectos vinculados a la distracción en el aula o invasión de su privacidad por parte de los docentes. Esta comunicación concluirá con pautas concretas para un manejo de las redes sociales en el aula más acorde con la sensibilidad de los alumnos.

Id: 22672

Title: Between anxiety and apathy: romantic audiences' 'new' pleasures

Session Type: Individual submission

Authors:

Name: Benjamin De La Pava Velez

Email: bdelapava (at) gmail.com

Country: CO (Colombia)

Affiliation: Universidad Jorge Tadeo Lozano

Abstract: Based on a research project with group screenings and interviews (group and individual) of film romantic audiences in East London, this paper proposal seeks to reflect on some of the challenges and results that studying audiences of films no longer in a cinema or festival provided (Blue Valentine, Her, Once, 500 Days of Summer and Don Jon). This as a way to further nuance the understanding of audiences' experiences in an era of diffused, or ever-present, media experiences. Why study film audiences through films that no longer provided a 'natural occurrence' of people? On the one hand, because I posit that the idea of privileging audiences that occur at specific, ritualistic spaces is helpful only insofar as one assumes there's a special, unique type of information and insight to be accessed and obtained that cannot be otherwise be known. This via events separated from the ordinariness of daily life. The problem with these seemingly self-evident claims for many researchers is that it drives an unhelpful wedge, methodologically and theoretically, between types of audiences as if some were better because, like the anthropologists of the 19th and early 20th century, one has "simply found them." Such has been the case with plenty of scholarship regarding film audiences, where the ethnographic turn has been strongly felt, particularly in an era where some claim the death of cinema-going (Cherchi Usai, 2001). Thus, the focus shifts from the act of reception to its locus (See Ateşman, 2015; Dickson, 2015; Martinez, Frances, Agirre, & Manias-Muñoz, 2015; Smets et. al, 2016). However, this is to forget that there has never been anything "natural" about audiences. Also, this understanding of film audiences fails to take into account that people constantly intertwine their experience of a given phenomenon -its values, intentions, practices and discourses- with its processes of mediation (See Livingstone, 2005; Banaji, 2006; Iglesias-Prieto, 2004). Such is the case, unsurprisingly, with romantic love. Such is my contention, that, to understand the experiences of audiences, both as such and as romantic selves, inviting people to congregate and watch a film, as I did, by no means provides lesser or "manipulated" evidence in regards to their experiences as audiences and as subjects of wider socio-cultural phenomena. Further, the choice of romantic audiences obeys two main criteria: First, while some of the seminal works of the field dealt with romantic audiences (Ang, 1986; Livingstone, 1991; Radway, 1984), little attention has been given to how these audiences and their experiences might have changed in the time since. Plenty has (Bauman, 2000; Dröge & Voirol, 2011; Hardt, 2011, 2014; Illouz, 2012; Jónasdóttir & Fergusson, 2014). Second, because some of these changes have had to do with the mediatization (Alberti, 2013; Deleyto, 2000, 2004; Peberdy, 2011), and technologisation of romantic love itself (Kaufmann, 2012; Ong, 2016; Smith & Duggan, 2013), to which, undoubtedly, both audiences and films have been paying attention to.

Id: 22739

Title: Association between Internet embeddedness and depression among adolescents in China

Session Type: Individual submission

Authors:

Name: Yang Hu

Email: huyang (at) link.cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Name: Tianbo Zhang

Email: iamztb (at) 163.com

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Abstract: The rise of the Internet has dramatically enriched people's everyday life, while it also raises worries about users' mental health. An enormous literature has focused on the so-called "Internet paradox" – whether the use of the Internet is improving people's life well-being or not. Some hold that Internet exposure was negatively associated with the mental health condition, an important indicator of life well-being, while others disagree. Along with the debate are criticisms on research limitations including small sample size and endogeneity caused by omitted variables and the interaction between Internet use and depression, which limit the research's ability to provide conclusive evidence.

Taking proper advantage of the nationally representative panel data - China Family Panel Studies (CFPS), this study aims to move towards a more satisfactory answer to the question: how is the Internet embeddedness linked with life well-being, especially the development of depressive symptoms?

Limitations in previous studies could be overcome to some extent by the use of the aforementioned dataset. Launched in 2010 by the Institute of Social Science Survey (ISSS) of Peking University, CFPS interviewed 14,960 families with 42,590 people as the baseline and conducted follow-up survey every two years. Until now, it has finished five waves of survey including 2010, and released 4 waves of data for public use, namely, 2010, 2012, 2014, and 2016, which are the years witnessing the rapid development of the Internet in China. Each of the four waves covered over 8,000 adolescent respondents. The large sample size of CFPS data addresses the problem of the small sample size in previous studies. As for the endogeneity problem, scholars usually try to include control variables such as gender, age, education, and income, but other omitted variables could still exist. The use of panel data is able to eliminate the influence of all the time-irrelevant omitted variables, reducing bias in analysis effectively.

The basic hypothesis for our study is that the greater embeddedness in the Internet is associated with the increased likelihood of developing depression. Additionally, we will consider sociodemographic factors to explore the nuances of the above association. Through these analyses, we aim to achieve more robust results and draw a few practical implications from our findings.

Id: 22762

Title: Not sharing news on social networking sites: Why young adults abstain from participating in news diffusion on Facebook (but still expect to find shared news in their feeds)

Session Type: Individual submission

Authors:

Name: Maria Elliot

Email: maria.elliott (at) lnu.se

Country: SE (Sweden)

Affiliation: Linnaeus University

Abstract: Today, social networking sites have become a major news source in many countries - especially among young news consumers. Studies have indicated that social media users who also are interested in keeping up with current events employ different media strategies for news purposes: Some users regularly visit online news sites as well as using social media, other users rely mainly (or only) on social media as a provider of news.

In Sweden Facebook is the most prominent social media news source among young adults. Since only a minority of these Facebook users follows news organisations or journalists on Facebook, they trust their social network to forward the necessary news through sharing. This turns one of the signature affordances of social networking sites – user activity – into a crucial condition for news dissemination: Without news sharing on Facebook, or other social media, users that rely on social media alone for their news would be left in the dark.

Considering this, it is remarkable that many Facebook users shun participation in news activities, not only when it comes to taking part in digital news discussions but also when it comes to sharing news. Far more read shared news on Facebook than share news with the network. The object of this paper is to shed some light on the reasons behind this paradoxical attitude. Why do Facebook users, who are interested in keeping up with news and current events and who expect to find news on Facebook, deliberately abstain from contributing to circulating news on the networking site?

In order to explore this, a purposive sample of young adult Swedish Facebook users was investigated. Qualitative interviews were conducted in which the interviewees elaborated on their reasons to share or not to share news. Results from the analyses of the interviews indicate that one salient reason behind not sharing is grounded in one particular social quality of the sharing act itself: the offering of a gift. If the intended receiver does not confirm receiving this gift, the forwarder does not feel appreciated. Another important reason for not sharing news on Facebook is the lack of control, both regarding the validity of the content of the shared news item and regarding the network's perception of the person sharing that particular news story.

Id: 22772

Title: Social television and popular culture in the images published by the audiences on Twitter

Session Type: Individual submission

Authors:

Name: Nuria Garcia-Muñoz

Email: nuria.garcia (at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Matilde Delgado

Email: matilde.delgado (at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Pau Lluís

Email: pau.lluis (at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Elisa Paz

Email: elisa.epz (at) gmail.com

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: The use of social media as a second screen platform to discuss television programs is already an established reality in Western audiovisual markets. Social television is a way of socialising the viewing experience in a context where audiovisual consumption is individualized and audiences are fragmented. Several studies have analysed the responses of viewers on different social networks, mainly Twitter. Most studies have focused on the textual content posted by users and the network relationship created by the conversations of ad hoc publics created around a hashtag (Bruns & Burgess, 2015).

However, images are becoming increasingly important on social networks, not only on the image-oriented platforms such as Instagram or Snapchat, but also on Facebook and Twitter that were originally more text-focused. In this paper we analyse the visual content shared on Twitter by the viewers to explore what is expressed by this type of data and the relationship with the television content. The sample includes visual data shared about two popular music talent shows from the United Kingdom and Spain.

This study has been carried out by GRISS (Research Group on Image, Sound and Synthesis) at the Universitat Autònoma de Barcelona (Spain). It has been developed within the framework project “Social Networks and European General-Interest Television (EU-5): Screen Uses and Network Activity of Audiences” (RSTV), of the National R&D Plan, founded by the Spanish Ministry of Economy and Competitiveness (MINECO-FEDER) (ref.: CSO2015-65350-R). The focus of this

project is to explore and explain the synergies that allow broadcasters to innovate in their social networks' strategies through the most popular European television content, and to identify correlations between the broadcaster's actions and the social audience's response.

The main results show that in both countries an average of 15% of the original tweets includes visual data, mostly including digital popular culture memes and images from the television program that is being aired at that time. In the latter case, the audiences reuse the images to not only talk about the television content but to talk about their daily life. Furthermore, it is important to highlight the trend by British viewers of posting images of where they are watching television, a type of image that is not found in Spain. Finally, it is also relevant to highlight that more than a quarter of the images have a mutual dependency to the text of the tweet, putting the visual data at the centre of the message. To conclude, the results highlight that viewers take a role as digital editors that create a parallel visual conversation on Twitter with visual data.

Id: 22847

Title: Breakneck Brexit: engaging with political storytelling in live professional wrestling

Session Type: Individual submission

Authors:

Name: Annette Hill

Email: annette.hill (at) kom.lu.se

Country: SE (Sweden)

Affiliation: Lund University

Abstract: The performance of politics in professional wrestling is an unusual example of political and cultural engagement taking place at the same time in the live theatre of sports entertainment. This paper explores the work of professional wrestlers in political storytelling for live audiences. It takes as its focus Swedish wrestling, with a storyline that mines the rise of populism and anti-immigration discourses in Europe. Through qualitative interviews with wrestlers and audiences, and observations at live matches, the research analyses the way wrestlers build an engagement profile, inviting audiences to politically and emotionally engage with the performance of wrestling as part of a broader narrative of populism in Europe, in particular Brexit. By crafting characters as elite politicians, or migrant workers, with a back story of right wing parties and political power, wrestlers shape ways of engaging their audiences and fans with a visual representation of real world politics. At a time when politics feels intractable, for example the coalition government in Sweden, or Brexit negotiations in Europe, the local space of Swedish wrestling enacts an alternative story of swift action, where good triumphs over evil. The engagement profile of these wrestlers and their various live matches offers a clear invitation to their audience to negatively engage with populism and right wing extremism, and positively engage with liberal democracy and social justice. Political storytelling in wrestling shapes a raw form of emotional and physical engagement with an imagined reality where Brexit is beaten, and power hungry politicians forced into submission.

Id: 22928

Title: Estudios de audiencias y medios comunitarios: qué significa escuchar radio en el proceso de convergencia tecnológica

Session Type: Individual submission

Authors:

Name: Susana Morales

Email: susanamoralesar (at) gmail.com

Country: AR (Argentina)

Affiliation: Centro de Estudios Avanzados - Facultad de Ciencias Sociales - Universidad Nacional de Córdoba

Abstract: Esta ponencia se propone trabajar sobre algunos resultados producidos en el marco del proyecto Radios cooperativas y públicos: estudios de audiencia del Gran Córdoba I y II que permiten abordar algunos tópicos del debate sobre las transformaciones en el consumo de medios ligados al proceso de convergencia tecnológica. En particular, nos proponemos trabajar en torno a la escucha de radio en contextos metropolitanos, en ciudades del Gran Córdoba.

En ese proyecto se desarrollaron ocho estudios de audiencia, uno cuanti y uno cualitativos, para cuatro radios comunitarias de gestión cooperativa en cuatro ciudades de nuestra provincia . De esos estudios se desprenden un conjunto de datos sobre la relación entre medios tradicionales y digitales en el consumo mediático que aportan al debate respecto de algunos supuestos sobre el proceso de convergencia que tienden a ser naturalizados, como el de la fuga hacia dispositivos y medios digitales, o como la pérdida de centralidad de los medios tradicionales, o la caída en el consumo de radio.

En particular, la ponencia se propone profundizar en esa relación vinculada al consumo de radio, incorporando los distintos tipos de vínculo que se mantienen con ese medio, las modalidades de escucha, la escucha de radios locales y la centralidad que adquieren en la estructura de las audiencias de radio en las localidades estudiadas y el sentido que adquieren respecto del modo de experimentar la ciudad. Todo esto, en el marco de una percepción de las audiencias respecto de transformaciones en el panorama informativo nacional.

Id: 22959

Title: Watching Turkish Television Drama in Latin America: The Case of Argentina

Session Type: Individual submission

Authors:

Name: Celeste Wagner

Email: celeste.wagner (at) asc.upenn.edu

Country: AR (Argentina)

Affiliation: University of Pennsylvania

Name: Marwan M. Kraidy

Email: marwan.kraidy (at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: In the last decade, Turkish television drama has found success around the globe (Kraidy & Al-Ghazzi, 2013), and most recently in Latin America, where they compete with local telenovelas (Julio et al., 2015). This popularity has been studied through the lens of hegemony, resistance, and soft-power construction (see Yörük & Vatikiotis, 2013).

Telenovelas, a heavily studied genre, has been argued to be central to everyday life in Latin America (La Pastina, et al., 2003). Nevertheless, the popularity of Turkish drama has received little scholarly attention. In order to help fill this void, we conducted 22 interviews with Argentinian television viewers to explore how audiences are constructing meaning around Turkish dramas in Argentina, country that has traditionally had a profuse fictional local production and consumption (Mazziotti, 1994) and where Turkish dramas now dominate national open-air television (Stiletano, 2016). We aim to shed light on new transnational dynamics of non-Western fiction in Latin America.

We found that all interviewees were aware of the popularity and themes of Turkish dramas, even when they had never watched them. The main reasons why people like watching them are related to: (a) enjoying learning about another culture, which is associated with wanting to escape from local reality; (b) the beauty and quality of the productions, centered on “exotic” landscapes; (c) feeling a return of the traditional soap opera themes; and (d) an appreciation for watching the representation of a more traditional society with clear family roles. Among those who do not relish Turkish dramas, it was expressed that: (a) traditional representations of gender and family roles was at points troubling and impeded their enjoyment; and that (b) the dubbing hampered their engagement. Interestingly, interviewees assumed all dubbed dramas, whatever their actual geographic origin, to be Turkish, in a way in which foreign comes to signify Turkish. Finally, among those who do not appreciate them, arguments about cultural proximity and identification were salient. This group might dislike soap operas in general, but enjoy the new Argentinean social drama, as it crudely depicts real life, one that they themselves do not experience because of class privilege.

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Id: 23017

Title: Los memes vistos desde la audiencia: identificación de los elementos de noticia, sus componentes visuales y gatillantes de interacción.

Session Type: Individual submission

Authors:

Name: Francisco J. Fernández Medina

Email: ffernandez (at) uc.cl

Country: CL (Chile)

Affiliation: P. Universidad Católica de ChileFacultad de Comunicaciones

Name: Valentina Proust

Email: vsproust (at) uc.cl

Country: CL (Chile)

Affiliation: P. Universidad Católica de ChileFacultad de Comunicaciones

Abstract: El acceso permanente y ubicuo a las redes sociales ha cambiado las dinámicas de consumo de noticias. Ya no es necesario acceder a los sitios web de los medios para mantenerse informado, sino que al revisar sus RRSS los usuarios se encuentran con las llamadas incidental news (v. Tewksbury et al, 2001; Boczkowski et al, 2017; Serrano-Purche, Fernández y Rodríguez, 2018). Este consumo pasivo e involuntario pero constante de noticias ha transformado a los memes en un soporte digital de transmisión de información.

Entendidos como la combinación imagen-texto, los memes transmiten ideas concisa, eficaz y masivamente a una comunidad que se identifica con el mensaje (Spitzberg, 2014; Wiggins, Bowers, 2015; Seiffert-Brockmann, Dieh y Dobush, 2017). Si bien se les suele asociar con el humor, también pueden hacer referencia a noticias, convirtiéndose en una vía alternativa para acceder a la información. Esto plantea un nuevo desafío al periodismo desde la Teoría de Usos y Gratificaciones, ya que su consumo implica la preferencia del usuario por un contenido que satisface sus necesidades y que genera una identificación socio cultural (v. Katz, Hass y Gurevitch, 1974; Ruggiero, 2000).

Desde el punto de vista de las audiencias, estos revelan comportamientos como el engagement, que hace referencia al estado cognitivo que marca altos niveles de involucramiento y absorción del contenido visualizado, la atención y la interacción en un contexto de múltiples pantallas. La prevalencia del teléfono celular como instrumento de participación en las RRSS, hace que el consumo de memes ocurra dentro del Complementary simultaneous media use (Coater y Doizer, 2017), al utilizarse mientras se consumen otros medios. En términos de la estructura del mensaje, una de las claves de la efectividad de los memes está en sus recursos visuales, -aunque no es el primer producto que los utiliza- transformándose en un objeto de estudio necesario para entender cómo funciona esta nueva dinámica de consumo informativo.

La propuesta de esta investigación contempló la atención tanto a las características propias del meme como al consumo de éste en contextos definidos. Para ello, se diseñó un test con una selección de memes de actualidad, preguntas basadas en los valores noticiosos (Galtung y Ruge, 1970) y los niveles visuales del meme (Djamasbi, Siegel y Tullis, 2011). Respecto al compromiso cognitivo con la información, se realizó un análisis exploratorio por medio de grupos focales. Ambos instrumentos mostraron que los memes contienen más de un aspecto considerado como

elemento de noticia, aunque los gatillantes de la acción de compartir corresponde a criterios más blandos de lo que es noticia, principalmente la proximidad con el hecho y la identificación con este. Asimismo, se identificaron los puntos fuertes en la gráfica del meme y los principales elementos visuales, a partir de lo cual se propone una categorización de éstos. Dado que las audiencias latinoamericanas se han mostrado más escépticas respecto de las noticias (Newman et al, 2017), se espera que conocer más sobre este tipo de consumo informativo permita dar luces en un tema tan relevante como el derecho a estar informado.

Id: 23050

Title: The adoption of citizen journalism in Arab news coverage: A case study of Al-Arabiya channel project 'I see'

Session Type: Individual submission

Authors:

Name: Aiman Alsaeedi

Email: aalsaeedi1 (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: The University of Sheffield

Abstract: Abstract:

The paper examines the work of “I see” project in Al-Arabiya news channel from 2011 to 2018. Al-Arabiya offered the audience the chance to capture and upload user generated contents using an interactive app as and displaying these contents on a website, twitter account and special TV news segment. The initiative has faced ups and downs and closed twice from the start in 2011 until now. It witnessed important events such as Arab Spring as well as Syrian and Yemen wars. The research on the project would demonstrate different topic such as: citizen journalist risk, verification, fake news and editorial decisions.

Background and significance:

The combination of new communication technology innovations and Web 2.0 features has created a chance for ordinary citizens to become involved in the news-gathering process. In many cases around the world, inventions such as smart phones and digital cameras are used by citizens to report live news by easily capturing videos and photos of events and sharing them through social media platforms to reach a wide audience. The audience engagement in new gathering has received a considerable attention, reaching traditional media where it has become widely used, especially in TV news channels. Many major network news added citizen journalism as a valuable source of news and information, whether through social media or by creating specific apps and websites for this purpose in case such as iReport app from CNN or the social media hub in the BBC. Although the use of citizen journalism and user-generated content in the mainstream media is considered to be a form of audience empowerment, it raises many concerns within the news organisations regarding the journalism standards of accuracy and objectivity (Harrison, 2010).

It is important to highlight that citizen journalism played a vital role during the Arab spring uprisings 2011 and Syrian war which helped promote this new form of journalism and encouraged citizens to become more involved in news gathering. Several Arabic news networks have followed CNN and the BBC by adopting user-generated content in their converge whether in the form of TV programme, website, phone app or by using social media.

Methodology:

Qualitative approach was chosen in this research to gain a deep understanding of the case study using semi-structured interviews along with direct and participant observation. The interviews include the project founder, journalists , editors and head management in Al-Arabiya who worked closely with the project. The paper addresses motivations, verification techniques and ethical implications of the adoption with some practical examples of errors and challenges faced the project.

Id: 23075

Title: Watching Trauma: audiences dealing with sexual violence in film at a horror film festival.

Session Type: Individual submission

Authors:

Name: Rosana Vivar

Email: rosana.vivar (at) slu.edu

Country: ES (Spain)

Affiliation: Saint Louis University

Abstract: Upon its Spanish release in 2018, the Chilean exploitation film *Trauma* (Lucio A. Rojas, 2017), generated considerable controversy on social media and in specialized online zines over its crude depiction of sexual violence towards women. The film features recurrent rape scenes, pornographic depictions of lesbian sex, slasher scenes and incestuous relationships while commenting on the scars and traumas of a post-Pinochet Chilean society. This paper presents the early findings of research aimed at exploring audience reception of *Trauma* during the 2018 edition of the San Sebastian Horror and Fantasy Film Festival (SSHFFF). SSHFFF is renowned among Spanish fans of the Horror genre for the audience's participatory and intentionally annoying behaviour during the theatrical screenings. Additionally, in recent years, the event has become more controversial among casual visitors and locals due to the abusive heckling of women that appear on stage, and the male-chauvinistic comments that drive the heckling (Vivar 2019). Drawing upon earlier research on cinematic audiences and exposure to violence on screen (Barker, 2005), this paper brings together academic concerns about rape on screen (Brownmiller, McKinnon, Dworkin) and ethnographical audience research (participant observation and questionnaires) in order to gain insight into the audience's responses to the film. The main focus of this piece of audience research was to interrogate the impressions of a hard-boiled group of festival regulars (mixed-gender), who attend the festival every year for diversion and pleasure. Ultimately, given the irreverent verbal interaction that takes place between audience members during the screenings, I was interested to uncover the different 'viewing strategies' that men and women in the audience employed in order to watch such a film collectively within a context driven by fervent expressions of hyper-masculinity.

Key words: audience research, San Sebastian Horror and Fantasy Film Festival, shout-a-long, violence on screen.

Id: 23093

Title: ENVIRONMENTS OF PROTAGONISM AND IDENTITY FORMATION LITERARY BLOGS AND LITERATURE CONSUMPTION

Session Type: Individual submission

Authors:

Name: Dorama Carvalho

Email: doramacarvalho (at) gmail.com

Country: BR (Brazil)

Affiliation: Escola Superior de Propaganda e Marketing

Abstract: The purpose of this study is to present the formation of a reader-protagonist in the current brazilian literary scene, based on the analysis of the discourses generated in blogs about literature and the intersection with other social networks, especially YouTube. The intention is to show new ways of accessing reading and that bloggers and youtubers are representatives of various literary consumption practices. The analysis of 12 blogs indicated the emergence of subjects that are transforming the dynamics of the book sector, with reviews and commentaries in social networks, both on book launches and on classical works. The printed book is highlighted even in a scenario of sales retraction and allows the emergence of new actors in literary criticism. The work resulted in some points that deserve to be highlighted: the current reading scenario in Brazil; the reader in a universe of media consumption of literature; convergence of media platforms as a generator of new identity formations; the discourses aimed at specific audiences and, as a consequence, the rise of authors, genres and literary styles.

Id: 23130

Title: The subject in times of media and social change. The analytic potential of the mediatization approach using the case of retro-gaming.

Session Type: Individual submission

Authors:

Name: Jeffrey Wimmer

Email: jeffrey.wimmer (at) phil.uni-augsburg.de

Country: DE (Germany)

Affiliation: University of Augsburg

Abstract: The question of the medial constitution of subject and subjectivity is in the centre of proposed lecture. The analytical reference to the mediatization approach and the concept of the molding force of communicative action (Hepp 2011) enables a holistic understanding of subject, communication and media. Drawing on a case study about the media culture of retro-gamer, the article examines empirical, to what extent computer gamers are being shaped by their media culture not only in the moment of the gaming, but also in the long term through their media hobby in terms of their personal development and social communitization. The categories developed from the interviews (N=14) depict important connections with regard to the individual reflection of medial socialization processes, which in turn can be understood as a specific process of subjectivation. Although the computer game socialization of retro gamers takes its starting point in the game experiences from childhood and youth. In the further course, however, from the point of view of the gamer, different shaping forces in different contexts have different influence on them and their subjectification as retro-gamers. A strong impact is the subcultural atmosphere of the early computer game culture in which most retro gamers were socialized. This feeling of having had something special makes them like to return to their roots today. feel the urge to relive classic game contexts, but it also promotes a current demarcation need, especially in relation to younger computer gamers. The socialization process is accompanied by current media practices at the acquisition level, such as the collection of game artifacts as well as on production level such as making digital copies of old games and distributing them online. On the one hand, many of these actions keep alive the computer games that are perceived as a cultural asset, on the other hand they are not controversial among the respondents, but they are socially controversial because they raise copyright issues. Here are some overlaps with other Internet subcultures such as the cracker scene. The findings illustrate two dimensions of subjectivization processes: On the one hand the reflexive handling of computer games and thus the subjectivation through games and game contexts, on the other hand the nostalgic remembering. The findings show surprisingly large correspondences between the individual points of view. The memory performance expressed in the interviews thus goes beyond the pure 'individual' and may be a reference to the group-related construction of communicative action within the framework of the media culture investigated here exemplarily - a finding which speaks for a relative homogeneous media (sub) culture of retro-gaming and their perception of shaping elements of the computer games then as well as today. On the one hand, the players are very satisfied with their past and current media practices, on the other hand, they seem to be steadfast in the formation of a player subject. This form of recursiveness is also a central feature of the current media change and its subject-related meaning.

Id: 23167

Title: Dividing the Fandom: Memes as Tools of Visual Argumentation in r/SequelMemes

Session Type: Individual submission

Authors:

Name: Abigail Reed

Email: a.reed (at) fsu.edu

Country: US (United States)

Affiliation: Florida State University

Abstract: This article seeks to analyze how members of the subreddit r/SequelMemes position themselves in relation to the debate within the Star Wars fan community regarding the quality of the film *Star Wars: The Last Jedi* (2017). Members of this online space utilize memes to align themselves both with other members of the community who agree with them and to rhetorically argue against their opponents. Building off the theoretical basis of Obst et. al. (2002) who position sci-fi fandoms as groups with a strong sense of community and Nissenbaum and Shifman (2017) who assert that memes can be used as discursive weapons, it will be argued that the memes analyzed as part of this study act as pieces of visual rhetoric that function as rhetorical iconography and discursive weaponry, which work to segregate the fandom according to their affinity or disaffinity for the film.

r/SequelMemes is a subreddit that functions as one of the primary online spaces where memes relating to *The Last Jedi* are created and disseminated. This space is dedicated to sharing memes regarding the Star Wars sequel films. This article examines three memes selected from the five all-time most up-voted posts on the subreddit when searching "The Last Jedi" (as of November, 2018) to study the ways in which fans express their feelings about the film using memes. As the conflict within the Star Wars fandom over the film continues more than a year after its release, the ways in which community members discursively handle ongoing conflict and disagreement in their virtual spaces is worth examining. While the culture of fandoms certainly is not feel-good all the time, it is remarkable that they create such salient identities. The ways in which people contribute their own knowledge to the community (Kim, Zheng, & Gupta, 2011) and the digital avenues available to them to navigate the space have a significant impact on the salience of group identity for any virtual community (Ren, Kraut, & Kiesler, 2007).

This article engages with the Audience section's call for papers regarding the various ways that audiences experience and associate with media texts in new ways through social media as well as examining audiences in an "alternative" context to the movie theater or the living room in front of the television. By studying both the digital context of r/SequelMemes wherein fans engage with *The Last Jedi* as well as with fellow fans of the film and the mediated experience of sharing "knowledge" or sentiments about *The Last Jedi* in a dedicated subreddit for those interested in the Star Wars sequels, this article adds to a critical understanding of the contemporary ways that fans engage with popular film properties and how they express their feelings about those popular films to other fans in a digital community space.

Id: 23262

Title: Audiencias transnacionales: los personajes como enlace entre la ficción y la realidad

Session Type: Individual submission

Authors:

Name: Lizbeth Kanyat

Email: lizbethkanyat (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade de São Paulo

Abstract: Este trabajo parte del interés por analizar el éxito que programas televisivos tienen en países culturalmente distintos. Reconociendo la multiplicidad de factores que influyen en este hecho y de las diversas disciplinas que pueden estudiar el fenómeno de la afinidad de audiencias por productos culturales, elegimos concentrarnos en nuestro estudio en el análisis de los aspectos narrativos que despiertan identificación y, consecuentemente, crean vínculos en sujetos de diferentes nacionalidades hacia un mismo producto televisivo.

La reflexión se apoya en los Estudios de Lenguaje y en los Estudios Culturales y su problema de investigación es: ¿Cuál o cuales aspectos narrativos son clave para despertar y mantener el interés y compromiso de jóvenes receptores de Brasil y Estados Unidos con la serie Game of Thrones? Como recorte de esta investigación para la conferencia IAMCR 2019, proponemos discutir la hipótesis que señala a los personajes como elementos clave para comprender los vínculos que la audiencia tiene con la ficción seriada de éxito transnacional.

Se cree que los personajes típicos (LUKAKS, 1965) posibilitan la creación de lazos profundos y afectivos entre el receptor y el producto ficcional una vez que estos presentan y/o traducen las fuerzas sociales que atraviesan la vida de las personas en determinado tiempo histórico, a veces específicas para una comunidad, a veces comunes a múltiples naciones.

Lukács parte del entendimiento de que la realidad como una totalidad compleja, caótica y dinámica. Por lo tanto, el trabajo del artista comprende seleccionar los trazos que rebelan su esencia y presentarlo a través de tipos. “La tipicidad implica la presentación de individuos que, en sus actividades y en su desarrollo, dan concreción a los ‘momentos determinantes, humana y socialmente esenciales, de un periodo histórico’” (OTSUKA, 2010, p. 38).

Lukács desarrolla su análisis teniendo por objeto de estudio el realismo y la literatura. En esta investigación, tomamos la libertad de extender la reflexión para elucidar las narrativas audiovisuales. Por lo tanto, inferimos que para despertar identificación del espectador con los personajes, la narrativa debe descubrir rasgos significativos de la praxis social. Los tipos pueden ser vistos como colecciones de figuras y figuraciones con las que se organiza nuestra experiencia con el mundo de modo que parezca ser comprendido, explicado y decantado (Ianni, 2002). Por ello, la ficción ejerce el papel de organizador mental del mundo real que es caótico, mutante e inaprensible.

Concluimos que los personajes son la expresión más concreta de la relación dialéctica entre lo real y lo ficcional. En esa relación la ficción le posibilita al sujeto reflexionar sobre su vida cotidiana,

sobre alternativas a su realidad y sobre cuestiones existenciales de la ontología del ser. En contrapartida, el sujeto retribuye con asiduidad, fidelidad y compromiso con el producto televisivo.

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Id: 23294

Title: Contexts & conditions of the reception of Nollywood, an African popular movie culture: Social dispositions, identifications and everyday politics.

Session Type: Individual submission

Authors:

Name: Anouk Batard

Email: anouk.ba (at) gmail.com

Country: FR (France)

Affiliation: LaSSP, Sciences Po Toulouse, University of Toulouse

Abstract: The emergence of the Nigerian popular movie industry (“Nollywood”) in the 1990s is emblematic of Africans’ autonomous access to screen media. Nigerian movies circulate transnationally, mainly throughout sub-Saharan Africa and African diasporas worldwide. This paper is part of the difficult task of grasping invisible, disseminated, shared, fragmented, “uses” (Hoggart), “reappropriations” (de Certeau) and meaning constructions out of Nollywood’s “encoded” content (Hall). I explore Nollywood’s heterogeneous contexts and conditions of reception not only to show that the films are used in ways more complex than just entertainment, but above all to examine how social dispositions (gender, age, class, race, ethnicity, nationality, religion) may “speak” and highlight, reinforce or perhaps even create identifications (Brubaker & Cooper). In other words, I investigate how the social conditions of reception (Champagne) account for differentiated uses of Nollywood.

As I attended screenings in multiplex cinemas and at film festivals in Nigeria, I noticed that audiences reactions - switching from "oblique" attention to intense, loud reactions and arguments - inform us on, for instance, how historical movies - such as *Across the Niger*, on Biafra war, and *Invasion 1897*, on colonization and the looting of Benin kingdom - result in plural readings and uses shaped by and reshaping individual dispositions and collective memory sometimes related not only to past events but also to topical ones. As a matter of fact, I discovered a heavily degraded version of *Black November* including pirated (unofficial) French subtitles was posted online and some viewers have even commended it. It tells a lot about the eagerness to circulate and watch movies dealing with postcolonial injustices and exploitation of Africa. Furthermore, comments made during Q&As by Nigeria-based-Nigerians or individuals from African diasporas of different generations and locations (Afro-Americans, British-Caribbeans, African immigrants) help us complicate race and ethnicity. This study contributes to enlighten distinct “imagined communities” (Anderson). It reveals Nollywood fuels alternative public spheres (Fraser): Not only spaces made of rather “fragmented and competitive groups” (Livingstone & Lunt), but also spaces where subaltern and otherwise marginalized populations argue the social order (Gamson). Indeed, my observations of the politics of a lagosian living room, where diverse people have supper around a TV set on, show that different social trajectories account for disagreements among women on gender issues.

Falling within Ien Ang’s “ethnographic critique of media consumption in the transnational media system”, this paper explores Nigerian popular cinema bringing “political questions and processes into the domestic sphere” (Livingstone & Lunt) and beyond. From Lagos to Jos, Bordeaux, London and New York City, it follows Nollywood audiences engaging in everyday politics into social spaces such as pubs, restaurants, buses, homes, waiting rooms, hotels, video shops, cinemas, film premieres, film festivals, a university arts theatre and the British Museum. This study combines

semi-structured interviews and participant observations run essentially in urban Southern Nigeria during a two-year fieldwork (2010 – 2012 and 2014), and some research done abroad till 2018.

Id: 23312

Title: Influencers y sus efectos en las autorepresentaciones de las jóvenes mexicanas

Session Type: Individual submission

Authors:

Name: Jessica Garcia Romo

Email: jgr3535 (at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: Jessica García Romo

Maestría en Comunicación

Universidad Iberoamericana Ciudad de México

jgr3535 (at) gmail.com

Influencers y sus efectos en las autorepresentaciones de las jóvenes mexicanas

Con el crecimiento de la popularidad de los influencers, las investigaciones sobre el tema han ido en incremento en los últimos años. A pesar de que se encuentran un buen número de investigaciones que hacen referencia a los influencers, las redes sociales, las diferentes plataformas, sus seguidores y sus efectos. No se encuentran estudios que analicen a profundidad en términos de fotografía y género. En cuanto a la parte de género, son faltantes investigaciones que ahonden en las particularidades de las mujeres influencers, como se distinguen a los varones en cuanto a contenidos, audiencias, plataformas y ganancias. Por la parte fotográfica, no se encontraron investigaciones que analicen las imágenes que comparten los influencers en sus redes sociales y los efectos que estas puedan tener sobre su audiencia.

Los estudios ya existentes sobre influencers se han realizado en diferentes países, como Corea del Sur, Turquía, España, Eslovaquia e Indonesia. Cada uno tiene objetivos distintos, así como metodologías múltiples, como cuantitativas, cualitativas y combinadas. Las temáticas son variadas, ya que tratan temas desde el turismo hasta la política. Sin embargo, no se encuentran estudios que hablen sobre el tema de influencers, fotografías y sus efectos en las audiencias, aún menos localizándolo específicamente en México.

Con el propósito de cubrir esa área poco explorada el objetivo principal de esta investigación es determinar si la forma en que las influencers se representan en sus redes sociales tiene efectos sobre la manera en que las jóvenes mexicanas se muestran a sí mismas en las fotografías que comparten en Instagram. Dicha pregunta forma parte de la metapregunta ¿A qué tipo de dinámicas de la representación obedecen las mujeres jóvenes como subjetividades arrojadas por la modernidad globalizada?

Por lo tanto, el presente trabajo busca responder: ¿qué efectos tiene la representación de las influencers sobre la forma en que las jóvenes mexicanas se muestran a sí mismas en las fotografías que comparten en Instagram? Así como tres preguntas de investigación secundarias: ¿cómo se muestran las influencers y las jóvenes mexicanas en las fotografías que comparten en Instagram?

¿qué reacciones tienen las jóvenes mexicanas ante las publicaciones de las influencers? ¿cuales similitudes y diferencias hay entre la representación de las influencers y la de las jóvenes mexicanas?

Para responder estas preguntas se llevarán a cabo tres métodos: el primero consiste en un análisis crítico del discurso visual de las fotografías de Instagram de las influencers mexicanas con más seguidores, así como de algunas de sus seguidoras para posteriormente buscar similitudes entre las fotografías. Después se realizará un análisis de audiencia de sus seguidoras tomando como material empírico los comentarios, las reacciones y sus perfiles. El tercer método consiste en realizar entrevistas a profundidad con las seguidoras, para entender su relación consigo misma a partir de las ideas transmitidas por las influencers a las que sigue.

Id: 23388

Title: National interest vs. online freedom of expression: The discussions of the Internet users on the blocking of Wikipedia in Turkey

Session Type: Individual submission

Authors:

Name: Ruhdan Uzun

Email: ruhdanuzun (at) yahoo.com

Country: TR (Turkey)

Affiliation: Ankara Hac' Bayram Veli University, Faculty of Communication

Abstract: International organizations and national governments across the world have endorsed freedom of expression as a basic human right in the United Nations' Universal Declaration of Human Rights since 1948. Also in 2012 the United Nations Human Rights Council adopted a landmark resolution affirming that 'the same rights that people have offline must also be protected online'.

On the other hand, the governments make greater efforts to restrict and control the use of the Internet for information and communication on political, moral, cultural, security, and other grounds.

Along the same line, in 2017, Turkish Internet Regulator (ICTA) blocked online access to all language editions of the online encyclopedia Wikipedia throughout Turkey on the grounds that its articles and comments describe Turkey's alleged involvement with terror groups. Since then, the blocking has been criticized by Turkish people as a violation of the right of access to knowledge and a crackdown on online freedom of expression. However, freedom of expression becomes controversial when expression appears to threaten some important national interests.

This paper aims at providing a framework for resolving questions about the recognition of online information rights, by finding out the rational behind online users' arguments on freedom of expression. To this end, the online users' comments on the blocking of Wikipedia in Turkey are analysed. Such comments are a rich source of qualitative and quantitative data have the potential to increase our understanding of public opinions and they provide insight into how attitudes and beliefs toward boundaries between censorship and information rights are formed as well as the nature of attitudes. Therefore, the findings of this study are based on a quantitative and qualitative content analyses of 257 online users' comments on "Wikimedia Foundation urges Turkish authorities to restore access to Wikipedia" on the website of <https://blog.wikimedia.org>. The study examines whether the users support the blocking, and which concepts they use while discussing the the relationship between freedom of expression and national interests. Therefore this paper contributes to the deliberation on disputed rights in order to improve online freedom of expression and access to knowledge.

Preliminary findings reveal that the most of the users disapprove the blocking. Besides, both opponents and approvers discussed the issue by putting a broad framework including exact information, alternative access methods, digital divide, national interests, international relationships, etc., and they put forward very different arguments within themselves to justify their attitude.

Key words: online freedom of expression, disputed rights, users' comments, censorship

Id: 23395

Title: El uso de Twitter en Master Chef Junior en Estados Unidos, España y Portugal

Session Type: Individual submission

Authors:

Name: Belen Monclus

Email: belen.monclus (at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

Abstract: La emergencia de la Televisión Social (Gross, Fetter & Paul-Steuve, 2008) como resultado de las nuevas posibilidades tecnológicas en la era digital ha propiciado nuevos hábitos en las audiencias (i.e. Livingstone, 2002; Jenkins, 2006; Webster & Ksiazek, 2012) como el uso de las ventanas secundarias, especialmente entre los más jóvenes para compartir y comentar lo que sucede en el flujo programático de la emisión (i.e. Kätsyri et al., 2016; Lochrie & Coulton, 2012; Sørensen, 2016). Twitter se ha erigido como un backchannel para los programas televisivos (Bruns & Burgess, 2011; D’heer & Verdeggen, 2014), al convertirse en el vehículo principal para comentar simultáneamente mientras se mira el programa de televisión (Saavedra Llamas, Rodríguez Fernández y Barón Dulce, 2015). Los operadores televisivos se han adaptado a este nuevo entorno, implementando el uso de Twitter en sus contenidos. Los talent shows son un espacio idóneo en el que desarrollar esta práctica (Franquet et al., 2018). Un uso especialmente sensible cuando se trata de programas que involucran la audiencia infantil.

Esta comunicación analiza el uso que los broadcasters hacen de Twitter en las versiones infantiles del talent show ‘MasterChef’ en Estados Unidos, España y Portugal y cómo emplean esta red social para interactuar con sus respectivas audiencias. Se trata de las versiones junior emitidas más recientemente a nivel internacional, concretamente en las temporadas 2017-2018 y 2018-2019. Se ha llevado a cabo un análisis de contenido de la actividad de los perfiles de twitter de estos programas durante el período de emisión de los mismos y, en el caso español, se han realizado además entrevistas en profundidad semi-estructuradas con los responsables del programa y de la gestión de las redes sociales. Para el análisis de contenido, el protocolo de análisis elaborado aborda cuestiones como la frecuencia de publicación, tipología de los tuits, tipología de los contenidos, sinergia con la emisión, plataforma de publicación, uso de recursos audiovisuales, hashtags y emoticones, interacción con la audiencia, uso de retuits y menciones y engagement. En total se han analizado 3.251 tuits (el 53,3% corresponden a la versión española, 38,5% a la versión estadounidense y 8,2% a la versión portuguesa).

El estudio realizado evidencia la existencia de diferencias notables tanto en función del territorio como de la titularidad de los operadores en relación a las estrategias empleadas en el uso de Twitter y en su interacción con las audiencias en los casos analizados. La versión española presenta un uso más intensivo de Twitter durante la emisión del programa y su actividad principal es retuitear, además su estrategia la convierte en un caso de estudio particular. La actividad mayoritaria de la versión estadounidense es la de responder a tuits de otras personas y, en el caso portugués, todos sus tuits son originales. Como tendencias compartidas destacar la predominante sinergia con el broadcasting, no únicamente con la frecuencia de publicación de los tuits sino también con su contenido, y la autopromoción y la creación de memes como actividades distintivas en detrimento de la interacción activa con sus audiencias.

Id: 23456

Title: Audience's experience of Plus Belle La Vie : dealing with societal issue within transmedia strategy

Session Type: Individual submission

Authors:

Name: Frédéric Marty

Email: frederic.marty (at) univ-montp3.fr

Country: FR (France)

Affiliation: Université Paul Valéry Montpellier 3

Abstract: Compared with UK and its soap Coronation Street, French television was quite late regarding his own production and diffusion of daytime soaps since 1960. The public broadcast company France Télévisions solved it out in 2004 when it released Plus Belle La Vie. This daytime soap takes place in the fictional neighborhood “Le Mistral” – supposedly located in Marseille – and features dozens of characters typical of the audience the channel targets. Actually, more than three millions viewers are following the program and thousands users are interacting actively with its Facebook page. In this presentation I would like to develop how the audience of Plus Belle La Vie experience societal issues the soap addresses, through a multiplatform storytelling.

This ongoing study mobilizes ethnographic methodology in order to understand audiences practices and experience. Indeed, creative conceptual and practical approaches are required to study audiences in a changing media ecology. The observation can't be focus on one single media or platform, nor limited to a compilation of data. Within this study I aim to understand this “roaming audience” (Hill, 2019) experience of soap in their everyday life and their discussions around societal issues covered by the soap. This work is therefore in line with the perspective of Cultural Studies by questioning the place occupied by spectators in the public space configured by this series. All in all, it is a question of examining this characteristic soap as “media culture”, as defined by Eric Macé and Éric Maigret (2005).

It seems particularly relevant to study Plus Belle La Vie from this point of view because it comes under the responsibility of a public operator for whom “the group's strategic project is based on strong values: independence, universality, innovation and reliability of information; not to mention the promotion of diversity, in order to reflect today's society”. I will study more specifically the question of individual liberties, gender equality and social classes representation. In addition, the show highlights these issues through an original digital editorial strategy that articulates a transmedia narrative in order to debate social issues. Several Alternated Reality Games (ARGs) have been developed on these topics. Finally, beyond the “ordinariness” of the program's characters the programming strategy of Plus Belle La Vie and the production team “strive for reality” (Mille 2011) allows us to observe a tension among the spectators with this fictionalization of reality. As Marlène Coulomb-Gully and Jean-Pierre Esquenazi (2013) pointed out : “Prospering on the unspoken aspects of information discourse, fiction ends up appearing truer and more credible than information discourse, this paradoxical inversion of polarities being reinforced by the operations of storytelling and scriptwriting of political life which have contributed to masking what citizens continue to perceive as the reality of power, at the same time blurring the boundaries between the

genres”. A series of interviews and observations with spectators will allow us to assess the reality of the practices and representations of the audience of Plus Belle La Vie in a digital context.

Id: 23482

Title: Affective Audiences: Mood Tracking and Sentiment Analysis in Media

Session Type: Individual submission

Authors:

Name: Holly Avella

Email: Holly.Avella (at) Rutgers.edu

Country: US (United States)

Affiliation: Rutgers University

Abstract: Widespread sentiment analysis and tracking of mood data in social and entertainment media are signs pointing to the growing significance of affective engagement in contemporary capitalism, often leaning on scientific research that demonstrates emotion's essential role in cognition and its primacy in terms of behavior and decision-making.

This paper aims to extend and complicate surveillance and datafication analyses of mood tracking and sentiment analysis in management and marketing research, nuancing the role of mobile apps and bio-sensing technologies in modulating the capacities of individuals and populations to be affected by, through, and as media.

By leveraging affective attachments to personal mobile devices and augmenting them with biometric software that analyzes facial, vocal, and textual expression, audiences are integrated into participatory sensing networks at the levels of market production, circulation, and consumption.

Ethical dimensions of audience mood tracking will be explored using recent cases in social media, television, and popular music concerts. Theoretically situating affective audience tracking in biocapitalism and as biomediation will help explain how mood tracking fits into current political, social, and economic systems, as well as how mood tracking works to draw audiences into affective economies of engagement.

Id: 23516

Title: Chinese Youths' Online Bantering: Face and Social Relation

Session Type: Individual submission

Authors:

Name: shuhan chen

Email: sc463 (at) le.ac.uk

Country: GB (United Kingdom)

Affiliation: (0044)7741939962

Abstract: Accompany with the rapid modernisation and urbanisation in China is the rocket social media development and Chinese youths' intensive participation in online activities. People from rural areas and small cities frequent migrant to large urban cities for better education and work opportunities. Social media become an essential tool for them to connect, and WeChat is one of the most popular social media platforms among Chinese youths. In this context, the researcher aims to explore the interaction tactics that Chinese youths adopt in sustaining their mediated social relations.

By conducting a qualitative study among 37 Chinese young WeChat users, the results indicate that online 'likes', and kind online comments still sever as two main tactics that Chinese youths use in sustaining social relationships with others. However, the research findings also indicate that Chinese young male participants are taking advantage of the semi-open commenting affordance of WeChat platform, and make 'online bantering' a trendy way to express their closeness with each other on WeChat. Male participants frequently describe online 'likes' and polite 'comment' as ordinary and sometimes could be faked, which fail in expressing their true feelings toward their peers. In contrast, bantering with best friends with harsh comments enable them to express their strong feelings and create a feeling of 'speciality' for their close friends. Meanwhile, participants also note that 'online bantering' is not appropriate in interacting with females online. Reflecting on the cultural notion of face concept which suggests individuals act according to social and moral norms, this paper provides an in-depth analysis to understand the rationale of the popularity of 'online bantering' in sustaining social relations among Chinese young WeChat users.

Id: 23538

Title: The metafiction of music: Challenges of capturing audience experiences as data

Session Type: Individual submission

Authors:

Name: Rafal Zaborowski

Email: rafal.zaborowski (at) kcl.ac.uk

Country: GB (United Kingdom)

Affiliation: King's College London

Abstract: Drawing on empirical data on music listeners, in this paper I engage with changing cultural practices surrounding music, and with that, the methodological challenges in approaching music experiences as audience data. Specifically, I look at unintended consequences accompanying the move from the analogue to the digital, which play a salient role in contemporary audiences' experiences of music.

While the materiality of music was never fully denied (Magaudha 2011, Duffett 2012), everyday listening is increasingly experienced through streaming and online storage. This, combined with the portability of phones and music devices, has opened up a new range of music use in everyday life (Bull 2007, Denora 2007), but also moved the musical collection from the home sanctuary to the outside world. The constant availability of one's musical possessions has thus resulted in an unprecedented conflation of private and public spheres, the personal and the social. Since music can be ubiquitously accessed, it can also be examined and judged by others – leading to anxiety and stress (Zaborowski 2015), but also to the emergence of audience strategies of resistance.

As music is increasingly consumed digitally and ubiquitously, listeners' attention strays away from textual cues and the social aspect of music seems less pronounced than ever – arguably becoming almost odourless (cf. Iwabuchi 2002) and challenging to capture. At the same time, my findings show that despite the organised infrastructure of digital music platforms, listening and storing practices surrounding music remain often accidental and chaotic. The quantity of available digital music has made some individual genre distinctions obsolete (cf. Avdeef 2012), while the blurring of lines separating creators and fans reinforced the liminality of musical experience. For the listeners, then, processes of datafication and digitalisation transform music as the object of cultural practice from text to a meta-system of platforms, streams and formats, where, in the words of a participant, "music is not just music anymore – it's a whole thing". With the increasing technological capabilities of online platforms, this metafiction of music becomes crucial to understanding methodological and epistemological challenges surrounding listening as a social practice.

Id: 23555

Title: Personifying Corporation: How Japanese Consumers Engage With Corporate Twitter account'

Session Type: Individual submission

Authors:

Name: Jinah Lee

Email: jina (at) enelab.com

Country: JP (Japan)

Affiliation: Keio University

Name: Kwangho Lee

Email: e-office (at) keio.jp

Country: JP (Japan)

Affiliation: Keio University

Abstract: Social media has changed the way we communicate and interact with companies, and brought about significant changes in the advertising process. It has become common Japanese corporate to build brand personality and foster consumer engagement in a fun and conversational way using so-called “soft” accounts, which are very personalized, full of funny, witty, and “loose” tweets. Corporates are eager to show off their personality by using soft accounts as well as fully launched campaigns. For instance, Twitter account of Sharp, a major Japanese electronics company, received the new face award of Osaka Copywriter’s Club in 2014, which shows corporate social media function in the same way that traditional mass media campaign does.

The current study aims to explore in what ways consumers engage with brands through the experience and consumption of tweets by corporate Twitter accounts. Specifically, the study examines what type of personality consumers perceive from corporate Twitter accounts and how the personality is related to the feelings of parasocial interaction with the accounts. We also examined several effects of the perceived personality of corporate Twitter accounts on consumers’ brand evaluation and experience.

The data was collected from an online survey conducted in February 2018. Respondents were asked to choose the most favorite and important corporate account from all the accounts they are following on Twitter. Respondents were also asked about the reasons for following the corporate Twitter account, the perceived personality of and parasocial interaction with the account. Two major motivations of following corporate Twitter accounts were “entertainment” and “information”. Entertainment dimension refers to the seeking of exciting and enjoyable entertainment. Information dimension depicts an instrumental seeking of information and campaigns related to brands, and information that they cannot get from usual advertising.

The study also revealed a set of the perceived personality of corporate Twitter accounts including “excitement”, “competence”, “sophistication”, “peacefulness”, and “meekness”. Parasocial interaction with corporate Twitter accounts was associated with its perceived personality. Several personality dimensions were related to positive brand evaluation. The results also showed that the way consumers respond to corporate Twitter accounts varies according to brand and corporate type. It is also worth noting that “meekness”, a dimension of perceived personality that has been often

revealed as Japanese brand personality was confirmed in this study. The implication for the study of consumer media engagement and corporate communication will be also presented.

Id: 23569

Title: Street art on Instagram: The audience as star of the urban 'story'

Session Type: Panel Submission

Authors:

Name: Erika Polson

Email: epolson (at) du.edu

Country: US (United States)

Affiliation: University of Denver

Abstract: Just as other media forms have been altered through the dynamics of mobile platforms that enable increasing crossmedia use and multivalent participation, so has art. For this presentation, I consider the production of Instagram stories with street murals and other outdoor art-as-backdrop, and explore how street art 'audiences' produce online media with themselves as star. Using a specific "art district" in Denver, Colorado as a case study, this paper follows a variety of images as they circulate on Instagram through stories that re-center the art to spotlight the audience-as-subject rather than the artist or artwork. Yoga posers, millennial women, young couples, families, and even dogs are positioned in front of striking backgrounds (characterized by vibrant colors, complex geometric textures, revolutionary symbols, anthropomorphic nature, dazzling women, fantasy worlds), framing themselves as protagonists for Instagram. While these posts are often geo-tagged for the neighborhood, very seldom do they tag the artist (even as artists now frequently sign their work with their Instagram username).

Having emerged out of the more underground graffiti cultures, street art has in recent years gone from a subversive cultural expression to being an accepted, welcomed, and often compensated artform. Increasingly, city neighborhoods invite these visually impactful artists to decorate the walls of former industrial areas as a way of attracting visitors into neighborhoods in 'transition.' Although for artists such pre-'transformed' neighborhoods have often been those where they can afford to live and work, the success of their work and its circulation among a variety of new audiences (in person and on social media) has been implicated in the gentrification of neighborhoods (and the displacement of artists), in part by making unknown territories more familiar and attractive. Thus, while some may celebrate how people can use the art to interact in new ways with an urban environment, it is worthwhile to examine such participation in a broader social and economic context, one that perhaps suggests a more ethical role for the active audience.

Id: 23570

Title: Entertainment mobilisation in reality talent shows

Session Type: Panel Submission

Authors:

Name: Annette Hill

Email: annette.hill (at) kom.lu.se

Country: SE (Sweden)

Affiliation: Lund University

Name: Koko Kondo

Email: k.kondo (at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: This research draws on qualitative production and audience research of Got to Dance (Princess, Sky One 2010-2014, UK), with a focus on reality talent show participants and their supporters at auditions and live events. Our case study highlights affective and material practices related to labour and mobility in reality television participation. The analysis is based on two interconnecting arguments about the labour of participants and their supporters, and how this labour connects to mobility within the creative industries. The first part of our argument builds on the performance of selfhood in reality television. The visible performance of participants is a spectacle of labour (Roland Barthes 1979), one that suggests hidden labour that lies behind the televised dance performance. Thus, there is the visible performance of participants filmed for the show, and there is the invisible labour of family and friends, supporters and followers, who are mobilised to engender this dance performance for a televised reality event. The second part of our argument is that this spectacle of labour reveals the material infrastructures and symbolic meaning making for what we call entertainment mobilisation. This kind of mobilisation includes the material conditions of being a reality TV participant, and there is the mobilisation of fans and supporters through voting, social media, and as vocal crowds at the live events.

Entertainment mobilisation is a key part of the television production of a talent show. Kaufman (2002) uses the term motility to refer to the unequal distribution of skills and resources for mobility, a category that can be expanded to include reality television participants. They come from a range of class, ethnicity, gender and regional backgrounds from the UK, and they have different skills and resources for competing in the dance industry. The reality talent show is constructed as a resource to overcome obstacles and achieve success in a precarious labour market, to increase motility capital through this televised event. Overall, our research suggests that participation in a reality dance competition involves entertainment mobilisation and that there are resources and barriers for mobility and success in the dance and reality TV industry.

Id: 23573

Title: Mobile extensions: Temptation Island as a crossmedia text within Flemish media repertoires

Session Type: Panel Submission

Authors:

Name: Ike Picone

Email: Ike.Picone (at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Ruben Vandenplas

Email: Ruben.Vandenplas (at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: In light of the convergence and deconvergence that shattered the media landscape, several audience researchers have rallied around the concept of media repertoires in order to follow increasingly mobile audiences as they cross the boundaries of media texts, devices, and platforms (Bjur et al., 2013). While repertoires offer a way to aggregate users at the intersection of their crossmedia use, critical attention is called to repertoires as “not just a concept for describing the sum of the media a person uses, like pearls on a string”, but instead focusing on “the meaningful relation between them in everyday practice” (Couldry & Hepp, 2016, p. 55). Just as the boundaries between media have become permeable, the locus of consumption expands. It has become multi-modal, multi-medial, and unrestricted by time or place.

The study proposes a weave of go-along interviews and situational analysis to effectively follow and trace users as they traverse their repertoires, and focuses on the Flemish reality show ‘Temptation Island’ as a crossmedia text that through mobile devices extends beyond the television screen into additional mobile-first content, online conversations, and discussions across the country. Three main research questions are explored:

- (1) Where can we situate reality-tv as a form of crossmedia content within the repertoire of media users?
- (2) How do media users activate mobile components in their media repertoire to extend their viewership of Temptation Island across media boundaries?
- (3) How do these possibilities affect the way media users experience popular culture?

The study will discuss the results of the interviews in light of the methodological benefits posed by the highly contextually sensitive intersection between go-along interviewing and situational analysis for future qualitative research on media repertoires and conversely, crossmedia audiences.

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Id: 23577

Title: Children as Mobile News Audience: How Mobile Devices May Contribute to Children's News Engagement

Session Type: Panel Submission

Authors:

Name: Mariska Kleemans

Email: m.kleemans (at) maw.ru.nl

Country: NL (Netherlands)

Affiliation: Radboud University

Abstract: Children are increasingly understood to be ‘citizens’ in society, and the importance of being well-informed in childhood is, therefore, more recognized than ever (McGonagle, 2017; Vis, 2017). Although children most often get their daily news from television, there are indications that online news is gaining ground (Ofcom, 2017). Producers have increased efforts to get children more involved in news by targeting them online, for instance via mobile news applications, YouTube channels, or social media. An advantage of these online media platforms – in comparison to television – is the increasing possibility for interaction with and between young news consumers. Whether this contributes to their news involvement is rather unexplored and is therefore central to our line of research.

In this paper, we focus on the question whether online news applications can help children to cope with their emotions after exposure to news about negative events. This issue is of growing importance, as research shows exposure to news may lead to enduring negative emotional responses in children, which may hinder their willingness to follow the news (cf. Buijzen, Walma van der Molen, & Sondij, 2007; Smith & Moyer-Gusé, 2006). We could thus expect that the online environment offers promising opportunities for children to cope with their negative emotions, for instance, because they can seek social support from peers online. Moreover, children can place a comment to a news story to write off emotional thoughts. We conducted several experiments among children (8-13 years old) in which we tested the effects of interactive online tools on children’s emotion regulation. Preliminary findings provide promising results. There are indeed indications that the online news environment can help children to better regulate their emotions, which may consequently contribute to their news engagement. These insights add to the discussion of mobile news audiences and how these developments should guide future research.

Id: 23582

Title: Growing Up Tracked: Partnering with young people to explore Tik Tok and the mobile repertoires of U.S. young people of color

Session Type: Panel Submission

Authors:

Name: Lynn Schofield Clark
Email: Lynn.Clark (at) du.edu
Country: US (United States)
Affiliation: University of Denver

Name: Carlos Jimenez
Email: Carlos.Jimenez (at) du.edu
Country: US (United States)
Affiliation: University of Denver

Abstract: Young people have become increasingly aware of the ways that social media platforms collect data about them in the environment of the “quantified self” (Lupton 2016). Whereas research has affirmed that nearly half of U.S. teens say that they are online almost constantly (Anderson & Jiang 2018), and some research has suggested that young people of color engage in self-censorship in light of fears related to surveillance (Shresthova 2016), there is little research on how issues of tracking play out among young people of color who live in economically distressed neighborhoods. The project reviewed in this paper aims to fill this gap, asking: How do young people in economically distressed locations utilize mobile media in their everyday lives, and how do they engage in strategies to avoid or temper tracking, if they do?

Of particular interest to us is the use of Tik Tok, which has joined Instagram, Snapchat, and YouTube as mobile-based locations where young people are constituted as audiences for user-generated as well as for commercially available content. In early 2019, Tik Tok rose to the #3 spot on Apple’s list of top free applications. Through the app, young people capture video and make a music selection from a list of licensed songs, setting original video to music as a means of creating short, meme-like shareable content that is usually humorous, absurd, or nonsensical.

Following work with youth co-researchers that has been piloted in the disciplines of education, social work, and public health (Anyon et al., 2018; Cammarota & Fine 2010; Kelly, 2006; Stewart, Riecken, Scott, Tanaka, & Riecken, 2008; Watson & Marciano 2016), the project reviewed in this presentation works with young people, inviting them to explore how they and their peers negotiate the demands of an always-on mobile experience and the growing awareness of the business interests that drive the apps they use most frequently. In so doing, it contributes to the rethinking of the audience, and of audience research, in a context of user-generated entertainment and identity-construction.

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Id: 23604

Title: Étudier les pratiques de visionnement connecté des séries transnationales des jeunes adultes au Québec : quels enjeux méthodologiques '

Session Type: Individual submission

Authors:

Name: Christine Thoer

Email: thoer.christine (at) uqam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal

Name: Christian Agbobli

Email: agbobli.christian (at) uqam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal

Abstract: Au Québec, malgré l'attachement de la population aux séries et téléromans québécois, la présence des acteurs du numérique suscite de nombreux questionnements, entre autres, parce qu'elle menace le financement des productions locales et leur «découvrabilité» dans l'écosystème numérique. Les pratiques de visionnement des jeunes adultes (18-25 ans) ont tout particulièrement retenu l'attention car ceux-ci sont de plus en plus nombreux à se tourner vers les plateformes en ligne, notamment le service Netflix, pour visionner des séries. Si les logiques d'expansion des services de vidéo à la demande (VSOD) contribuent à la circulation des fictions sérielles produites aux États-Unis, elles favorisent aussi la consommation de séries télévisées produites dans d'autres régions du monde. Ces productions suscitent de plus en plus l'intérêt des jeunes adultes, témoignant d'un «cosmopolitisme esthétique-culturel» (Cicchelli et Octobre 2017).

S'inscrivant dans le courant des Cultural Studies, cette recherche mobilise les travaux de Hall (1991) qui insiste sur le rôle joué par les flux culturels dans la construction d'identités hybrides, considérant ainsi les séries comme des espaces de «fertilisations transculturelles» (Maigret et Soulez, 2007). Nous nous appuyons aussi sur les travaux invitant à articuler les contextes de production, de circulation et de réception des séries, ceux-ci étant aujourd'hui de plus en plus imbriqués (Esser, 2007 ; Hill, 2018). Nos objectifs sont de 1) documenter les pratiques de visionnement des productions sérielles transnationales des jeunes adultes au Québec (modalités de découverte et de sélection des séries produites hors de la zone Nord-Amérique sur les plateformes en ligne, recherche d'information sur les contenus, échanges autour de ces pratiques avec les pairs); 2) d'identifier les attraits qu'exercent ces productions auprès des jeunes (éléments favorisant l'intérêt et l'engagement : langue, thématiques, personnages, univers représentés, éléments de localisation, esthétique, etc.) et 3) de cerner le rôle de la pratique de visionnement de ces productions culturelles dans la construction des imaginaires transnationaux, et plus largement, des identités culturelles.

Toutefois, ces questionnements soulèvent de nombreux enjeux sur le plan méthodologique, dont la discussion sera l'objet de la présentation. Ceux-ci renvoient, entre autres, à la nécessité de comprendre comment les jeunes découvrent et s'engagent à l'égard des fictions transnationales.

Comment identifier ce qui relève du dispositif, et notamment des algorithmes, des discussions avec les pairs ou d'autres communautés interprétatives ? Quelles plateformes de VSOD faut-il prendre en considération ? Quels modes de collecte faut-il combiner pour cerner les réflexions qu'occasionne le visionnement de fictions transnationales sur le rapport à l'autre, les espaces transnationaux et saisir en quoi ces pratiques participent de la construction des identités culturelles ? Faut-il envisager des recherches privilégiant une temporalité longue ? Enfin, comment cerner le rôle que joue la diversité des configurations des industries culturelles selon les pays sans multiplier les terrains et engager une analyse comparative. Nos réflexions s'appuieront sur une revue de la littérature et l'analyse de groupes focus pilotes réalisés auprès de jeunes adultes vivant à Montréal et ayant une pratique de visionnement régulière des séries transnationales via les plateformes de VSOD.

Id: 23690

Title: Fragmentation, Polarisation or Dualisation: A Diary Research and Attitude Analysis of News Consumption

Session Type: Individual submission

Authors:

Name: Pascal Verhoest

Email: pascal.verhoest (at) vub.ac.be

Country: BE (Belgium)

Affiliation: Free University of Brussels (VUB)

Name: Arno Slaets

Email: arno.slaets (at) vub.be

Country: BE (Belgium)

Affiliation: Free University of Brussels (VUB)

Name: Leen d'Haenens

Email: leen.dhaenens (at) kuleuven.be

Country: BE (Belgium)

Affiliation: University of Leuven (KU Leuven)

Abstract: Over the past decades, scholarly research on news consumption has produced contradicting theses. Some studies claim that news users are increasingly being locked up in ideological echo chambers and that this leads either to the fragmentation or to the polarisation of audiences. Others maintain that users continue to be exposed to a relatively great diversity of news and information. This controversy has given rise to a renewed interest in theories and research on “selective exposure.” The quality of these theories and research, however, is being questioned by other scholars. A major aspect of this critique is that the current methods scholars are employing are not sufficiently sophisticated to assess actual news consumption or to adequately capture the psychological and/or social mechanisms that explain selectivity.

The research proposed in this paper responds to this critique by using a detailed time diary in order to assess news consumption, as well as a variety of attitudes scales to explain patterns of news consumption. A weeklong diary study (N=460) and a survey questionnaire (N=1,006) into the exposure of Flemish media users has been developed for this purpose. The results show that news consumption in Flanders is currently relatively well balanced in terms of content diversity. In addition, news consumption patterns span across all media platforms.

These findings debunk the thesis that news audiences are becoming increasingly fragmented due to customized news provision via the Internet. However, indications were found of a possible polarisation of news use on the basis of ideological attitudes and of dualisation of news consumption between so-called better off, highbrow news users and less well off, lowbrow news users. The relation between these two tendencies is examined.

Keywords: selective exposure, news diversity, social attitudes, echo chambers, polarisation, dualisation

Comic Art Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19766

Title: Geek Culture on urban environment: the comic character in Cranio's graffiti

Session Type: Individual submission

Authors:

Name: João Batista Cardoso

Email: jbfcardoso(at) uol.com.br

Country: BR (Brazil)

Affiliation: Universidade Municipal de São Caetano do Sul (USCS); Universidade Presbiteriana Mackenzie (UPM)

Name: Evandro Gabriel Izidoro Merli

Email: vangabriel13(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Municipal de São Caetano do Sul (USCS)

Name: Lucas Scavone

Email: scavone_ls(at) hotmail.com

Country: BR (Brazil)

Affiliation: Universidade Presbiteriana Mackenzie (UPM)

Abstract: In *Getting a Life* (2018), Woo points out that, in marketing as well in symbolic terms, in last years the media production has been strongly influenced by the Geek Culture. This action, at its roots, is connected to Comics consumption and products made out of these narratives. On the second half of the twentieth century, some elements of geek culture were already being seen in different kinds of culture and artists systems, as Pop Art. In this same period, it came to street art. According to Stewart, in *Graffiti Kings* (2009), the comics characters show up at graffiti in New York trains interventions in 1970's. The Cartoon Style brought to the urban environment figures of known characters such as Snoppy, Mickey, Beetle Bailey and, especially, a character group named "The Straphangers", inspired on the comic book of the underground artist Vaughn Bodé. In general, graffiti gives an ideological message that is frequently aimed at the demystification of symbols of cultural domain. Graffiti artists usually develop personal graphic styles and ideological contributions both in message content and the place chosen for intervention. Concerning the characters use, the graffiti artists create their own characters or make a cultural appropriation of an already existing character, licensed, giving a new meaning to its original content to send a new message.

According Ramos, in *Grafite, Pichação & CIA* (1994), Vallauri was the first artist to bring to São Paulo walls, in 1970's, comics references on a stencil of the characters Mandrake and Jungle Jim. At the same time, the graffiti artist Matuck reproduced, also in São Paulo, the silhouette of Little King of the Otto Soglow comics *La Contestazione di sua Maestà*, and Hergé character Tintin. This practice spreads through the Rebouças Avenue tunnel, in São Paulo, at the end of the twentieth century, images of characters as Batman, Joker, Wolverine, Ranzero and the cat of Squeak the Mouse. By licensed products appropriation, these artists had just demystified symbols of cultural domain.

Based on these assumptions, and using as an object of analysis the work of graffiti artist Cranio, this article aims to examine as elements of Geek culture – especially the characters of serial fictional

narratives – goes through contemporary graffiti. Cranio broaches, with humor and irony, themes related to consumerism, corruption, hunger and environment. His paintings of Batman, Superman, Mickey, Captain America, Wolverine, among others, interact with the blue indians, a sign of his work, on criticism about national identity. This work is part of a research supported by FAPESP and it aims to investigate the means of licensed characters appropriation by subversive systems – as in tattoo and protest marches (IJOCA, 2015; 2018).

Id: 19800

Title: Animación y mito del héroe como recursos discursivos en campañas políticas mexicanas: López Obrador y Alfredo del Mazo

Session Type: Individual submission

Authors:

Name: Citlaly Aguilar Campos

Email: citlaestrella(at) hotmail.com

Country: MX (Mexico)

Affiliation: UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO. INSTITUTO DE INVESTIGACIONES ESTÉTICAS FACULTAD DE CIENCIAS POLITICAS Y SOCIALES

Abstract: Palabras clave: animación, mito, héroe, política, discurso

Los procesos electorales en las sociedades democráticas se transforman de manera inequívoca en campos de batalla campales, donde los diversos candidatos construyen estrategias específicas para poder conseguir el voto de la población: Una campaña política siempre hará un despliegue de recursos discursivos que logren generar empatía, es decir, los mensajes deben tener una enorme potencia de significado que vaya acorde al contexto donde se están generando.

Cada campaña electoral va adaptándose a su horizonte sociohistórico y va tomando como inspiración recursos de la cultura actual. Ejemplo de esto son los políticos mexicanos Alfredo del Mazo y Andrés Manuel López Obrador, quienes durante sus respectivos comicios utilizaron la animación digital para crear una llamativa propaganda. En el caso del primero, su equipo de campaña hizo todo un avatar que se promovía a través de redes sociales y que de manera virtual daba conferencias de prensa; Andrés Manuel recurrió a un cortometraje producto del fan art, además de merchandising con su persona caricaturizada.

Asimismo, Obrador y del Mazo en sus animaciones utilizaron un poderoso relato que se configuró a través del mito del héroe, haciendo de ellos mismos un personaje épico lleno de asombrosas cualidades. Aunado a esto, la estética de la animación sigue el estilo japonés del anime, permitiendo que los jóvenes -que tal vez iban a votar por primera vez- se sintieran representados y atraídos por dichos candidatos.

De tal forma, esta investigación tiene como objetivo exponer la estructura de los ya mencionados discursos políticos animados de López Obrador y Del Mazo. Se observarán sus convergencias así como sus notables diferencias. A la vez, se hará hincapié en la manera en que cada personaje va conformando una ideología que busca tener congruencia con su partido que representa y la forma en que el mito del héroe es la constante en ambas narrativas.

Los discursos políticos son configuraciones de relaciones de poder complejas. El que utilicen esta clase de elementos como la animación y el mito no es azaroso, sino que habla de las intenciones de los actores involucrados, son actos de enunciación que tienen como objetivo concretar una huella en el imaginario colectivo y personal de su tiempo.

Como aparato crítico se utilizarán las ideas de teóricos como Joseph Campbell, Rollo May, Carlos A. Scolari, Clifford Geertz y Edna López Becerril.

Id: 20037

Title: Representation of Women in the Self-defined Feminist Caricature Magazine of Turkey

Session Type: Individual submission

Authors:

Name: Seval Erkul

Email: s.erkul(at) sussex.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sussex

Abstract: In this study, I examine the representation of feminism in the self-defined feminist caricature magazine of Turkey, namely Bayan Yani, and aim to determine the way in which gender related socio-political issues are debated in this particular publication. Being initially launched on 8th March 2011 by women caricaturists and writers of the Leman Publication Group, Bayan Yani was originally intended to be a single, special issue, dedicated to International Women's Day. However, as a result of the positive and satisfied feedback from critics and readers, a decision was made to continue publishing the magazine and the first and only women led caricature magazine of Turkey, appeared on the shelves on a monthly basis, targeting mostly but not exclusively women. The scope of the research also includes exploring the responses of women audiences living in Turkey's patriarchal and conservative society to their own humorous portrayals. In this way, by interviewing a representative selection of audiences, the study allows women to criticise and even correct their own representation in contemporary humour culture in Turkey. The study takes feminist theories of media representation and humour theories from a feminist perspective as its starting point and aims to further the current academic discussions around them.

It is an ongoing research and is based on archival research and limited pilot interviews I have done so far. It is also a part of broader investigation, which will include deeper analysis of women's portrayal as well as the responses of women audiences and creators/editors/producers of not only the self-defined feminist publication but also in several types of caricature magazines in Turkey that vary in political orientation, audience, popularity and specialism.

For the purpose of this paper, thematic and visual analyses employed and by doing so key trends and changing dynamics in the depiction of women have been determined. All the issues of Bayan Yani magazine (71 issues in total), since its first appearance on the market, scanned briefly. As far as I can see based on the thematic and visual analyses I have done so far, the magazine engages with gender related socio-political national and global agendas and promotes uprising and solidarity for the sake of women and gender equality in the various realms of life. The prominent themes that will be discussed in this study are:

- Insurgent/Taboo-breaker Feminists
- Awareness Rising Feminism
- Moderate/Domesticated Feminism

To summarise, the study will provide a detailed discussion around the determined themes and interview findings, and it will include various caricature examples to explore.

Id: 20052

Title: El uso de la Tomografía Computarizada en la creación de animación visual: Radiology Art de Satre Stuelke

Session Type: Individual submission

Authors:

Name: Paola Moreno Izaguirre

Email: paola.alessandra.m(at) gmail.com

Country: MX (Mexico)

Affiliation: UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO. FACULTAD DE MEDICINA

Abstract: Ciencia y arte no pueden ser considerados antónimos, punto común esencial entre ambas es que son manifestaciones humanas cuyo objetivo es una comprensión del mundo que nos rodea. Dichas disciplinas han conciliado en diversos momentos de la historia -la cámara fotográfica, el cinematógrafo comenzaron como investigaciones científicas, o el que se tengan óleos envasados es gracias a los avances industriales- dentro de esta misma línea es digno mencionar proyectos como el del estadounidense Satre Stuelke “Radiology Art”, iniciativa que busca crear imágenes artísticas a través del uso de un equipo de Tomografía Computarizada (TC).

La Tomografía Computarizada es un invento del ingeniero británico Godfrey Hounsfield que le valió el premio nobel de medicina en 1979, el cual actualmente es parte fundamental en la imagen diagnóstica. Su funcionamiento se basa en un tubo (o dos) de rayos X que atravesarán el objeto a escanear y serán captados por una fila de detectores que transportarán la información a ordenadores avanzados con algoritmos específicos para la reconstrucción de una imagen tridimensional.

Gracias a los modernos software de reconstrucción tridimensional es posible resaltar ciertas características de un objeto por la atenuación del paso de los rayos x a través de éste, es así que Stuelke aprovecha estas características para hacer sus animaciones.

El objetivo del presente trabajo es resaltar la labor del médico radiólogo -y ahora artista- Satre Stuelke, quien a través de un equipo de TC ha escaneado diversos objetos: juguetes, alimentos, electrodomésticos, envases, etc., creando imágenes muy llamativas que se han transformado en piezas artísticas gracias a la composición que Stuelke maneja a través del color y encuadre.

Al ver las obras de Satre, es como si viéramos una serie de cuadros de animación, donde tales imágenes parecen pertenecer a un videojuego o caricatura. Este médico nos permite entender que el arte no es aquel que una institución o grupo de especialistas determinan como tal, sino que es aquello que nos despierta emociones y sensaciones profundas, en el caso de Radiology Art nos acerca al interior de lo que a simple vista es invisible a nuestros ojos, nos descubre las entrañas de lo que está a nuestro alrededor, haciendo que sus radiografías parezcan producto de una chispeante y fantasiosa imaginación y no objetos cotidianos que están en nuestro día a día.

El trabajo de Satre Stuelke es un parteaguas para el mundo de la animación y el arte debido a que brinda alternativas para crear contenidos atractivos a partir de diferentes tecnologías

Id: 20369

Title: Simulacro y esquizofrenia en el manga Tsubasa: Reservoir Chronicle

Session Type: Individual submission

Authors:

Name: Sarahi Isuki Castelli Olvera

Email: sarahi.castelli(at) correo.buap.mx

Country: MX (Mexico)

Affiliation: Benemérita Universidad Autónoma de Puebla

Abstract: En el presente trabajo, planteamos que el manga japonés Tsubasa: Reservoir Chronicle, creado por el colectivo CLAMP entre 2003 y 2009, y publicado en México por Vid (2006) y Kamite (2018); presenta una narrativa posmoderna donde el sujeto del relato se fragmenta e interactúa en realidades que se mezclan a través de rupturas temporales y espaciales. Esta idea, se contraponen al pensamiento de que dicho manga, únicamente representa el componente ambiguo presente en la filosofía japonesa y basado en la estética taoísta. Sin descartar lo anterior, retomamos la posmodernidad debido que en Tsubasa, se presenta la esquizofrenia posmoderna a través de la ruptura de tiempo- espacio, en donde escenarios y elementos modernos, se mezclan con lo tradicional; además, se ve presente la desmaterialización del sujeto, al representar personajes con yoes que no son únicos e intrínsecos, sino múltiples y complejos; esto último, lleva a la presencia de simulacros, en donde los clones se confunden con los originales.

Fundamentamos nuestro análisis en el paradigma de inferencias indiciales, propuesto por Carlo Ginzburg (1999) desde la micro historia. En este paradigma, el detalle, presente en la gráfica y relato de la fuente primaria, nos llevará a realidades complejas relacionadas con aspectos culturales, religiosos y sociales, propios de su contexto y origen. En este paradigma, el detalle es un indicio que acentúa lo local y nimio, como forma de llegar a contextos más amplios a través de la interpretación. Con la finalidad de descomponer al relato e identificar los elementos en los que se debe ahondar, retomaremos algunos aspectos de la propuesta de análisis de Jenaro Talens (1980), quien, siguiendo a diversos autores de la semiótica, propone examinar el texto artístico tres fases: semántico, sintáctico y pragmático.

Para llevar a cabo nuestro análisis, son de especial importancia dos autores de la teoría de la posmodernidad: Fredrick Jameson y Jean Baudrillard. Del primero retomaremos dos aspectos, la desmaterialización del sujeto del relato (1996) y la esquizofrenia posmoderna (2006); lo primero, implica la desaparición de la individualidad del sujeto, quien toma muchas funciones en el relato, incluso si llegan a ser contradictorias; además de lo anterior, retomamos la noción de esquizofrenia posmoderna (2005), en la que la ruptura de lo individual, lleva a la mezcla de aspectos procedentes de tiempos y espacios diferentes; se rompe la cadena signifiante y quedan presentes sin conexión de tiempo. Por su parte, de Baudrillard (1978) retomamos al simulacro, que es un vestigio que intenta coincidir con el real y en el camino ambos terminan confundidos.

Nuestras fuentes primarias serían los 13 volúmenes publicados por Editorial Vid; además de los ejemplares de la edición que actualmente publica Kamite. Con la finalidad de tratar aspectos de la narrativa a los que las ediciones mexicanas no han llegado por ser una publicación en curso, revisaremos las ediciones traducidas por sitios scanlation como tumangaonline, que cuentan con ediciones completas y traducidas al español. Las fuentes secundarias son los libros y el material audiovisual que ocuparemos para el análisis.

Id: 20481

Title: Cartoon Censorship: Rights, Dignity and the Endangered Art of Ridicule

Session Type: Individual submission

Authors:

Name: Cherian George

Email: cherian(at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Drawing on cartoon disputes from around the world, this paper aims to enrich the concept of censorship by explicating its various forms, ranging from censorship by the state to self-censorship, as well as attacks triggered by the appropriation of cartoons for symbolic purposes never intended by the artist. In line with the theme of the conference, the paper focuses especially on cartoons that have been accused of being racist or otherwise undermining the dignity of particular communities. The aim is not to deliver definitive verdicts about whether these cartoons have indeed crossed an ethical or legal line, but to use these disputes as a window on unresolved, and perhaps unresolvable, dilemmas in media and communication. International human rights norms currently draw a distinction between incitement to objective harms like violence and discrimination, which do not deserve free speech protection; and, on the other hand, subjective offence against people's feelings in the course of public debate, which must be treated as protected speech if does not cause any objective harm. But two very different lobbies—one pre-modern, the other post-modern—have advocated a redrawing of this classic liberal line separating offence and harm. The governments of many Muslim countries led an international campaign to recognise “defamation of religions” as an additional limitation on the right to freedom of expression under international law—a campaign that was energised by the Danish Prophet Mohammed cartoons controversy of 2006. More recently, American identity politics—perhaps in response to the spike in white nationalism that greeted the Obama presidency—has elevated the concept of micro-aggressions, which highlights the psychological harm arising from offence. Accordingly, cartoonists interviewed say that “political correctness” and a culture of offence-taking constitute a major—and in some settings, the main—obstacle to their work. Further complicating the issue is that censorship controversies can sometimes take on a life of their own. This paper argues that the most intractable of these disputes cannot be understood in literal terms. Laws have never only performed a protective or instrumental function; they also have a symbolic function, to affirm a group's values by expressing its disapproval of some behaviour. Debates over censorship, similarly, are partly about asserting a group's values as part of on-going identity politics. The most irreconcilable positions are what can be termed symmetrical or mirrored symbolic disputes, where both the pro- and anti-censorship camps are equally invested in their positions, for reasons that go well beyond the content of a cartoon.

Id: 20647

Title: The page is the panel: contemporary comics and new dynamics related to its materiality

Session Type: Individual submission

Authors:

Name: Andre Pase

Email: [afpase\(at\) puccs.br](mailto:afpase@puccs.br)

Country: BR (Brazil)

Affiliation: Pontifical University of Rio Grande do Sul (PUCRS)

Name: Gisele Noll

Email: [gisele.noll\(at\) gmail.com](mailto:gisele.noll@gmail.com)

Country: BR (Brazil)

Affiliation: Pontifical University of Rio Grande do Sul (PUCRS)

Name: Mariana Fontoura

Email: [marigfontoura\(at\) gmail.com](mailto:marigfontoura@gmail.com)

Country: BR (Brazil)

Affiliation: Pontifical University of Rio Grande do Sul (PUCRS)

Abstract: Internet and other digital technologies brought new possibilities for the comic book industry. Even with the possibilities of stories in motion or narratives through apps, the paper and its routines still works as a pattern, something that led to subscription systems and even piracy. Graphic novels and story-arcs keep attracting the attention of the readers, but most of them use the original medium in a regular way. Two books present a different idea and use the page as a big panel and the act of revealing the page to reach the next becomes the new gutter.

The first one is *Unflattening* (SOUSANIS, 2014), a Ph.D. thesis that discusses the relationship between images and words in our learning process and presented as a graphic novel. Due to its nature, the work uses pages as chunks of art created to be read by a different order, examining the pages. What conventionally was used through the gutter changed into the act of turning the page, be surprised and then examine the page/panel. This is something that could be reproduced through a series of digital images, but the zoom feature in each image could change the original idea.

The other one is *Ar Condicionado* (Air Conditioning in Portuguese), a contemporary tale of life inside office cubicles. To better illustrate the stresses and how people are becoming automated persons that talk the minimal possible but spend its time thinking mundane things. To illustrate this, Piqueira created double pages with the thoughts being written inside the outline of each character, in a way that the person became it's thinking bubble. The story could be read as a series of JPG files, but the act of admiring the page and pull the book closer to the eye to follow the flux of each phrase was designed to be read on paper.

In both cases, the support acts as a medium and through its meaningful capacity, since it itself is characterized as a form of expression. In an electronic publication, new materialities would appear, however, the authors opted for the materiality of paper as reading support, leading and transforming

the reading experience through the medium. Thus, the authors find in the physical medium a way of reinforcing their intention with the content and meaning of the text, preventing it from being altered by the change of medium. Hence, the format appears as another actant, dictating the content and being dictated by it, in a mutual dualism.

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Id: 20758

Title: The Cultures of Comics and Animated Media Regionalism on Germany Television

Session Type: Individual submission

Authors:

Name: holger briel

Email: holger.briel(at) xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'an Jiaoong Liverpool University

Abstract: The Cultures of Comics and Animated Media Regionalism on Germany Television

While TV is rapidly losing its grip on being the Leitmedium (dominant medium) of the early 21st century, there remains much to be said about it as its power is still immense. The Internet has been able to ride on the dovetails of globalisation (or vice versa), but in many places TV is still powerful and regionalised, in part due to the federal structures within which it originated. This is particularly so in Germany which continues to enjoy a strong TV media presence and where public broadcasting is still under the jurisdiction of the Laender (states). I will examine two particular programmes which continue to enjoy a large cult following, Äffle und Pferdle and the Saarlodris. The former is a dialect-tinged animated insert series aired together with advertising blocks on the Südwest-Rundfunk around Stuttgart, the latter falls in the same programming category, but is aired around the Saarland area of Germany. Numerous and very successful comics accompany and enlarge upon the TV characters.

My special interest here lies in the regionalised character these shows exude and which speak to a regionalised audience, an audience that is oftentimes excluded from the High German context and marginalised as 'backwards' and 'rural'. Furthermore, although these animated characters were originally created to attract children to the advertising segments aired, and advertising in the 1950s itself consisted largely of animated clips, the former were in many instances multicoded, as some of the jokes were decidedly for an adult audience.

All in all, over 100,000 of such inserts between advertising clips were produced from 1956 onwards, but there is very little academic writing in existence today which would cover them. One of the seminal texts, Hickethier/Bleicher (1996) does refer to them in two instances, but not more. Forster (2013) and Schönknecht (2017) discuss the supraregional ones, but not their country cousins. Lastly, Maresch does look at humour in advertising sections, but not at the animation itself. I will approach my topic using media history and media archeology as methodological tools. In my presentation, I will screen a number of pertinent 10-second clips, discuss a number of fora contributions on the topic, display a number of the comics and analyse them with Disputed Rights, Contested Truths in mind. It will become clear that such kind of programming is able, if not able to fight back the globalising effects of the digital economy, at least to complement and question it in a meaningful way, thus aiding the survival of local linguistic and cultural communities into the future.

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Id: 21285

Title: Ocaso y nacimiento del héroe a través del OVA My hero academia: Two heroes

Session Type: Individual submission

Authors:

Name: Jorge Anaya Martínez

Email: jorgeanayamartinez(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Abstract: En las historias narradas a través de textos escritos o audiovisuales, heroínas y héroes cumplen la función de personajes ejemplares para su audiencia. Tratan de reflejar acciones o situaciones que, de acuerdo con su creador, deben ser admiradas o reflexionadas a fin de que, en la medida de la posible, sean repetidas o ejecutadas de forma similar por las personas para evolucionar como humanidad.

Para resaltar su carácter excepcional, heroínas y héroes enfrentan o surgen en situaciones extremadamente adversas. Este es el caso del manga y posterior animé My hero academia, cuya historia tiene como eje central, que su protagonista adolescente —Izuku Midoriya—, es un ser humano que nació sin un don o habilidad especial, en un planeta donde más de la mitad de la población cuenta con una de estas particularidades.

Como vemos, el arquetipo de héroe que analizó Carl Jung sigue retomándose para las nuevas generaciones y en los nuevos textos. Para resaltar este hecho, retomaremos esta teoría con la cinta animada original (Original Video Animation u OVA, por sus siglas en inglés) My hero academia: Two heroes (Japón, 2018). Esta narración audiovisual original, retoma elementos del texto central como el surgimiento de un héroe en el personaje antes mencionado de Izuku Midoriya y su relación con su ídolo All Might, quien debe dejar de serlo.

El presente texto abordará en un primer momento, una sinopsis general de la historia del manga y animación que dan origen a la cinta, para comprender la relación que existe entre el héroe que debe aparecer para remplazar al que vive su ocaso, y la importancia que la película—a pesar de ser una historia original, y no una parte de la trama central— tiene dentro de la narrativa. En una segunda parte de la presentación, se presentará en forma breve una síntesis de los arquetipos de Carl Jung, para que, en la tercera y última parte se relacionen los conceptos con algunos de los momentos que presenta la cinta.

Id: 21331

Title: "Construyendo preceptos de vida desde la cultura friki"

Session Type: Individual submission

Authors:

Name: Nadiezhda Camacho Quiroz

Email: nadusicaa(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: El objetivo de esta ponencia es explicar, primero, qué se entiende por <cultura friki> en México, cuáles son las características que la diferencian de otros países (por ejemplo, de la <cultura geek> en Estados Unidos), así como cuáles son las comunidades de fans (fandoms) que la conforman (comunidad otaku, comunidad gamer, comunidad cosplayer, etc.), en la actualidad. Para después, profundizar en el proceso a través del cual, sus integrantes -los frikis- construyen una suerte de preceptos de vida (entendidos como las afirmaciones o principios que guían nuestra conducta y le dan cierta dirección o sentido a nuestras vidas), a partir de los discursos emanados de los productos o manifestaciones culturales pertenecientes a la cultura friki (como los comics, mangas, animes, videojuegos, etc.); todo ello en el marco de lo que algunos autores como: S. Hall (2007), A. Giddens (1996) o Z. Bauman (2008) denominan: “posmodernidad”, “modernidad tardía” o “modernidad líquida”.

Descriptores: cultura friki, cultura de fans, fandom, preceptos de vida, posmodernidad, estudios culturales, Henry Jenkins, Stuart Hall.

Id: 21446

Title: Lost in Modernity: Doodling in the Digital Age

Session Type: Individual submission

Authors:

Name: Levi Obonyo

Email: lobonyo(at) gmail.com

Country: KE (Kenya)

Affiliation: Daystar University

Name: Njoki Chege

Email: njokichege01(at) gmail.com

Country: KE (Kenya)

Affiliation: Daystar University

Abstract: Frank Odoi, the late Ghanaian cartoonist who made Kenya his home, was a visual storyteller with an uncanny knack for capturing details in his cartoons. His friend, Paul Kelemba, is not any different. His Madd Madd World series of cartoons that started in the late 1980s appeared as full page of detailed reflection of the nation's reality and has remained so for many years. These early Kenyan cartoonists operated in the age before computer software was introduced into the modernizing world of newsroom operations. Their tools of trade remained their lap-desks, erasers, pencils and blending tools. Odoi has been dead for a while now thus his work remains in the pristine form in which he first caricatured them, but Kelemba continues to caricature embracing technology in the presentation of his works. In exploring Kelemba's later works in comparison to his early works there is an appearance of difference in terms of the details captured in the more recent presentations. A near similar difference appears in the works of Godfrey Mwampembwa, another one of Kenyan cartoonists. Mr. Mwampembwa too started caricaturing in the early 1990s, way after Odoi and Kelemba and before newsrooms and art rooms adopted technology as part of their toolbox repertoire. To what extent has the software caricature studio been a game for cartoon artists? The objective of this paper is to explore how the changes in tools available to cartoonists have affected the final artwork of cartoonists.

In this study we explore the early works of Kenyan cartoonist prior to the adoption of computer software in their workshops to capture the nuances in their drawings. We compare these early drawings with later day drawings and consider any differences in the final published works. In the second component of the study we discuss with select cartoonists the impact of the adoption of technology in their works in order to see how they have been influenced by these technologies. Should computer software, as we suspect, have influenced the execution of the work of cartoonists? We seek to understand how cartoons may continue to change as newsrooms and art desks of cartoonists continue to change.

Id: 21530

Title: A Preliminary Research Guide to the Study of Comic Art in Argentina, Chile, Ecuador, Peru and Uruguay

Session Type: Individual submission

Authors:

Name: John A. Lent

Email: jlent(at) temple.edu

Country: US (United States)

Affiliation: International Journal of Comic Art

Name: Geisa Fernandes

Email: geisaf(at) hotmail.com

Country: BR (Brazil)

Affiliation: Observatório de Histórias em Quadrinhos (ECAUSP)

Abstract: While parts of South America, particularly, Brazil and Argentina, figure rather well in the comics/cartoons studies published in English, that of comic art in other sections of the continent come up short and even in those countries, research material tends to concentrate in the same authors or regions, usually metropolis such as Rio de Janeiro or São Paulo, in Brazil or Buenos Aires, in the Argentinean case.

The purpose of this study is to remedy some of the shortcomings by: 1. Locating and interviewing prominent cartoonists; 2. Gathering secondary research materials (anthologies, biographies, histories); 3. Reporting our findings in a series of articles in the International Journal of Comic Art. It is also a purpose of this research to strength the dialogue with Latin American institutions, such as the Museo Nacional de Bellas Artes, in Montevideo and the Universidad San Francisco de Quito. We consider this an important step towards spreading the discussions on comics to different contexts and building audience to the field.

Obviously, it is not possible to draw definitive conclusions from such short stays in these countries, thus, the emphasis on the preliminary aspect.

The nature of the papers that result will be akin to field notes, meant to aid other researchers in their quests for contacts and steer them to available resources (professional organizations, academic programs, libraries, and archives).

This first paper will present the background of the research and an overview on the data collected during the interviews with prominent cartoonists from Argentina, Chile, Ecuador, Peru, and Uruguay. The meetings took place in March 2019 and happened in the cities of Córdoba (ARG), Santiago (CHL), Lima (PER), Quito (ECU) and Montevideo (URY). The interviews are conducted by Prof. John A. Lent with the assistance of Dr. Geisa Fernandes and have also the support of local collaborators.

Id: 21651

Title: Spatial-Temporal Processing in Comics.

Session Type: Individual submission

Authors:

Name: Damien Tomaselli

Email: damientomaselli(at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Kwazulu-Natal / AFDA (The South African School of Motion Picture Medium and Live Performance)

Abstract: Spatial Processing in Comics.

“In order for sounds to be differentiated, they must have some form of beginning, middle and end (or in the parlance of synthesized sound, “attack, decay, sustain, release”). This means that in comics, a medium where space and time merge, representations of sound are crucial to making sense of action, in particular, to the passage of time within a singular panel—for while time can be shown to pass between two or more panels through the process of closure (implicitly understanding the movement or occurrence not depicted between panels that makes them sequential), a singular panel is not necessarily a discrete moment, as an entire conversation can occur within it, requiring readers to perform closure even within the scope of a single panel.” (Osvaldo Oyola, 2011)

The above statement speaks towards the abstraction and representation that audio signifiers employ upon the negotiation of visual syntax of the comic. The concept of Bhatkin’s chronotope suggests that a metaphorical, ‘spacetime fabric’ exists in the literary realm. I attempt to extend the notions application to sequential art in hopes that leveraging the concept of the Chronotope may aid to identify the syntax the fabric exerts upon comics and in turn, the single frame. I argue that temporal delineation may become apparent through visual, audio connotations ultimately confronted through representations, shaping what I refer to as a comic spacetime grammar. In the comic, where the relationships of motion and proximity of signifiers are deep etched, we may be able to consider a spacetime ‘weighting’ incurred upon a single frame. Semantic connotations of spacetime grammar may provide a base point of departure in determining a spacetime comic methodology. Scott McCloud discusses the abstraction of an image (McCloud:1993), invoking the imagination to implore spatial-temporal signifiers. Will Eisner suggests that representation in comics relates to real world experiences (Eisner:1985). In contrast to the comic, we consider spatial-temporal significance of the photograph which Barthes states is a ‘message without a code’ (Barthes:1961), etched not in the space of imagination but closer to an experienced real spacetime experience, providing an example of an alternative spacetime syntax. These ideas suggest a correlation between illustrative processes and suggestions of place and time experiences. My aim is to present an introductory framework toward identifying an approach to determining a comic spacetime syntax through its representative form.

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Id: 21913

Title: Colombian cities in dystopian comics

Session Type: Individual submission

Authors:

Name: Enrique Uribe-Jongbloed

Email: enrique.uribe(at) uexternado.edu.co

Country: CO (Colombia)

Affiliation: Universidad Externado de Colombia

Name: Sergio Roncallo-Dow

Email: sergiord(at) unisabana.edu.co

Country: CO (Colombia)

Affiliation: Universidad de La Sabana

Name: Daniel Aguilar-Rodriguez

Email: daniel.aguilar(at) uexternado.edu.co

Country: CO (Colombia)

Affiliation: Universidad Externado de Colombia

Abstract: Dystopian narratives are not unknown in comics. Perhaps some of the best-known examples are Alan Moore and Dave Gibbons' *Watchmen* (1986), which portrays a fictional 1980s US with hooded vigilantes, and Robert Kirkman and Tony Moore's (2003) *The Walking Dead*, whose post-apocalyptic Atlanta is reminiscent of a dystopian London presented by John Wyndham in his book *The day of the Triffids* (1951). In Colombia, despite there being no comic industry to speak of, dystopian narratives are not uncommon. In a recent research project, it was found that 41 out of 130 collected comics from 1992 onwards contained some form of dystopian image of Bogota.

In this presentation we seek to expand previous research on the image of dystopia in Colombian comics to cover a wider array of sequential narratives – more than 160 in our most recent collection – and looking at all images of Colombian cities and their utopian/dystopian rendition. We want to see if there is any difference between the types of dystopia that are presented in Colombian cities, or if they all conform to one general pattern for the nation as a whole.

Dystopia is understood here under the definition given by Claeys (2010), as a concept often used interchangeably with 'anti-utopia' or 'negative utopia', by contrast to utopia or 'eutopia' (good place), to describe a fictional portrayal of a society in which evil, or negative social and political developments, have the upper hand, or as a satire of utopian aspirations which attempts to show up their fallacies... (p. 107)

Utopias and dystopias are often considered to be closely related to science fiction, yet they are not necessarily always related (Fitting, 2010). The images of a given future or alternative present, may be rooted in some of the elements commonly associated with science fiction (technological developments, for instance) but they may also be predicated upon current political issues or past issues, had they developed differently than they did.

In the Colombian case, dystopias tend to be concerned mainly with forms of military or symbolic violence that plunge cities into chaos. Although there are a few mystical or fantastic apocalypse stories dealing with zombies or indigenous deities that return to the world of humans, most of the dystopian narratives seem to highlight current political struggles about the environment, authoritarian views and the inner conflict.

We will present five categories of dystopia and try to infer from them the fears of modern-day Colombian comic book creators.

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<https://doi.org/10.1017/CCOL9780521886659.006>

Id: 21939

Title: Autores chilenos masculinos de cómic autobiográfico: ¿qué muestran' ¿qué cuentan'

Session Type: Individual submission

Authors:

Name: Mariana Muñoz

Email: mfmunoz(at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: Durante los últimos años ha sido muy difundido el alzamiento de la voz de las mujeres a nivel global, y fuertemente. Latinoamérica, y específicamente Chile, no han sido ajenos a esto, a pesar de que histórica y popularmente son identificados como una sociedad machista y patriarcal, donde predomina un estereotipo de virilidad relacionado a lo que R.W. Conell planteó como la masculinidad hegemónica a mediados de la década de 1980. Kimmel, por su parte, señala que este tipo de masculinidad se relaciona con aquella imagen de los “hombres que controlan el poder, que ha llegado a ser la norma” (1997: 51), y que ha sufrido pocos cambios con el pasar del tiempo, entretanto que Dettleff nos ayuda a entender que el género “es una construcción social (...) que establece discursos normativos sobre cómo deben ser los sujetos generizados” (2015, p.51). Mientras que en el sistema patriarcal el hombre es “el ser responsable de proveer a la familia los elementos que le permitan el éxito, la subsistencia, el avance y el prestigio” (Dettleff, 2015, p.52), relacionado con el machismo culturalmente propio de Latinoamérica, aparece también la figura del hombre igualitario como una nueva masculinidad, ya que al igual que la nueva valorización de la mujer, el hombre entró en terrenos relacionados con lo propiamente femenino, como por ejemplo la expresión de las sensibilidades y las emociones.

La autobiografía, por otro lado, ha sido definida por varios autores. Sin embargo, Philippe Lejeune fue uno de los pioneros que en 1975 la delimitó como un “relato retrospectivo en prosa que una persona real hace de su propia existencia, poniendo énfasis en su vida individual, y, en particular, en la historia de su personalidad” (p.48); y por su lado, el cómic autobiográfico específicamente, no solamente cuenta de forma narrativa, sino que también muestra los eventos de la vida de una persona, de acuerdo a El Refaie (2012), donde la dimensión representacional de cada uno de los autores adquiere una importante notoriedad.

En Chile, específicamente durante el siglo XXI, han sido editados 13 libros de cómic autobiográfico pertenecientes a 8 autores hombres; este calificativo de hombre responde a que se identifican con un nombre propio del género masculino, que al mismo tiempo es independiente de la orientación sexual o identidad de género de cada uno de ellos.

¿Cómo se cuentan y se muestran los hombres que han publicado cómic autobiográfico, quiénes son y cómo son sus procesos de trabajo? Son las grandes preguntas que este trabajo responde a través del análisis del discurso y visual de los libros impresos de cómic autobiográfico publicados por autores masculinos chilenos, además de entrevistas en profundidad a cada uno de ellos y su posterior análisis del discurso.

Id: 21984

Title: Construyendo democracia con historietas. La lucha por la memoria durante la etapa post-dictatorial en Argentina.

Session Type: Individual submission

Authors:

Name: Iván Facundo Rubinstein

Email: ivanfacundo88(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Name: Laura Nallely Hernández Nieto

Email: nallelyhn(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: Nuestra propuesta de trabajo tiene como objetivo visibilizar las operaciones de asignación de sentido mediante las cuales la historieta argentina "Protección al menor" se configuró como actor político en la lucha por la memoria durante la etapa post-dictatorial.

La historieta aquí analizada se publicó en la revista "Humor Registrado" (1978-1999), uno de los pocos medios críticos que supo escapar a la censura durante la última dictadura cívico-militar argentina (1976-1983). Dicha revista fue objeto de análisis en tanto medio (ya sea que se analice en su totalidad como revista, su circulación, sus estrategias para evadir la censura, sus portadas o sus editoriales), pero las historietas individuales que aparecían en su interior han sido menos trabajadas desde la academia. Asimismo, la etapa posterior a la dictadura militar (aquella marcada por la vuelta a la democracia, el juicio a las juntas militares, la debacle económica y la protesta social) ha sido poco analizada. Luego de las elecciones de 1983 la Argentina entró en una etapa caracterizada por una fuerte y rápida apertura política y cultural: las movilizaciones obreras y estudiantiles coincidieron con expresiones artísticas experimentales; los movimientos sindicales volvieron a tomar presencia pública y se impulsó la búsqueda por la memoria, la verdad y la justicia, en la cual se reveló que el estado era responsable por la desaparición de 30.000 personas. En el ámbito económico, dicha etapa se caracterizó por el desmantelamiento del estado bajo principios neoliberales, el cierre de fábricas, el consecuente aumento del desempleo y la hiper-inflación, hecho que provocó la convocatoria anticipada de elecciones presidenciales.

Bajo este contexto, nuestra propuesta busca evidenciar la forma en que la historieta "Protección al menor" construye un pasado, se posiciona a sí misma (y a sus lectores) en relación a él, y proyecta un futuro común. Para ello, haremos uso de herramientas metodológicas procedentes de la semiótica y del análisis visual, y expondremos las modalidades a través de las cuales la historieta construye su referente: los actores y eventos que considera más relevantes; el tipo de relación que se establece entre ellos; el grado de implicación afectiva que presentan; el enmarcamiento (framing) con que se los encuadra; la valoración que se hace de ellos.

De esta forma esperamos contribuir a la profundización de los estudios sobre el rol político de las historietas en tanto producciones sociales que disputan por la producción de sentido en un momento histórico determinado.

Id: 22097

Title: The right to tell: the navigation of story-telling from a position of privilege

Session Type: Individual submission

Authors:

Name: Ellen Heydenrych

Email: ellenfrancesheydenrych(at) gmail.com

Country: ZA (South Africa)

Affiliation: Rhodes University

Abstract: After 25 years of democracy and the pursuit of racial equality in South Africa, numerous strides have been made in this regard. However, many of the consequences of a long and brutal colonial history are still evident. Systems of value created by colonialism continue to live on in today's post-colonial world (Maldonado-Torres, 2007). One small example is that the majority of children's picture books for sale in post-apartheid South African book shops continue to tell stories detailing the white European and American childhood experience or featuring white protagonists in fairy tales, thus perpetuating Eurocentricity and whiteness as the norm. I set about challenging this norm by writing and illustrating a children's picture book about a black South African girl child (called Naledi) who overcomes a variety of obstacles in order to achieve her dream of becoming an astronaut and going to space. However, early in the development of this project, I began to interrogate my privileged position as a middleclass white woman, and how this societal position might impact my telling of this story in a way that perpetuated the dominance of whiteness. White people have been telling the stories of people of colour for centuries as their naturalised position of power and privilege has given them the 'right' to do so. Maldonado-Torres (2007) maintains that the coloniality of being and of power function in such a way that white voices, such as mine, are given more airtime than those of people of colour in many circumstances, including the writing and illustrating of books. His work makes visible this naturalised assumption of privilege and power, and this led me to question my assumption that I had the right to tell this story. In this paper, I will present parts of a comic that I created as a form of visual research, in which I documented and interrogated the process I undertook in order to navigate the telling of this story from my position of privilege. In an attempt to create a picture book which told an authentic South African story, I gathered a group of university peers who are all women of colour, whom I interviewed, discussing the creation of the character, her surroundings, her clothing, her home, her school and her tale. The consequence of this was that I rewrote, redrew and restructured the story in such a way that mine was not the only voice interpreting Naledi's journey into space. However, the question remains – was this enough to create a genuine contemporary South African tale? The comic chronicles 'discussions' that I had with that peer group, the book's characters and others, in order to better understand whether the process I had undertaken to create this book adequately addressed the concern that it may continue to perpetuate colonial systems of value by the simple virtue of it being written by somebody in a position of privilege.

Id: 22098

Title: The reclamation of black South African subjectivity in Kwezi, Loyiso Mkize's superhero comic

Session Type: Individual submission

Authors:

Name: Brendon Reyneke

Email: reyneke.brendon(at) gmail.com

Country: ZA (South Africa)

Affiliation: Rhodes University

Abstract: In 2014, South African artist and comic illustrator, Loyiso Mkize created Kwezi, South Africa's first superhero comic. His comic features the titular Kwezi as a young, disaffected black man living alone on the outskirts of Gold City (a stand-in for Johannesburg) who discovers he has superpowers and starts to learn how to use them and the responsibilities that come with them. Along with Kwezi, the comic is populated by predominantly black African characters – both good and bad. The creation of Kwezi is an important step in the development of comic books in South Africa as it draws from the cultural and physical landscape of the country and speaks to young black people without them having to look outside of the country for comics with which they can identify. Also, against a backdrop of sustained negative media representations of South Africa, Mkize recasts South African blackness in a positive light. Stuart Hall (1997) asserts that attempts to reclaim the black subject in popular culture tend to go through two phases. In the first phase blackness is liberated from negative representations and is replaced with more positive depictions. Thereafter though, the black subject is produced inside contemporary “regimes of representation”. In this paper, I will show how Mkize's comic follows Stuart Hall's description of the reclamation of black subjectivity. Using visual social semiotics and discourse analysis I will show how Mkize successfully challenges racist stereotypes of black people as corrupt, deficient or defective and replaces those with positive assertions of black identity in a comic genre that is still largely dominated by the white, western male. But in his attempt to challenge the primacy of whiteness in superhero comic books Mkize overlooks normative genre representations of masculinity and femininity and he produces a story of an Africa that remains unliberated from patriarchy and other hegemonic ideologies. Mkize reproduces many of the hegemonic discourses concerning the masculine and feminine body, the power difference between male and female characters and subscribes to the justified, violent actions of the masculine superhero character. Typically, in superhero comics there is an erasure of the ordinary man in favour of an excessive and powerful one-dimensional masculine ideal (Brown, 1999). In many ways, Kwezi uncritically adopts the tropes of the Western superhero genre. In conclusion, I will propose ways in which Mkize might challenge hegemonic masculinity and suggest alternative possibilities for the superhero.

Id: 22113

Title: Portraying Social Issues: A Heuristic Study of Contemporary Cartoons in India

Session Type: Individual submission

Authors:

Name: MRINAL CHATTERJEE

Email: mrinalchatterjeeiimc(at) gmail.com

Country: IN (India)

Affiliation: INDIAN INSTITUTE OF MASS COMMUNICATION

Abstract: Cartoon does three acts with considerable overlapping: it lampoons, it comments and it creates humour/mirth. Cartoon can take different forms and hues- from genteel to caustic to acerbic to vitriolic. Cartoons often comment on and critique the contemporary social phenomena, political happenings and also long held belief system. It can and often does analyse the socio-political scenario with great clarity and insight. As pictures convey more meaning and clarity than written text- the cartoonists are at an advantage to form a narrative that is cognitively more acceptable and is more endearing and closer to the heart of the audience because of its fun quotient. Thus cartoons do two things simultaneously: first, entertain by the funny caricatures and drawings and second tell a story or offer a slice of life. While doing so, it can comment, lampoon or ridicule- which can either generate or trigger a discourse on certain issues. It is this ability of the cartoons to comment, generate a discourse and shape public opinion – with fun that makes it a unique tool.

Cartoons have the ability to involve and engage the common mass, the hoi poloi with the key players of governance even without them realizing that. It can simultaneously entertain and enrage people on issues- a unique ability unmatched by any other form of visual or written communication. In India cartoonists have always championed the cause of the poor, downtrodden and the marginalized since cartooning began in India early 19th century. They have highlighted and attacked social maladies and portrayed the condition of the common masses. Though cartoons are getting less space in mainstream print media now, the tradition continues.

This paper takes up three contemporary events that shook the collective conscience of the Nation- and looks at how cartoonists across the country have engaged with these events (a. Tens of thousands of barefoot farmers marching into Mumbai, the commercial capital of India; b. a poor man carrying the dead body of his wife on his shoulders; c. a farmer commits suicide as he fails to repay the loan and is continuously harassed) and issues- leading to these events. These issues are: poor health service, agrarian crisis and farmers committing suicide under the debt trap, even as the administration is mired in procedural quagmire.

It is a heuristic study of the cartoons on these events, which aims to map the pattern in the cartoons in the portrayal of the subject.

Id: 22448

Title: Superheroes and the salvation of Africa

Session Type: Individual submission

Authors:

Name: Brian Garman

Email: b.garman(at) ru.ac.za

Country: ZA (South Africa)

Affiliation: Rhodes University

Abstract: The superhero genre emerged from the United States in the late 1930s as an escapist fantasy that helped readers cope with the misery of the Depression and the anxiety brought about by the rise of fascism in Europe. Today, superheroes are no longer only white men, nor are they confined to America, or even the pages of comic books. Such diversity is necessary given the superhero's increasingly important role as an "escapist fantasy, cross-generational icon, and aspirational figure" (Burke, 2016). Several short-lived black superheroes emerged between the mid 1940s and mid 1960s, but the first black superhero that has enjoyed any longevity was the Black Panther who appeared in Marvel's 1966 *Fantastic Four*. Since then he and his fictional home country, Wakanda, have become symbolic of the possibilities of a newly imagined Africa. In this paper, I will use a visual social semiotic approach to examine the discourses in the Black Panther series (specifically that written by Ta-Nehisi Coates) that are drawn on to imagine Africa and Africans in a manner that contest the stereotypical representations found in political, news and economic discourses about Africa. My analysis of the comics shows how complex and difficult it can be to contest regimes of representation that work to fix racialised and derogatory meanings. In response to the pejorative stereotypes of the black body, successive writers and illustrators have used images of strong, healthy, and magnificent black people to construct a more affirmative representation of Africa and Africans. Significantly, they draw on sports, traditional, developmental and hegemonic discourses of masculinity in an attempt to expand the complexity and range of possible representations of African-ness. In so doing they run the risk of reproducing many of the stereotypes that sustain not only the racialised and gendered (masculinist) representations of Africa, but also a sentimentalisation and romanticisation of a place, a people and their traditions.

Id: 22707

Title: Memoria y derechos humanos. Tres novelas gráficas sobre la dictadura militar en Chile

Session Type: Individual submission

Authors:

Name: Hugo Hinojosa

Email: hugo.hinojosa.l(at) gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: La memoria, como ejercicio de construcción individual y colectivo, se presenta como la posibilidad de reconstituir un pasado asumido como traumático, el cual muchas veces es negado u obviado por el discurso historiográfico oficial. Desde esta perspectiva, podríamos afirmar que la pugna por las imágenes se vuelve un problema central en la investigación de las novelas gráficas históricas contemporáneas, dado que en ellas es posible constatar lo que en palabras del filósofo francés Jacques Ranciere se establece como el “reparto de lo sensible” (2009)

En ese sentido, tal como afirma George Didi Huberman, las implicancias del uso de las imágenes (en este caso, las viñetas y páginas de cómic), son profundamente políticas, en la medida que en ellas se sostiene un diálogo tenso entre lo que se da a ver y aquello que se oculta. Si pensamos en los violentos eventos que se produjeron a partir del golpe de estado de 1973 en Chile, ejemplificados en los innumerables casos de tortura, desapariciones de personas y exilio, y que son constatables a través de documentos como el informe Rettig, derivado de la Comisión Nacional de verdad y reconciliación, o el informe de la comisión Valech, la necesidad de reconstruir una memoria parece adquirir una papel central en algunas de las novelas gráficas de los últimos años en el país.

De este modo, en esta potencia se hará una revisión acotada a 3 novelas gráficas publicadas en Chile, que abordan desde diversas perspectivas el golpe de estado y las violaciones a los derechos humanos ejecutadas por la dictadura militar. Los años de Allende (2015), Ese maldito Allende (2016) y Fuentealba 1973 (2018), se presentan como tres ejemplos paradigmáticos de la disputa por las imágenes, en un tránsito que va desde la mirada documental más tradicional hacia las escrituras de la memoria y el trauma histórico, y que permitirán abordar un período oscuro de la historia de Chile que es necesario visitar, no sólo como ejercicio colectivo nacional, sino también desde nuestros dolores y silencios.

Id: 22952

Title: Cultural Wars and Comics: A Typification of Social Media Debates

Session Type: Individual submission

Authors:

Name: Celbi Vagner Melo Pegoraro

Email: celbipegoraro(at) yahoo.com.br

Country: BR (Brazil)

Affiliation: University of São Paulo

Abstract: In the period of political instability and rapid evolution in the field of values, be they progressive or conservative, digital culture has presented new forms of public debate. In many cases, in a sudden and overwhelming way, debates condemn, ignore and / or distort the facts, often without the details being fully presented and without the presence or active participation of their protagonists. This is not a specific problem in Brazil and it is not restricted to comics. The aim of this article is to analyze, from the selective survey, publicly debated cases of cultural products involving themes such as politics, violence and identity, whether these products are comics, comic strips or cartoons, and to verify how the controversy of the discussion is structured within the context of digital culture. Examples include a work by cartoonist Laerte, a case involving the Turma da Mônica Jovem magazine, and the cartoons of The New Yorker magazine at the time of the Rio Olympics in 2016. This paper is part of an interdisciplinary postdoctoral project on Cultural Wars, Journalism and Politics. The work involves themes such as fandom culture, digital activism, ideological bubbles and the use of algorithms. We pretend to present a typification of debates on comics involving users of social media. Among the results explored are the traditional closed debates without engagement, the atomized and polarized discussion, the process of appropriation and adulteration of cartoons, the debate by engagement and pressure, and finally the activism by the political use of the comics characters in social media in China. The analysis is based on documentary and bibliographical research, using as a theoretical framework the works of Manuel Castells (2001) on the internet, Frédérick Martel on the perspectives and fragmentation of the network, Henry Jenkins (2009 and 2014) on culture and digital engagement, Paulo Ramos (2010) and Daniele Barbieri (2017) with the typology of comics, John B. Thompson (2000) who theorized the political scandal, and critic Robert Hughes (1993) who developed a "culture of complaint" analysis. This paper proposes to be useful for future research on the relationship between social media and cultural production.

Id: 23002

Title: La representación del referéndum catalán en el humor gráfico internacional

Session Type: Individual submission

Authors:

Name: Israel Vázquez Márquez (Signature: Israel Márquez)

Email: isravmarquez(at) gmail.com

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Abstract: El pasado 1 de octubre de 2017 se celebró en la comunidad autónoma española de Cataluña un referéndum de autodeterminación convocado por el Gobierno catalán en el que los ciudadanos debían responder con un “Sí” o un “No” a la siguiente pregunta: “¿Quiere que Cataluña sea un estado independiente en forma de república?”. A pesar de haber sido suspendido por el Tribunal Constitucional y calificado de ilegal por el Gobierno español, el 1 de octubre los colegios electorales abrieron sus puertas y el referéndum se celebró. La reacción del Gobierno español fue tratar de impedir la votación mediante la intervención de la Policía Nacional y la Guardia Civil, lo que dio lugar a situaciones de extrema tensión entre los agentes de las fuerzas y cuerpos de seguridad del Estado, la policía autonómica catalana y los propios ciudadanos, que sufrieron numerosas cargas policiales durante el día de la votación. Las imágenes de las cargas policiales del 1 de octubre se viralizaron rápidamente a través de Internet y las redes sociales y acapararon la atención de los medios de comunicación internacionales, que condenaron unánimemente su violencia y brutalidad. Las primeras páginas de medios como The Times, The Guardian, The Independent, Financial Times, Le Figaro, Corriere della Sera o La Repubblica, y cadenas de televisión como ABC, la BBC, la NBC o la CNN, recogieron las imágenes de las cargas policiales de los agentes antidisturbios españoles contra los ciudadanos catalanes y destacaron la crisis abierta entre España y Cataluña.

Dada la cercanía temporal de este acontecimiento, aún son escasas las publicaciones académicas en torno al mismo (Letamendia, 2018), más aún en el caso de las imágenes y textos desplegados en relación a la celebración del referéndum. En esta comunicación nos centraremos en un tipo particular de textos vinculados al referéndum catalán del 1 de octubre: los relacionados con el género del humor gráfico, un componente fundamental de la prensa diaria y una eficaz manera de observar la realidad y la actualidad informativa a partir de un lenguaje peculiar cercano al cómic que se distingue de otros textos informativos por su imaginativa combinación de signos visuales y verbales y por su énfasis en el juego, el humor y la ironía como formas de criticar y hacer reflexionar sobre algún hecho o noticia (Peñamarín, 1996, 1997; Álvarez Junco, 2016). En concreto, realizaremos un análisis semiótico de textos visuales (Rose, 2001; Abril, 2008), dirigido a interpretar cómo los elementos visuales -o visuales y verbales- de las viñetas y tiras del humor gráfico se combinan entre sí para producir efectos de sentido. La muestra se ha seleccionado principalmente a partir de las imágenes disponibles en plataformas digitales de humor gráfico como The Cartoon Movement y Toonpool, las cuales reúnen actualmente el trabajo de numerosos dibujantes y humoristas gráficos de diferentes partes del mundo.

Id: 23069

Title: Sex, swastikas, satire and social responsibility: the role of controversy in South Africa's culture wars

Session Type: Individual submission

Authors:

Name: Sandra Pitcher

Email: pitcher(at) ukzn.ac.za

Country: ZA (South Africa)

Affiliation: University of KwaZulu-Natal Pietermaritzburg South Africa

Name: Nicola Jones

Email: jonesn1(at) ukzn.ac.za

Country: ZA (South Africa)

Affiliation: University of KwaZulu-Natal (Pietermaritzburg)

Abstract: It's hard to believe that, as South Africa enters its 25th year of democracy, satirical artists are still treated with vitriol and condemnation for work which criticizes the ruling government or high-ranking politicians. Brett Murray had his painting *The Spear* vandalized, political cartoonist Zapiro has found himself on the end of death threats, and Ayanda Mabulu, a self-taught artist from the rural Eastern Cape, has been called a vulgar sell-out, whose crude work of the black body should be censored (ANC, 2017). Overall, such artists are often at the mercy of critical politicians who argue that those who openly demean them are both unpatriotic, and undermine the dignity and reputation of the State. But as with all satire, we argue, despite politicians' criticism, such work has an important role to play in post-apartheid South Africa. Pitcher (2016: 73) argues that "[f]or democracy to be efficient, the action of those in power, whether favourable or unfavourable, must be allowed to be questioned in public", and satirical artworks often do this in ways that force society to not only take account of its leaders, but also of itself (Hodgart, 1969). Therefore, this paper examines three of Ayanda Mabulu's most controversial works, *Zuma-Mandela* (2017), *Zuma-Gupta* (2016), and *Mandela as Black Hitler* (2018), in order to highlight how his work, while possibly vulgar and anarchist, offers critical reflection about South Africa, its politicians and, what Dubin (2012) describes as ongoing 'culture wars' between South Africa's numerous ethnicities. While part of this paper considers Mabulu's work from a utilitarian framework, acknowledging John Stuart Mill's idea that if opinion is silenced (even one that is disagreeable) so is the truth, we also take into consideration South Africa's distinct 'culture wars', and the importance of being socially responsible in such an environment. In doing so, this paper concludes that while such work may be undignified in its positioning of prominent politicians, Mabulu's work, like much satirical art, breaks down such individuals to their basic humanness, and in doing so allows South Africans to reflect on their leaders and thus the dignity of the nation.

Id: 23079

Title: El Ridículo. Acerca de la Comicidad y la Violencia Cultural en la Obra de Memín Pinguín

Session Type: Individual submission

Authors:

Name: Alejandra Patricia Gómez Cabrera

Email: patriciagomez444(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Abstract: Memín Pinguín es una historieta de corte dramático y costumbrista que narra las aventuras de un niño de rasgos afrodescendientes en el contexto del México del siglo XX. La estereotipia con la que sus creadores, Yolanda Vargas Dulché y Alberto Cabrera, representan al personaje principal, evidencia mucho del imaginario colectivo y de los modelos de convivencia, identificación y pertenencia social de ese momento. Algunas de estas características han perdido vigencia, pero otras han adquirido mayor relevancia y sentido dada la realidad de la violencia que se vive actualmente en el país.

Con base en las propuestas de autores como Johan Galtung, Alfred Stern y Mariana Liberman, se analizan los modelos representados en este cómic, los cuales no sólo buscan fomentar el sentido del humor en el lector, al tratar con ironía las experiencias de su vida cotidiana; sino también legitimar, naturalizar y encubrir un tipo de violencia que se inserta en las actitudes, las sensibilidades, las percepciones y los prejuicios de los propios mexicanos.

A través del análisis narratológico del ridículo, se estudian tres historietas –Impertinentes (2003), Vamos a la Escuela (2005) y Memín Despreciado (2006)- para reconocer los modelos identitarios de sus personajes, sus modos de interacción y las formas como estas coadyuvan en la legitimación y el encubrimiento de la violencia cultural.

Id: 23162

Title: Comics scholarship in Brazil: development and state of the art

Session Type: Individual submission

Authors:

Name: Waldomiro Vergueiro

Email: wdcsverg(at) usp.br

Country: BR (Brazil)

Affiliation: Escola de comunicações e Artes da Universidade de São Paulo

Name: Roberto Santos

Email: robelisio(at) yahoo.com.br

Country: BR (Brazil)

Affiliation: Observatório de Histórias em Quadrinhos da Universidade de São Paulo

Abstract: The paper, as its own title emphasizes, aims to discuss the state of art of comics scholarship in Brazil, having also a look to its evolution from the first researches developed in the country. It is well known that the first research on comics accomplished in a Brazilian university institution was coordinated by the late prof. José Marques de Melo with his undergraduate students of Journalism in the Faculdade Casper Libero (Casper Libero College), in São Paulo. It happened in the second half of the 1960s. Afterwards, perhaps due to that first approach to comics' research in Journalism, Brazilian scholarship was mainly linked to the scientific field of Social Communication. However, curiously, the first master's dissertation and PhD thesis were, respectively, presented to the scientific fields of Letters and Psychology, both in the University of São Paulo. In a way, we can say that the University of São Paulo has been the axis for the research on comics in Brazil. This is due, principally, to the existence of an undergraduate course on comics in the syllabus of the Publishing career, as well as to the presence of several lecturers interested in comics. Three of these scholars founded the Observatório de Histórias em Quadrinhos da Escola de Comunicações e Artes da USP (ECA-USP) (Observatory on Comics of the School of Communications and Arts of the University of São Paulo) in 1990, a research center that assumed the leadership on the research on comics, having a strong influence, for example, in the increase of interest for the research on the application of comics in education in the beginning of the 2000s. In parallel to the Observatório de Histórias em Quadrinhos's efforts, other faculties and universities in all fields of Knowledge in Brazil have started offering opportunities for the development of formal researches on comics, increasing considerably the academic production in the area. This can be proved by the assessment of the number of end of course papers, master's dissertations add PhD thesis in the several Directories of Dissertations and Theses available in the internet. Other important indicator regarding the development of the research on comics is the increase in the number of scientific meetings about the subject that have been occurring in Brazil in the last twenty years, as, for example, the Jornadas Internacionais de Historias em Quadrinhos (International Conference on Comics) that happens in São Paulo since 2011; it is possible to see that the number of papers presented in them grows year by year. Last but not least, it is also important to consider the number o scientific articles about comics that are published in Brazilian scientific journals, as well as the publication of several dossiers about comics and the existence of at least two academic journals dedicated to the dissemination of the research on comics in Brazil. All those facts together

concur to place Brazil in the forefront of the research on the 9th Art in the Latin America and perhaps in the entire world.

Id: 23212

Title: Sabrina, the rebel witch: from comics to Netflix

Session Type: Individual submission

Authors:

Name: Luiza Lusvarghi

Email: lumecom(at) uol.com.br

Country: BR (Brazil)

Affiliation: ESPM São Paulo

Abstract: The goal of this paper is to analyze the relationship between cartoons, teen fiction and the representation of gender relations in the series Chilling Adventures of Sabrina, based on the homonymous cartoons, and the most recent attraction on Netflix. Sabrina Spellman (Kiernan Shipka) previously appeared in the series The Archie Show, as the witch of Greendale, a city neighboring Riverdale. The girl rose to fame on television with her stories adapted for the sitcom Sabrina, the Teenage Witch (ABC, The WB, 1996-2003), which focused on her conflicts regarding the use of her magical powers among mortals, accompanied by the ever-present commentary of the cat Salem (Nick Bakay), a relative.

The puerile tone of the early comic books and series have taken on darker notes in the current version, the series of comics Afterlife with Archie, and in the adaptation directed by creator, Roberto Auirre-Sacasa, with art by Robert Hack. The characteristic Anglo references that compose fantasy stories about witches of a European influence are present – black cats, the presence of a goat, identified with Satan, and cannibalism. The horns, goat's hooves and tail are features of the god Pan and usually personify Satan according to Christianity, symbolizing the pagan culture. Sabrina represents a typical all-American girl of the 1960s, the period in which the series plays out, reaffirming the differences between the New World and the Colony, and Old England, within the context of the call for civil rights that marked this period in that country, but which are equally suited to the era of Trump. The young witch wants to conciliate the existence of a God and her vocation for witchcraft, without signing a pact with the devil.

Netflix is favoring intercultural and transnational projects. It's productions blend formats and genres firmly established in the global and Hollywood film industry, exploring niche markets and discussing controversial subjects, as well as ethnic and religious conflicts. Archie Comics, which published Sabrina, was established in 1939 as MLJ Magazines. The company has always been associated to adolescent characters and, in 2014, Archie Comics signed a partnership with DC Comics, looking to expand further into the crime, suspense and adventure genres.

Community Communication and Alternative Media Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 18/07/19

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

Id: 19609

Title: The threat of neoconservative unilateralism for Community Communication systems

Session Type: Individual submission

Authors:

Name: Adilson Vaz Cabral Filho

Email: acabral -at- comunicacao.pro.br

Country: BR (Brazil)

Affiliation: Fluminense Federal University

Abstract: Community Communication is an important sector of the Communication system, established in many national regulations and demanded by organizations such as AMARC (2008) and UNESCO (1980). As part of a broader public policy, it is considered and affirmed under the principle of communication as a human right allied with other traditional ones (education, health ...), as structured by Marshall in civil, social and political rights (1950). This is an important pillar for what democratic states based on the rule of law are constituted, taken as references for UN consolidation since 1948, in despite of its limitations. Few years ago, some political moves are revealing a strong offensive against this political project: a neoconservative wave of unilateralism not only constituted by hate speech based on fake news in a post-truth era, in which the lack of solidarity with migrant people is one of the most shameful and hideous faces, but the defense of one specific country in despite of others in different regional contexts; the preference for binational relations in despite of bloc or multilateral relations and the apology of the "nationalism as a betrayal of patriotism" (Macron, 2018). Although based on community and local principles, national policies for Community Communication should not be embraced with ideas related to country supremacy or ufanism, as plurality and diversity are directly related to the recognition of different people worldwide. This leads to the understanding of general principles for community communication initiatives, to be recognized by multilateral organizations, as a sector distinct from the state/public and the market/private ones, that should be developed to strengthen public policies related to the affirmation of different fundamental human rights, social justice and the multilateralism itself as a proposal for political, economic and cultural organization of nation-states. With the proposal to investigate what can be the role of Community Communication in times of neoconservative unilateralism, this research brings firstly a broad characterization of these times, then presents Community Communication's principles that highlight differences in relation to the neoconservative unilateralism and the limitations to be overcome by practitioners, supporters and policy-makers, exploring the example of Kirimurê TV, a community tv channel in Salvador, Bahia, Brazil, running through web and pay-per-view multi-platform environment, articulating different kinds of social movements and organized groups, which may offers strategic principles for resistance in other national contexts.

Keywords

unilateralism; neoconservativism; community communication; communication policies.

Work Citations

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Id: 19639

Title: Periodismo ciudadano por WhatsApp. Casos: Eje Central y Emisora La Buena 95.4 FM del Municipio de Bello, Antioquia, y Mi Comuna Dos, de la ciudad de Medellín.

Session Type: Individual submission

Authors:

Name: Wilmar Daniel Gómez Monsalve

Email: wgomezmo -at- uniminuto.edu.co

Country: CO (Colombia)

Affiliation: Corporación Universitaria Minuto de Dios

Name: Luis Ignacio Sierra Gutiérrez

Email: lsierraguti -at- uniminuto.edu.co

Country: CO (Colombia)

Affiliation: Corporación Universitaria Minuto de Dios

Name: Cristian Mauricio Bulla Castro

Email: bullacastr -at- uniminuto.edu.co

Country: CO (Colombia)

Affiliation: Corporación Universitaria Minuto de Dios

Abstract: En plena era digital de la información y las comunicaciones, la sociedad en general reconoce nuevas capacidades y habilidades para procesar, producir, transmitir y divulgar contenidos informativos, articulados a través de plataformas digitales, las cuales se utilizan para producir, procesar, enviar y recibir mensajes, particularmente, a través de las redes sociales digitales. Estas últimas se afianzan con enorme potencial para interconectar colectivos sociales, compartir información y conocimiento, para crear colectivamente y ser protagonistas de nuevos contenidos de mayor significado y utilidad para las comunidades. Han propiciado el desarrollo de un profundo sentido colaborativo para la transformación social. Esta investigación pretende identificar, reconocer y analizar las manifestaciones concretas que tienen el periodismo digital ciudadano y los medios alternativos de comunicación, específicamente a través de la plataforma WhatsApp, en casos concretos como: Eje Central y Emisora La Buena 95.4 FM en las comunas tres y cuatro del municipio de Bello, Valle de Aburrá, y Mi Comuna Dos, en la comuna dos de la ciudad de Medellín. Mediante una metodología cualitativa se busca entender y articular, en los casos seleccionados, las diferentes dinámicas sociales donde están involucradas las nuevas herramientas digitales con los procesos informativos periodísticos y la participación de las ciudadanías implicadas.

Id: 19654

Title: LA RADIO COMO INSTRUMENTO DE CREACIÓN DE MEMORIA Y NO REPETICIÓN ANTE EL CONFLICTO ARMADO (INTRA URBANO EN MEDELLÍN)

Session Type: Individual submission

Authors:

Name: Marlon Echavarría Rodríguez

Email: mechava1 -at- uniminuto.edu.co

Country: CO (Colombia)

Affiliation: Docente Universitario

Abstract: Palabras Claves: Medios – Conflicto Armado – Paz – No repetición

Ante la urgencia de contar con procesos efectivos que permitan superar las diferentes etapas del conflicto que ha golpeado al país desde hace más de 50 años, se propuso la creación de estrategias cercanas, reales, asequibles y de participación sin distinción de ningún tipo, que permita que la ciudadanía pueda dar cuenta de procesos individuales y colectivos sobre esta tragedia y las maneras desde que la resiliencia se han podido ir mitigando con diferentes estrategias desde los estamentos gubernamentales, departamentales, locales y comunitarios desde la radio (web).

Lo anterior surge ante la necesidad de crear contenidos multimediales (podcast) que permitan su masificación a través de diferentes plataformas digitales, construyendo tejido social, vincular la comunidad víctima, la comunidad no víctima, los estamentos del Estado y hacer un llamado al cuidado, preservación y mantenimiento de los acuerdos que permitan que la restauración sea completa y que desde la radio se potencie este proceso. La construcción de contenido se genera desde las experiencias de personas víctimas y no víctimas, desde premisas como ¿Cómo concibe la Paz? ¿Qué es tener Paz para usted? ¿Cómo contribuye usted a la Paz? Entrevistas, reportajes, crónicas e historias de vida son parte del material que se ha realizado para la difusión entre las comunidades participantes y a través de los medios masivos comunitarios y web pertenecientes al proyecto.

La radio (web) y comunitaria potencia nuevos modelos de comunicación con énfasis en procesos de construcción de paz, reconocimiento del otro desde la diferencia, desde su contexto y desde su experiencia de conflicto, podcast que dan cuenta de narraciones crudas, procesos que enmarcaron una historia violenta en el país, pero qué desde la emisión de las mismas, aporta a la no repetición

Id: 19692

Title: Techio Comunitario training program: Weaving technological autonomy in Mexican indigenous peoples

Session Type: Individual submission

Authors:

Name: Carlos Baca Feldman

Email: bacafeldman -at- gmail.com

Country: MX (Mexico)

Affiliation: Redes por la Diversidad, Equidad y Sustentabilidad A.C.

Abstract: In this paper I wish to discuss the ways in which technological autonomy is woven from the convergence between the organizational and cultural forms of the indigenous and rural communities in Mexico in relation to the use and appropriation of the tools that facilitate the communication processes of the villages. For this, I will use the analysis of the Techio Comunitario training experience and specifically the first and second edition of the Community Diploma Program for Telecommunications and Broadcasting Promoters.

This project arose about four years ago and had as a methodology of creation the technique of participatory research. After we made an analysis and reflection with trainers in indigenous communication, we detected the need to make available to people working in community and indigenous media the knowledge necessary for the operation, use, and maintenance of technological tools in broadcasting, community cellular telephony and wireless Internet networks. Likewise, we created four laboratories in key regions that have all the necessary instruments for the repair and maintenance of the equipment.

In the first generation (2016-2017) the Diploma was attended by 27 participants from six states of the country. In the second generation (2018-2019) 21 people from seven states of Mexico are participating. Each of the modules is held in different venues that include community media spaces and rural and urban training centers in the states of Oaxaca, Chiapas and Puebla.

This training program takes as pedagogical and methodological references the educational practices that are part of the indigenous vision on teaching, the construction of knowledge and the socialization of knowledge. It also draws on elements of popular education and takes up approaches of free knowledge societies. The basis that allows this methodology to take place is the figure of the so-called Advisory Committee, made up of 13 organizations, since its members have collaborated with each other for several years as part of the processes of articulation and networking of community communication processes existing at the regional, national and continental levels.

The theoretical discussion that accompanies the systematization of this training experience is related to the problematization of the common as a way of articulating the life of indigenous peoples and the discussion around technological autonomy as a complex struggle that contains different possibilities and contradictions in its obtaining.

While this type of project represents important opportunities for rural and indigenous communities to operate and manage their own telecommunications projects, I also want to discuss the limits and contradictions that may exist in these processes of search for technological autonomy. My experience as organizer and facilitator of the Diploma course has allowed me to see the intercultural frictions that are woven in the ways in which technology is appropriated by people. In general, I believe it is important to point out a critical vision that empowers community and indigenous communication experiences.

Id: 19752

Title: From free radios to digital commons. Governance and sustainability of community media in the EU and Latin America

Session Type: Individual submission

Authors:

Name: Nuria Reguero

Email: nuria.reguero -at- gmail.com

Country: ES (Spain)

Affiliation: Digital Commons (DIMMONS-UOC) & Institut de Govern i Polítiques Públiques (UAB)

Abstract: Alternative and community media shape autonomous spaces of public communication and self-expression where the search of common good replaces the aim of profit. For this reason, they can be understood as particular forms of commons, specifically “digital commons” (Fuster, 2010). In this paper, we analyze the governance and sustainability of 58 grassroots's radios, TV and internet projects from the EU and Latin America.

We strive on the commons’ balance of collaborative economy (Fuster, 2017; Fuster & Espelt, 2018) in order to reflect on the principles and values promoted by this kind of media. With that purpose, we try to highlight a particularity of these initiatives: they claim for social change while being organized under commons’ and solidarity economy principles.

We focus in radio and TV stations because of the difficulty to produce audiovisual contents and to get spectrum’s licenses. Aiming to grasp shared attributes and challenges among regions, we have selected different cases from the EU and Latin America. We conclude that the transformative role of these communities concerns to their organisation (self-government, assembly), production (cooperation, horizontality, des-professionalization) and economy (independence, community funding). Seeking maximum autonomy is what unites apparently different communities such as Spanish urban free radios and Mexican indigenous stations. The key is always the same: achieving finance independency from state and big corporations.

Data was obtained mapping grassroots self-managed media, using web ethnography, in countries with common and contrast elements (Latin vs. Anglo-Saxon cultures; old vs. young democracies; central vs. peripheral economies; presence of indigenous peoples) and conducting an online survey.

Id: 19924

Title: A Revolution within 'the Revolution'. Independent Media and the Reconfiguration of Journalistic Resistance in Cuba

Session Type: Individual submission

Authors:

Name: Sara Garcia Santamaria

Email: garcias.sara -at- gmail.com

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Abstract: Over the last few years, the digital independent mediasphere has eroded the Cuban state monopoly over informational and communicational channels. Digital platforms have eased the coverage of new social phenomena, giving visibility to a growing plurality of voices. While Cuban journalists are able to work for independent media outlets, practising independent journalism still needs to be done at the margins of the law. In western countries, a common assumption has been that this new independent mediasphere would be necessarily counterhegemonic and inherently democratizing. However, this oversimplification equates journalistic independence with political opposition, overlooking the complex processes of identification, cooptation, negotiation and resistance that operate both at a personal and at a professional level.

The goal of this paper is to examine the processes by which some journalists decide to break aside from the Party-media system and to foster a debate within digital independent outlets. This work offers a historicized analysis of the Cuban media, looking at sources of change and resistance that arose both from the official and the independent mediasphere. Challenging the presentism and technological determinism that often permeate the study of the media in non-western authoritarian contexts, this paper defies the assumption that processes of media-led democratization are only possible when they come from the edges of the hegemonic system.

This paper borrows sensitizing concepts from Ernesto Laclau and Chantal Mouffe's (1984) body of theory, which are applied through a discourse theoretical analysis (Carpentier and de Cleen, 2007). The sample includes online posts from Cuban independent digital media outlets that look at the way in which digital technologies are reconfiguring journalists' professional identity. This is triangulated through qualitative interviews with journalists, which were conducted between 2016 and 2019. The preliminary results indicate that journalists' ideological identification and professional affiliation are blurry. Often, practitioners need to work both for Party-owned and independent media outlets in order to make ends meet. This material restriction means that their positionality within hegemonic-counterhegemonic discourses is not set, but rather swinging. Therefore, Cuban journalists need to constantly reposition themselves within a loop of cooperation and resistance that goes beyond fully official or oppositional discourses. The data suggests, therefore, that a democratizing change needs to be studied from this dual identity, which operates both within and outside the Party-media system.

Id: 19974

Title: Listening to the listeners: adapting community radio to the local environment

Session Type: Individual submission

Authors:

Name: Bridget Backhaus

Email: b.j.backhaus -at- lboro.ac.uk

Country: AU (Australia)

Affiliation: Loughborough University London

Abstract: Bertholt Brecht (1932) famously lamented the one-sided nature of radio, suggesting that it would be the “finest possible communication apparatus” if it allowed listeners to speak as well as hear. This represents a significant limitation for community radio, a medium that is supposedly participatory and is said to provide a “voice for the voiceless”. What good though is a voice if no-one is listening? Community radio should represent a convergence of both voice and listening, in that audiences should have the opportunity to have a voice and, more importantly, to have that voice heard. How this works in practice however is unclear. Listening refers to both the cognitive tasks associated with receiving, understanding and interpreting messages, and the behavioural tasks of verbal and non-verbal feedback in response to those messages (Burleson, 2011; Jones, 2011). Purdy differentiates between “hearing” as “the physiological process of receiving sounds”, and “listening” as the infinitely more complex process of “attending, perceiving, interpreting, remembering, and responding to other human beings, in a sociocultural-linguistic environment that thoroughly permeates and influences the receptive, meaning creation process” (1991, p. 61). Listening research on community radio has, for the most part, tended to focus on how and why audiences listen, while the role of listening for community radio practitioners represents a significant research gap.

As such, this research explores how community radio practitioners listen to their audiences in order to adapt their communication practices to their listeners and their local environment. The research design draws on principles of postcolonial feminist thought as espoused by authors such as Edward Said (1979) and Gayatri Spivak (1988), as well as the concept of cognitive justice which recognises the equally valid existence of different forms of knowledge outside of mainstream, western thought (Visvanathan, 2009). Such an interpretive framework considers the knowledge emerging from this research as co-constructed by the researcher and research participants and commits to listening throughout all aspects of the research design.

Drawing on ethnographic research conducted at two community radio stations in South India, this research explores the relationships between community radio broadcasters and their listeners as well as the various structures that influence how listeners interact with broadcasters and vice-versa. These interactions are framed within their broader legislative, socio-economic, cultural, and discursive environments in order to arrive at a well-rounded understanding of the factors influencing participation in community radio, as well as the role of listening on the part of the broadcasters, not just the audiences. This research offers insight into the communicative cultures and practices of community radio practitioners working within a development agenda. The findings also reveal how broadcaster listening contributes to the ways in which audiences are able to adapt community radio as a communicative technology to suit their needs and local environment.

Id: 20016

Title: Ecocinema: A Study of Community Based Video Production in Sundarbans

Session Type: Video Submission

Authors:

Name: Elja Roy

Email: royxx324 -at- umn.edu

Country: US (United States)

Affiliation: University of Minnesota

Abstract: Ecocinema as a field of research primarily focuses on biocentric or ecocentric critical readings of films. However, the production of environmental films requires additional scholarship that explores the challenges, choices, and embodied experiences of making such films. As a scholar filmmaker, I wish to explore how can ecocinema broaden the scope of community participation and reach beyond national borders to deal with global problems like climate change?

My video is a result of community-based production. It was recorded during Summer 2018 in Narayanganj, Bangladesh. The song in the video, written and performed by the local artists, raises awareness about a proposed coal-burning power plant in the fringe of Sundarbans, worlds' largest mangrove forest. The forest is an archipelago, jointly administered by India and Bangladesh. The transnational waterbodies are a path for oil exploration and transport between the two countries. The dense mangrove not only protects highly populated metro cities like Kolkata (India) and Dhaka (Bangladesh) from tropical cyclones but also provides the livelihood for the natives. Where rising sea level is threatening the existence of several islands, oil spills threaten the survival of native flora and fauna such as the Royal Bengal Tigers, Irrawaddy Dolphins etc. The proposed (Bangladesh's largest coal-burning power plant) plant's massive demand for water, and hazardous sludge and liquid waste will disrupt the air and water quality of the Sundarbans ecosystem. So, the artists and/or academics of Dhaka are using music to raise awareness about the issue. Movements are propelled by music and community-based creation of such music results in unexpected outcomes that any individual can never predict (Pedelty, 2017). So, my study seeks to explore the unexpected results by focusing on the production, distribution and consumption of environmental audio-visual contents. The song, "Dwellers of The Forest Arise" is performed by the musical groups of Dhaka, Bangladesh on rallies, streets and during protests. My research aims to capture the artists-activists in a documentary film. The submitted musical video is a part of that work. Through the 8-minute 18 seconds long video I would like to introduce the issues encircling the forests and my research aims. The techniques of ethnographic film making guided my work. My video recordings are results of constant dialogues with the artist-activist community members. Paulo Freire's (2018) approach towards learning through dialogue created a framework for the productions. As opposed to the top down banking model of education (Freire, 2018) I am researching collaborative learning in co-creation of community-based videos. Based on participant observation, my research intends to offer an alternative to the commercial consumption of nature facilitated by mainstream media.

References:

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Pedelty, M. (2017). " We Live in the Lake": Ecomusicology as Community Pedagogy. *Journal of Music History Pedagogy*, 8(1).

Id: 20156

Title: The construction of the homeless in the Greek street paper 'shedia'

Session Type: Individual submission

Authors:

Name: Vaia Doudaki

Email: vdoudaki -at- gmail.com

Country: CZ (Czech Republic)

Affiliation: Charles University

Name: Nico Carpentier

Email: nico.carpentier -at- fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Charles University

Abstract: The street papers constitute a special type of alternative media that focus on the coverage of issues of homelessness and social exclusion, and involve homeless people in their distribution. These publications offer alternative representations of homelessness, creating more respectful and dignified articulations of the subject position of the homeless, in contrast to the representations found in mainstream media (Daly, 1996; Whang and Min, 1999; Howley, 2003).

In order to study how an alternative articulation of “homeless people” is constructed, but also how we can still see (traces of) the hegemonic discourse on the homeless, we focus in this paper on shedia (σχεδία, raft), the only active street magazine currently operative in Greece. This paper deploys Laclau and Mouffe’s (1985) discourse theory, to better understand the discursive construction of the homeless subject position in shedia, and its empowering capacities, and to structure the discourse analysis of the shedia issues from summer 2017 to summer 2018.

As the analysis exemplifies, the shedia magazine firstly renders the articulation of the disempowering hegemonic discourse on homeless people (as can be found in mainstream media) visible, in order to then critique and dislocate it. Secondly, shedia offers an alternative, counter-hegemonic discourse, centred around three nodal points: the home, agency and citizenship, which offers a much more empowered subject position.

Id: 20219

Title: e-Voices: Creative and Ethical approaches to Working with Marginalised Communities (Collective Workshop)

Session Type: Panel Submission

Authors:

Name: Andrea Medrado

Email: andreamedrado -at- id.uff.br

Country: BR (Brazil)

Affiliation: Federal Fluminense University

Name: Isabella Rega

Email: irega -at- bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Name: Darren Lilleker

Email: dlilleker -at- bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Name: Renata Souza

Email: renatasouza.ufrj -at- gmail.com

Country: BR (Brazil)

Affiliation: Federal Fluminense University

Abstract: This workshop is developed from work completed within the AHRC International Network e-Voices: Redressing Marginality, which explored how marginalised communities around the world, especially in Kenya, Brazil, Syria, and Costa Rica, are using digital media and arts to fight against marginalisation and for inclusion. The project draws from research in various fields, such as media activism, community media, development studies, and urban communication. The methodological approach was based on interviews, ethnographic observations online and offline, case studies and creative methods that included producing animations and illustrations.

The workshop will comprise three sessions, structured around the lessons learnt through the project, outlined in our report, in order to promote discussion and learning:

1. Using Creative Arts to Share Knowledge: Art-ivism across borders
One of the activities in the network involved conducting an experimental workshop in which Kenyan artists created an animation piece about Brazilian Human Rights advocate Marielle Franco. Based on this experience, we will discuss and reflect on how creative arts can be used to establish a dialogue between the activist groups around the globe, and, particularly, between countries of the Global South.
2. Ethical Methodologies to work with the marginalised.

How can we work with marginalised communities without exposing them to further risks? when does visibility (an end goal for many social movements) become vulnerability? With the support of an animated guide and a series of reflective and interactive exercises, this session will explore this issue, going beyond "academese" and issues like the need to have informed consent forms. Additionally, we will discuss the visibility journey, a model that our research team has developed to address these issues.

3. Digital Technologies and marginalised communities: What works? What are the challenges? In one year, we have collected the experiences of dozens of activists, development organisations and public foundations in several countries. During this session, we will present lessons learnt from this journey and we will work with the workshop participants to find differences and commonalities with their research and experience.

The workshop will be highly interactive, the presentation of our concrete output will facilitate discussion, and offer the possibility for workshop participants to share their examples and experience with the group. For this reason, we will need a room with easily movable chairs and tables, a video projector, loud speakers, A0 papers and pens.

Id: 20314

Title: Localism for losers' Audience perception of localism and its implications in Taiwan

Session Type: Individual submission

Authors:

Name: Ya-Chi Chen

Email: cyq14 -at- ulive.pccu.edu.tw

Country: TW (Taiwan)

Affiliation: Department of Journalism, Chinese Culture University (TAIWAN)Chinese Culture UniversityTAIWAN

Abstract: This paper aims to know what localism, the supposed backbone underpinning radio regulation and policymaking, means for audience in contemporary Taiwan in which network radio system has acquired more than 70 per cent of total listenership nationwide. It points out a noteworthy feature that, especially in areas lacks of local contents, audience seems to relate the localism in radio programs to technological capability, arguing that it is not necessarily for radio to serve localism since 'all information can be obtained online through internet.' This research tries to see this argument, which is seemingly opposite to mainstream regulatory discussions, from the perspective of identity formation in unequal social development amid rural-urban divide.

It is repeatedly demonstrated through focus group interviews that localism is often described as trivial, unimportant matters that do not deserve public resources, or that could be easily fixed by technology. Listeners from southern and eastern parts of Taiwan, where local contents are usually under-provided according to surveys, show contradictory attitudes that on one hand they are unsatisfied with the radio content but on the other they do not want unimportant local matters to waste their time. This research argues that this contradictory opinion rightly pinpoints the fact that audience are both under-served and yet they also want to have their voice heard and valued.

Id: 20324

Title: Consumer Activism and the Media: A Genealogy of Signs, Scales and Issues

Session Type: Individual submission

Authors:

Name: Eleftheria Lekakis

Email: e.lekakis -at- sussex.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sussex

Abstract: This paper explores mediated consumer activism to understand the historical and contextual characteristics, which condition this form of participation. It offers an interdisciplinary approach to the study of this phenomenon as well as a commitment to critical political economy and cultural studies traditions (McGuigan, 2012) under the framework of what Miller and Kraidy (2016) discuss as ‘media studies 3.0’ where concerns of social and environmental justice drive research agendas in the field. What we know about consumer activism is predominantly based on Anglo-American accounts whether through historical (Glickman, 2009), political science (Heldman, 2017), sociological (Stillerman, 2015) or cultural studies accounts (Mukherjee and Banet-Weiser, 2012). This paper first traces narratives about the emergence of consumer activism and suggests that the way in which its histories have been written, privilege Western consumer culture within which the phenomenon appears. However, it also records phenomena as they appear beyond this context (e.g. Panda Man in China, Proyecto Squatters in Argentina).

In order to construct a genealogy of consumer activism, this paper sets three elements: sign (positive or negative), scale (local, national, and transnational) and issue (race, gender, and the environment). Political consumerism, in the form of positive vs negative consumer activism refers to the preference or abstinence of the targeted product, service or company (Stolle and Micheletti, 2013; Boström, Micheletti and Oosterveer, 2019). Regarding scale, key historical moments are identified in terms of peak transnational mobilisations (e.g. Boycott Apartheid), but also grassroots national mobilisations (e.g. 1968 Buy British campaign) and local contestations over consumer culture (e.g. consumers in London borough threatening to boycott a supermarket in 2015 because it only offered halal meat on its hot food counters). Furthermore, in terms of labour justice, examples of consumer activism range from ethical consumption (Littler, 2008; Lekakis, 2013) or alternative economic practices focused on reorganising the economy on the basis of solidarity (Conill et al, 2012; Lekakis and Forno, 2019) to consumer protests against the gig economy (e.g. Amazon and Uber boycotts, anti-Airbnb campaigns). Hence, this genealogy includes a contextualisation of the ideological fluctuations of consumer activism in light of targets of progressive to regressive social change and from institutional to grassroots campaigns.

This paper presents potential ideologies attached to consumer activism in a coordinate grid of environmental and social justice goals. It also presents this genealogy as interwoven with a timeline of media activism connected to historical peak moments (e.g. anti-globalisation protests, anti-austerity protests), while taking into consideration Clifford Bob’s (2005) marketing perspective to international activism, which reminds us that those in the spotlight do not matter more than those who are not. Developing on this approach, it argues that loosely-organised forms such as those based on consumption (consumer activism) is relying specifically on this logic of the ‘popularity contest’ (Bob, 2005). It constructs a case for paying attention to consumer activism historically,

contextually and in line with social and environmental justice and against what it calls ‘consumer activist solutionism’ which suggests that all political action can be mediated by the marketplace.

Id: 20415

Title: Role of radio in community communication inside prisons in India

Session Type: Individual submission

Authors:

Name: Vartika Nanda

Email: vartikalsr -at- gmail.com

Country: IN (India)

Affiliation: Delhi University, India

Abstract: This paper seeks to analyze the birth and growth of prison operated radio stations, their relevance and impact on the inmates. Of all the Asian countries, China, India and Thailand have the largest number of people in confinement. There are about 1400 prisons in India. Prisons in India, and their administration, is a state subject covered under the State List in the Seventh Schedule of the Constitution of India. The presence of media in prisons is minimal because of the restrictions imposed both by the state and the central government. Prisons are an inevitable part of every society, but they are not commonly discussed in the civil domain for reasons that are known. Prisoner populations are regarded as sub-cultures further imprisoned to various internal and external constraints. Despite this, prisons have made huge contributions in the field of art, literature and culture of various societies and given a fresh perspective to the existing approach towards life.

Though the Indian Constitution has laid down the fundamental rights for Indian citizens and have also emphasized upon the rights of those lodged behind bars, the need for communication has never been the dominant priority within the prison system. While the largest jail of South Asia, Tihar, boasts of having started the first radio inside the prison, lot needs to be done. This model has been adopted by several prisons in India and have yielded positive results. These radio stations are operated within the four walls of prisons, are run by the inmates themselves and they are also the consumers. Catering to the needs of the inmates, programmes are designed accordingly. Interestingly, these stations have the defined territory of the prison itself and are free from commercial interests and interference. Yet the content is heavily monitored and is kept away from the inclusion of news and current affairs. With fixed time slots and also lack of proper technical training, these radio stations run without any commercial pressures and thus, represent radio in an unadulterated form.

This paper will be based on author's original work in prisons, contribution of inmates to promote the culture of radio broadcasting and community participation through radio in prisons. The results of these endeavors have been immense and they have demonstrated huge potential in the field of human rights and prison reforms. The research methodology will be based on direct interviews and qualitative analysis of the existing radio stations in prisons. This paper will also aim at providing an inside into the almost untouched territory of the marginalized lives inside prisons deciphering stories of media literacy and media empowerment.

Id: 20473

Title: Negotiating the Political in the Community Radio Sphere in India: Historical Choices, Contemporary Predicaments

Session Type: Individual submission

Authors:

Name: Vinod Pavarala

Email: vpavarala -at- gmail.com

Country: IN (India)

Affiliation: University of Hyderabad

Name: Kanchan K. Malik

Email: kanchank.malik -at- gmail.com

Country: IN (India)

Affiliation: University of Hyderabad

Abstract: The two-decade-old community radio movement in India, right from its inception, has had to contend with the political. Advocates and activists campaigning for opening up of airwaves in India for third-sector broadcasting, independent of the state and the market, were cautious to eschew an argument based on communication rights, something that would have surely been construed as overtly political by a government that was wary of the demand for community radio (CR). Instead, campaigners deployed an already prevalent paradigm of communication for development which seemed somewhat benign and acceptable to the regime.

Not only did this strategic decision by the movement turn into a trap, but was also compounded by other originary sins, such as the policy prohibitions placed on the broadcast of news and 'political' content by community radios. During the past 10-15 years of their existence, many community radio stations, while trying to deliver on their mandate to use community radio as a tool for enhancing people's participation in development, have had to muddle through the political question. In the process, the CR sector has fallen short of its own campaign expectations that community radio would help reverse the hierarchy of access, promote alternative voices, support social movements, revitalize neglected cultural forms, build solidarities among, and empower, the marginalised, and propagate the right to communication for all.

In this paper, we offer a ring-side view of the campaign for community radio in India by dipping into the archive and analyzing some of the early posts on cr-India, an online mailing list that was set up in 2000. This allows us to understand the paradigmatic choices made by mostly urban media activists and advocates to graft an older media technology (radio, albeit in its new FM avatar) on to an equally settled discourse of development communication and, more hesitantly, on to ongoing political and social struggles.

We also discuss the complex ways in which the community radio sector in India has been negotiating the 'political' in their programming as well as through their engagement with the state. We consider some key challenges of the sector -- content restrictions, state funding, monitoring and surveillance, and NGOization -- in order to analyze how this complex web of patronage and

surveillance results in keeping CR stations, from the state's perspective, at a safe distance from the potential ravages of the political.

Id: 20555

Title: Examining the quality of participation among the NGO owned Community Radio stations in South India.

Session Type: Individual submission

Authors:

Name: Padmakumar K

Email: fmkumar -at- gmail.com

Country: IN (India)

Affiliation: Manipal Academy of Higher Education

Name: Padma Rani

Email: padma.rani -at- manipal.edu

Country: IN (India)

Affiliation: Manipal Academy of Higher Education

Abstract: It is almost a decade since the first community radio station owned by Non-Governmental Organizations in India started. Easy Access, high level of Interaction and Participation are the core aspects that define community radio as an alternative medium. Ideally a medium for the community and of the community. It is touted to be highly participatory in its approach. There are a total of 583 Community radio stations (CRS) in India (MIB, 2018). These stations are mostly owned by Educational Institutions, Non-Governmental Organisations and Krishi Vigyan Kendras. An extensive review of literature in this area suggests that there is a dearth of empirical studies pertinent to the assessment of the quality of participation in CR stations in the Indian Context. Using the theoretical frameworks of AIP Model (Carpentier, 2012) and Hyde et al. (2010), the paper attempts to assess the quality of participation of NGO run Community radio stations in South India. The paper examines the developmental functions of community radio stations, assessing the quality of programming content and evaluating the nature of participation among the listeners of NGO run community radio stations in South India. The specific concepts taken up for the study include listenership patterns, quality of participation, perceptions of community radio stations and some of the issues that hamper the growth of this aural medium with respect to the Indian Government's current policies related to Community Radio.

Id: 20577

Title: Not just sitting at home: The dignity of backyard digital media technology

Session Type: Individual submission

Authors:

Name: Alette Schoon

Email: a.schoon -at- ru.ac.za

Country: ZA (South Africa)

Affiliation: School of Journalism and Media Studies Rhodes University South Africa

Abstract: This paper examines the meanings attributed to digital technology by hip-hop artists from Makhanda, South Africa. Most of these hip-hop artists are young black unemployed men in their twenties, who live in backyard rooms made from corrugated iron. Their social and creative lives revolve around the production of music in the backyard, using second hand computers, mobile "feature phones" and social media. Like most of South Africa, this town is still characterised by great racial inequality despite the rise of a small black middle class. The modernist narrative of progress underpinned by coloniality, positions people like these black unemployed youth at the bottom of the rungs of progress, without potential, without dignity, without humanity. By considering the process of becoming a hip-hop artist as part of identity formation within a community-of-practice, and linking this to Fanonian notions of subjectivity and Maldonado-Torres' notion of coloniality of being, the paper argues that communities-of-practice play an important role beyond the transference of skills. Here the process of gradually mastering digital technology and the genre of conscious hip-hop within the community, and becoming a hip-hop head, forms an alternative narrative of progress, of becoming, of acquiring dignity, humanity and success. On the wrong side of the digital divide, their neighbourhoods have hardly any computer or internet users producing and distributing media, making these hip-hop artists early adoptors on the cutting edge of recycling, repairing and reconfiguring digital media for the "ghetto". By using their mastery of digital technology to engage with the modernist notion of progress, while simultaneously producing music that incorporates indigenous languages, traditional idioms, and poetic constructions of everyday struggles, the hip-hop artists are able to engage with alternative ways of being modern and South African. Here in the backyard they remix the modern and the traditional, they remix the backyard shack and digital technology, they remix the mobile internet and a network of township backyard audiences, and they remix the meaning of being black and poor with having dignity and pride.

Id: 20628

Title: [Panel] La comunicación comunitaria frente a la emergencia del neoliberalismo autoritario en América Latina, Descripción del panel

Session Type: Panel Submission

Authors:

Name: Isabel Ramos

Email: iramos -at- flacso.edu.ec

Country: EC (Ecuador)

Affiliation: Facultad Latinoamericana de Ciencias Sociales, FLACSO, Sede Ecuador

Abstract: Los medios comunitarios latinoamericanos, desde la segunda mitad del siglo XX, han protagonizado importantes transformaciones en las formas de ejercer y entender el periodismo y la comunicación; han contribuido de manera relevante a la construcción de nuevos conceptos y categorías teóricas para analizar la comunicación alternativa y popular y, además, a partir de su histórica vinculación con los procesos organizativos y reivindicativos que surgen desde los ámbitos más desfavorecidos y afectados por las políticas de ajuste, han promovido la emancipación y la transformación de las estructuras de dominación en las sociedades de América Latina.

A partir de estas constataciones realizadas en los trabajos de investigación previos de quienes proponemos este panel, en esta oportunidad consideramos que resulta urgente reflexionar sobre la situación de los medios comunitarios latinoamericanos, a partir de la llegada al poder de gobiernos que expresan tendencias societales conservadoras y cuyas políticas pueden ser definidas como de un neoliberalismo autoritario (Bruff 2014; Wigger y Buch-Hansen, 2015; González, 2016; Yeşil, 2016; Smith, 2018 y Tansel, 2018).

Esta etapa contemporánea del neoliberalismo se caracteriza por la invocación del mercado y del imperativo económico como justificación para el ajuste en beneficio del capital concentrado; en el recurso a mecanismos legales y judiciales, a expensas de la participación y el debate democrático y, sobre todo, en la movilización del aparato estatal para la represión de los sectores opositores (Bruff y Tansel 2019). Todos estos elementos, unidos al alineamiento de los nuevos gobiernos neoliberales con la política exterior estadounidense y su disputa con China y Rusia por la hegemonía configuran un nuevo contexto geopolítico, económico y social en la Región.

En lo que respecta a la comunicación comunitaria, nos encontramos frente a una serie de cambios de fondo en las leyes y en las políticas comunicacionales; actos de represión y atentados a la libre expresión, por la vía del cierre de medios o de la anulación de concursos públicos para la concesión de frecuencias y al retiro de la pauta publicitaria oficial y privada, entre muchas otras medidas que impactan negativamente en estos medios populares, a la vez que privan a la ciudadanía de sus canales de expresión, organización y protesta legítima.

Proponemos, por ello una reflexión teórica y empírica, desde diversos países, sobre los alcances y las limitaciones de nuestra comunicación del común (Cerbino 2018) frente a la participación ciudadana, las políticas de comunicación, las resistencias populares al ajuste y el autoritarismo, y la construcción de sociedades auténticamente democráticas en América Latina.

Se presentarán las siguientes ponencias:

1) Avances y retrocesos en la democratización de la comunicación en Ecuador, de Palmira Chavero, Isabel Ramos y Paulo López.

- 2) Los medios comunitarios de Venezuela frente la posibilidad de una confrontación armada, de Fernando Casado y Rebeca Sánchez.
 - 3) De la esperanza a la frustración. El discurso de los medios comunitarios frente a la reforma de la Ley Orgánica de Comunicación en Ecuador, de Ana Tamarit y Belén Puñal.
 - 4) Los medios comunitarios indígenas como construcción de memoria en resistencia en Bolivia. Organización y disputa por el relato, de Juan Ramos Martín.
 - 5) Evangelización, reconocimiento y (neo)liberalismo: las bases ideológicas de la radio comunitaria y su lucha por el reconocimiento legítimo, de Werner Vásquez Von Schoettler y Carol Murillo Ruiz.
- Moderator: Isabel Ramos, Facultad Latinoamericana de Ciencias Sociales, FLACSO-Ecuador
(iramos -at- flacso.edu.ec)
- Discussant: Palmira Chavero, Facultad Latinoamericana de Ciencias Sociales, FLACSO-Ecuador
(pchavero -at- flacso.edu.ec)

Id: 20698

Title: 'Hearing refugee media: minority voices and institutional listening'

Session Type: Individual submission

Authors:

Name: Diana Kreemers

Email: a.kreemers -at- unsw.edu.au

Country: AU (Australia)

Affiliation: University of New South Wales

Abstract: The challenges of social justice are recognised by multicultural democracies around the globe. Australia, the USA, Canada and many European countries face similar issues concerning refugees, migration and cultural diversity which - with the growing influence of populist and (far) right actors in the political domain - are more urgent and topical than ever before.

Governments, media and other established (semi-)public institutions are seeking new ways to capture the concerns and needs of their publics (Macnamara, 2016). At the same time refugees struggle to get recognition of their stories (Coleman & Ross, 2010; Nolan, Farquharson & Marjoribanks, 2018). Despite initiatives in policymaking and media production and emerging digital platforms where refugees share their stories, their voices often remain unheard by powerful actors in the public sphere (Dreher, 2010; Bassel, 2017).

Studies on projects of participation through community, digital and alternative media have led to hopeful results. The literature celebrates the ability for members of minority communities to find a voice, speak up and to participate in the public sphere (Couldry, 2010; Forde, 2011; Budarick 2017). However, this does not necessarily ensure that policymakers and journalists will listen or respond (Dreher, 2010, 2017; Waller, Dreher & McCallum, 2015, 2016). Literature on organisational communication even identifies a crisis of listening: communication is primarily understood as speaking, with crucial implications for listening to subaltern voices, ideas and counternarratives (Bickford, 1996; Lloyd, 2009; Macnamara, 2015, 2016).

In this paper I explore the gap between (1) refugee media's value for social justice and (2) the ambitions and practices of established institutions towards listening and democratic participation of minorities. The research question is: 'How can institutional listening to refugee media contribute to the value of refugee media for social justice?'.

The paper presents the outcomes of an extensive desk research on alternative media, social justice and recognition for minorities, listening in government communication and in journalism. I build on the emerging research on organisational, political and mediated listening, on my earlier research for community media organisations, and on my two-year participatory action research at the Dutch government. I analyse the democratic potential of refugee voices and refugee media as defined by literature on alternative, community and minority media (Cottle, 2000; Dreher, 2017; Budarick 2017). This will be compared to the ambitions for and practices of listening in government communication and media production (Garman & Wasserman, 2018; Dreher & Mondal, 2018; Nikunen, 2018; Dreher, 2009; Curry Jansen, Pooley & Taub-Pervizpour, 2011).

The research shows that when professionals in established institutions talk in terms of listening, and about their intentions to connect with citizens they often talk about 'engagement' (cf. Johnston & Taylor, 2018). I scrutinise this buzzword to explore the (possible) consequences of the concept of 'engagement' as an equivalent for listening. From the perspective of institutional listening, I reflect on the role of media and the mediatisation of society in the achievements and challenges for refugee and migrant community media and their value for social justice.

Id: 20750

Title: One side is enough: the journalism practiced by alternative media in audiovisual pieces

Session Type: Individual submission

Authors:

Name: Kamila Fernandes

Email: kamila.fernandes -at- gmail.com

Country: PT (Portugal)

Affiliation: CECS, University of Minho

Abstract: Increasingly alternative media groups acting in the digital environment present themselves as alternative information producers to the mainstream, putting in practice a performance that seeks, among other things, give visibility to socially subjugated individuals and groups, to generate social change (Atton & Hamilton, 2008; Forde, 2011; Rodriguez, 2001). However, to what extent does this communicational practice reaffirm, modify or even subvert the values that guide traditional journalism? Studies on alternative journalism have not prioritized this question, focusing more on case studies that evoke sources of information (Atton & Wickenden, 2005) and the view of alternative journalists themselves on their work (Harcup, 2015) than on the content produced by these initiatives, and even less when we talk about video. To answer this issue, we propose in this presentation to discuss the discursive strategies applied in the construction of videos of alternative journalism, having as parameters the ethical and aesthetic canons spread by traditional journalism (Broersma, 2007; Schudson, 2001; Ward, 2004). A total of 45 audiovisual pieces produced by alternative media groups from Brazil, Portugal, and Spain bases the analysis, made from the concepts of critical multimodal discourse analysis (Fairclough, 2001; Ledin & Machin, 2018; Van Leeuwen, 2014). The discussion is relevant both because it addresses alternative communication practices of non-English-speaking countries, which are still under-investigated, as well as to reflect about changes in the journalistic practice itself, especially in times of deep mediatization as experienced in the contemporary world (Couldry & Hepp, 2017; Silverstone, 2007), in which journalism lives an unprecedented crisis (Luengo, 2014; Nerone, 2015). Among the points to be highlighted, we identified that the contents of the alternative media analyzed give prominence to activists and ordinary people, omit the so-called "other side", associated to values like impartiality and balance in the traditional journalism, and use little data to support the information. Nevertheless, such productions seek to apply a narrative that preserves certain performative objectivity (Broersma, 2010), by highlighting the images as a greater proof of the truth of the narrative. These choices demonstrate the potentialities, but above all the weaknesses of this communication practice to expand its reach and generate effective social changes.

Id: 20800

Title: Periodismo digital y medios comunitarios españoles: hacia nuevas narrativas y formatos informativos audiovisuales

Session Type: Individual submission

Authors:

Name: Gloria Rosique

Email: grosique -at- hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Paz Andrea Crisóstomo Flores

Email: paz.crisostomo -at- alumnos.uc3m.es

Country: CL (Chile)

Affiliation: Universidad Carlos III de Madrid

Abstract: La presente investigación se enmarca como un estudio de tipo exploratorio que le da continuidad a una investigación precedente, donde se realizó un análisis descriptivo de las características del periodismo digital audiovisual del medio comunitario español: “El Salto”, que se retoma como caso de estudio.

"El Salto" se autodenomina como un medio de comunicación sin fines de lucro de propiedad social, descentralizado e independiente que se configuró en el año 2017. Nace de la unión de 20 proyectos de comunicación que hasta entonces operaban de manera autónoma, entendiendo su rol de servicio desde la transformación social y la participación ciudadana. En el ámbito del periodismo digital, tiene como objetivo ser un medio propositivo que aporte una nueva agenda informativa a través de temáticas y enfoques alternativos de la noticia, en la búsqueda por cambiar las formas clásicas de producción y distribución de la información. Su representatividad como medio comunitario, permite hacer inferencias respecto a sus prácticas periodísticas y analizar sus contribuciones al ámbito del periodismo audiovisual digital.

Este estudio tiene como objetivo general analizar aquellos formatos que se alejan de las narrativas clásicas de la noticia, con el fin de conocer las nuevas prácticas periodísticas que se configuran en el entorno digital desde la perspectiva de los medios comunitarios españoles.

Para ello, se ha llevado a cabo la revisión de la literatura existente sobre los medios comunitarios españoles (Barranquero, A. y Meda, M. 2015; García, J. 2015; Sáez Baeza, Ch. 2014), y sobre el periodismo audiovisual digital (Mayoral, J. 2015, 2016, Masip, P. Mico, J.L. y Ayerdi K. M. 2012; García-Avilés, 2017).

Posteriormente, se realizó un análisis de contenido – entre febrero 2017 a diciembre 2018- de los vídeos de “El Salto TV” identificados como “otros”, es decir, aquellos contenidos que no se circunscribían a las características propias de los formatos audiovisuales de la noticia. Este análisis consideró las variables: duración, estilo de realización, temática y tratamiento informativo y, permitió hacer inferencias cualitativas del objeto de estudio.

En los resultados preliminares se constata que este medio se mantiene fiel a la cobertura de manifestaciones sociales y de género/LGBT bajo un enfoque de tipo contestatario. Asimismo, dentro de la categoría “otros” subyacen tres formatos audiovisuales innovadores. El primero apunta a desvelar la línea ideológica del medio a modo de “editorial” -dejando clara su postura frente a ciertas temáticas. El segundo realiza una crítica a los medios tradicionales en la que destaca el uso de imágenes de archivo -principalmente de políticos- pero no como fuentes institucionales al uso, sino cumpliendo una función de watchdog orientada a la concientización social respecto a la función de los medios. El tercero se ciñe a “crónica en imágenes” en la que, si bien se mantiene la estructura de una crónica no hay participación del periodista (voz en off de un narrador), no obstante, el medio de comunicación es capaz de entregar una visión concreta del hecho noticioso narrándolo sólo con imágenes editadas a modo de “colas” y texto (rótulos).

Id: 20808

Title: Comunicación, naturaleza, conectividad y resistencia en el noroeste argentino

Session Type: Individual submission

Authors:

Name: María Laura Agüero

Email: marialauraaguero -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Salta / INTA

Name: Ramón Burgos

Email: monchoburgos8 -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Salta / Universidad Nacional de Jujuy

Name: Ana Müller

Email: anamuller07 -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Salta

Abstract: El objetivo de nuestro trabajo es presentar y analizar los procesos de construcción de ciudadanía y resistencia que se producen en una serie de experiencias de comunicación popular, comunitaria, indígena en el territorio de la ruralidad de las provincias de Salta y Jujuy, en el noroeste argentino.

Lo realizamos a partir de reconocernos como sujetos que hacemos parte de la naturaleza que habitamos y en el marco de la implementación de políticas públicas nacionales que tienden al borramiento de los derechos comunicacionales (a partir de la intervención de la Ley de Servicios de Comunicación Audiovisual), el avance sobre los territorios (y por ende en torno a los conflictos sobre la tierra, el agua, los montes, entre otros), la producción alimentaria (la decisión y los modos de producir y consumir nuestros alimentos) y las políticas de conectividad.

Para ello proponemos realizar una sistematización del trabajo y las reflexiones que vienen haciendo hombres y mujeres de la ruralidad que integran experiencias de comunicación enredadas en torno a la Mesa de Comunicación Popular de Salta y Jujuy desde 2012, específicamente en los encuentros de Comunicación y Ruralidad que desde hace cinco años venimos realizando en la Universidad Nacional de Salta. Abordamos estos procesos de sistematización desde la observación participante y la investigación acción, en tanto acompañamos procesos de comunicación “emancipadores” en ambas provincias desarrollando la implementación de una serie de proyectos que se fueron construyendo de manera colectiva.

De esta manera, presentaremos una serie de experiencias en comunicación popular, comunitaria, indígena que en el escenario de la LSCA encontraron mejores condiciones de expresión y desarrollo y que actualmente se encuentran en un proceso de resistencia y las reflexiones que venimos construyendo en torno a la comunicación como elemento constitutivo y articulador de los vínculos entre los seres de la naturaleza y la tecnología.

Estos encuentros son una oportunidad para reunirnos y fortalecernos en la red que conformamos en la Mesa de Comunicación Popular de Salta y Jujuy, sobre todo en una coyuntura que agudiza la

adversidad donde se manifiesta la retirada del estado de derecho. Nos permiten poner en común las realidades de las diferentes experiencias (y sus comunidades y actores), el impacto de la reconfiguración de las políticas públicas y encontrarnos para generar acciones que, aún en escenarios adversos, nos permitan soñar, planificar y concretar proyectos comunicacionales más inclusivos y democráticos.

Id: 20888

Title: Sostenibilidades y gestión de las alternativas mediáticas en Uruguay

Session Type: Individual submission

Authors:

Name: Gabriel Kaplún

Email: gabriel.kaplun -at- fic.edu.uy

Country: UY (Uruguay)

Affiliation: Universidad de la República - Uruguay

Abstract: Presentaré algunas conclusiones de una investigación realizada entre 2015 y 2018 por nuestro grupo AlterMedia y un desarrollo mayor de lo referido a la gestión. La investigación buscaba responder a una pregunta general: ¿cómo pueden generarse y sostenerse alternativas mediáticas hoy en Uruguay? También a preguntas específicas: ¿cómo perciben la cuestión de la sostenibilidad los responsables de emprendimientos mediáticos alternativos, cómo la han encarado y con qué resultados?

El sistema mediático uruguayo tiene un núcleo hegemónico con base en la televisión privada metropolitana y ramificaciones en el resto del país y en otros medios. Son empresas privadas cuyo principal ingreso proviene de la publicidad. La distribución de contenidos de difusión masiva constituye su vínculo principal con las audiencias. En el caso de la televisión hay baja producción nacional de esos contenidos, especialmente de ficción, cuyos altos costos relativos -difíciles de sostener con un mercado reducido como el uruguayo- estimulan su sustitución por “enlatados” importados más baratos. La producción propia, además, está concentrada en Montevideo y atiende poco otras realidades (Unesco 2015).

Diversas expresiones mediáticas pueden considerarse alternativas frente a esta realidad. Algunas “alternatividades” refieren a las formas de propiedad o gestión: medios públicos, comunitarios o cooperativos. Otras proponen contenidos diferentes o formas de comunicación más dialógicas con sus audiencias. Muchos combinan estas características. A la mayoría no les resulta fácil sostenerse y sostener su propia propuesta alternativa. En nuestro marco teórico preferimos hablar de alternativas mediáticas –en lugar de medios alternativos- para incluir también a quienes producen contenidos para medios y plataformas diversas (Kaplún et. al. 2014).

Para nuestra investigación se recolectó documentación y se entrevistó a responsables de televisión pública, radio y prensa del interior del país, productores audiovisuales independientes, prensa cooperativa, portales web informativos, youtubers. Se incluyó a dos proyectos fracasados de televisión digital cooperativa y comunitaria y se utilizó lo ya estudiado en un trabajo anterior sobre las radios comunitarias (Kaplún et. al. 2015).

En las conclusiones se destaca la necesidad de distinguir diversas “sostenibilidades”: económica, social, comunicacional y político-institucional. Entre los responsables de las distintas iniciativas la sostenibilidad puede referirse a poder vivir del emprendimiento, a poder sostenerlo en el tiempo y/o sostener su propuesta comunicacional (contenidos, relación con la audiencia). Pero es habitual que estas cuestiones no se planteen inicialmente en forma explícita y clara, generando conflictos y

frustraciones posteriores. También juegan un papel clave las políticas públicas, que en la última década aportaron algunos apoyos para levantar barreras de entrada y sostener emprendimientos comunicacionales alternativos, aunque no tuvieron una incidencia transformadora decisiva del sistema mediático uruguayo (Gómez et. al. 2018). En ese contexto muchos optan por propuestas de bajo costo sostenidas principalmente en trabajo voluntario o militante.

Un aspecto clave generador de tensiones es el de la gestión y los aspectos político-institucionales. Especialmente la articulación entre gestión cotidiana y decisiones colectivas de productores y audiencia, la adecuación de las formas jurídicas, las inercias funcionales y culturales, el tamaño de la empresa, la profesionalización del trabajo y las oportunidades e incertidumbres de la convergencia tecnológica.

Id: 20917

Title: Avances y retrocesos en la democratización de la comunicación en Ecuador

Session Type: Panel Submission

Authors:

Name: Palmira Chavero

Email: pchavero -at- flacso.edu.ec

Country: EC (Ecuador)

Affiliation: Facultad Latinoamericana de Ciencias Sociales, FLACSO, Sede Ecuador / GIGAPP

Name: Isabel Ramos

Email: iramos -at- flacso.edu.ec

Country: EC (Ecuador)

Affiliation: Facultad Latinoamericana de Ciencias Sociales, Flacso, Sede Ecuador

Name: Paulo López

Email: pclopez -at- pucesi.edu.ec

Country: EC (Ecuador)

Affiliation: Pontificia Universidad Católica del Ecuador, Sede Ibarra

Abstract: En trabajos anteriores hemos debatido sobre la evolución de la conceptualización de la comunicación comunitaria en América Latina y las contribuciones de los medios comunitarios al desarrollo y reconfiguración de la comunicación mediática en Ecuador. En este recorrido, acogemos la propuesta de una comunicación comunitaria para referirnos a “un ámbito de producción cultural marcado por la articulación entre comunicación y lucha política” (Vinelli, 2014: 39-40). De esta manera, destacamos el propósito transformador y el carácter contestatario de las prácticas comunicacionales que buscamos caracterizar.

En esta ocasión, proponemos un trabajo a partir de dos objetivos fundamentales. El primero de ellos es identificar los niveles de participación de la comunidad en los medios de comunicación comunitarios y la relación que estos medios mantienen con su audiencia. En particular, estudiaremos los factores de influencia percibidos en el ejercicio de este tipo de comunicación (Shoemaker y Reese, 1991) y las formas de profesionalización (Hallin y Mancini, 2004) que se pueden identificar en los medios comunitarios. Esto redundará en la caracterización de los medios de comunicación comunitarios como un actor propio ante el nuevo contexto político y mediático. En segundo lugar, nos proponemos revisar las principales reformas aprobadas de la Ley Orgánica de Comunicación (2018) y cómo éstas afectan a la nueva configuración del sistema mediático (Hallin y Mancini, 2004) ecuatoriano, en especial en lo referido a una vuelta a la desdemocratización de la comunicación en la región. De esta manera, estudiaremos cómo la intervención del Estado en materia de comunicación puede tener dos efectos antagónicos: la mejora de la comunicación en términos de democratización o el retroceso de este proceso democratizador. Por último, abordamos los principales retos de los medios comunitarios ecuatorianos ante el nuevo contexto político-mediático y digital.

Para lograr estos objetivos, realizamos una combinación metodológica; por un lado, aplicamos una encuesta a una parte representativa de los medios de comunicación comunitarios de Ecuador, articulados en torno a la CORAPE, con quienes también realizamos grupos focales en todo el

territorio nacional. Por otro lado, realizamos un análisis de la política pública (Subirats, 1992) en materia de comunicación tanto de la normativa de 2013 como de la reforma aprobada en 2018.

Id: 20987

Title: "Another world is possible": A critical discourse analysis of the news construction of the anti-globalization movement of AlterNet

Session Type: Individual submission

Authors:

Name: Xiang ZHOU

Email: juliewuhan -at- 163.com

Country: CN (China)

Affiliation: Shantou University

Name: Wei ZHAO

Email: 2005058 -at- wtu.edu.cn

Country: CN (China)

Affiliation: Wuhan Textile University

Abstract: In the context of globalization, can alternative media, as a challenger to mainstream media power (Andersson, 2012) and a “natural ally of social movements” (Coyer, Downmut, & Fountain, 2007), form a discourse system different from mainstream media to challenge neoliberal “discourse hegemony”?

Using critical discourse analysis with the framework of the ideological square of Teun A. van Dijk (2011) and other previous studies (e.g., Atton, 2002, 2004; Atton & Wickenden, 2005; Bennett, Pickard, Iozzi, Schroeder, Lagos, & Caswell, 2004; Downing, 1984, 2001, 2003, 2008; McFarlane & Hay, 2003), this paper attempts to reveal the dynamic relationship between alternative media and the anti-globalization movement by analyzing the representation and discourse strategies of the ideological schema painted in the news construction the AlterNet, which is selected as a representative of alternative media for its organizational characteristics, media operation and foundation time. Specific questions are addressed as follows: in terms of discourse subjects, recognition and identity, what kinds of news sources, discourse citations, and opinion leaders in different discourse camps are presented? What kinds of attitudes toward discourse subjects in the movement are projected? What kinds of rhetorical and ideological strategies are used in the news construction? And how are global critics/activists and their identity constructed?

Two keywords, “anti-globalization movement” and “anti-WTO Seattle protest”, were separately used to search the related articles on the AlterNet website (<http://www.alternet.org>) with the time period from November 1999 to December 2014 and the order ranked by relevancy. Respectively, the top 100 articles for the former and another 46 articles for the latter were taken as the sample to be analyzed.

It is found that a variety of ideology-speaking activists with different strategies are contained in the AlterNet coverage. The main purpose of the AlterNet, with a thematic focus on activism rather than global debate, is to express various demands and political views of the movement, provide legitimacy for the discourse of activists and their protest against capitalism and neoliberalism, and establish the consolidated identity for activists. The supportive attitude toward ‘us’,

‘activists/neoliberal opponents’ as the inner group, and the oppositional attitude toward ‘them’, ‘neoliberal supporters’ as the outside group, are sharply presented in a binary pattern emphasizing the contrast of our good and their bad.

The discourse system of the Alternet against the ideology schema of neoliberalism is directly reflected in the quotation sources, mostly from left-leaning or radical peer media, such as Wiretap, Nation, Progressive and In These Times, so as to ensure the unity of ideology. Accordingly, the AlterNet tends to report marginalized characters and topics, mending what the New York Times ignores and/or misses, such as dissident people or activists/‘protesters’, young students, grassroots, and themes with political resistance to the established order and the strong ‘anti-’ ideology against ‘them’, such as anti-corporate capitalism, anti-war, anti-authority, and anti-system. Finally, the semantic structure and rhetorical strategies of the AlterNet, echoing its position against the mainstream hegemony, differs from the NYT. In short, ‘we’ are those who want to push down the Berlin Wall of Capitalism System, and our basic values are unity with a goal that “another world is possible!”

Id: 21054

Title: Immigrant Nation Media: movilidades mediadas y derivas tecnológicas para el retrato documental de las comunidades migrantes en Estados Unidos

Session Type: Individual submission

Authors:

Name: Nieves Limón

Email: nlimon -at- hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: Podemos calificar como “giro de la movilidad” la no tan reciente investigación que intenta arrojar algo de luz sobre uno de los rasgos más destacados de nuestras sociedades: los flujos masivos de personas entre diferentes naciones atendiendo a razones económicas, sociales, políticas (algunos trabajos de C. Rumford, A. Sager, S. Sassen, N. García Canclini, S. Marschall sobre globalización, interculturalidad y ética de la movilidad son muestra de ello). Si estos tránsitos pueden materializarse en actividades como el turismo, el presente análisis se centra en otro tipo de movilidad claramente diferente: las migraciones masivas. Más concretamente atendemos en este trabajo a las migraciones de comunidades latinas en Estados Unidos. Estos movimientos migratorios, abordados desde perspectivas inevitablemente interdisciplinares, han quedado en buena medida retratados gracias a, y en algunos casos a pesar de, diversos medios de comunicación, diversas tecnologías del audiovisual. Entre ellas, el género del documental audiovisual (y sus actuales derivas transmediáticas e interactivas) han jugado un papel crucial debido a, al menos, dos de sus principales características: por una parte, su alta capacidad indicial para crear discursos sobre estos sujetos y sus circunstancias; por otra, la dimensión inclusiva y participativa de aquellas comunidades donde se producen y/o reciben estas prácticas documentales de última generación. Por decirlo con otras palabras: hay sobrados ejemplos de proyectos documentales interactivos que trabajan en campos cercanos al activismo mediático en el retrato de estas migraciones (recientes estudios de L.E. Dyson, S. Grant, A. Gifreu, J. Cerdán, M. Fernández, A. de Souza e Silva, R.G. Davis, D. Fischer-Hornung y G. Rings también abordan estas cuestiones).

Esta investigación se centra en la plataforma audiovisual alternativa INation Media que crea discursos documentales sobre comunidades migrantes en Estados Unidos. Asumiendo que a partir de muchos de estos retratos se ha consagrado una cierta “imagen del migrante” como individuos dominados, inactivos, victimizados (como sostienen en parte de sus investigaciones I. Ballesteros, T. J. Demos o N. Bayraktar, entre otros), se pretende explorar cuáles son los territorios de resistencia en estas producciones documentales, cómo se opera una “plasticidad alternativa de la migración” en dichas producciones (G. Blair). En este estudio de los cánones y contra-cánones del documental se tendrá explícitamente en cuenta no solo los ejercicios propios de una metodología centrada en el análisis de la imagen audiovisual, sino también la dimensión didáctica y el contexto de la alfabetización mediática (A. Burn y M. Reid, M. Hjort, S. Malik) que este proyecto ha puesto en marcha, pues es la transferencia de conocimiento y el empoderamiento a través de la formación en las tecnologías del audiovisual una de las claves de esta plataforma alternativa.

Id: 21186

Title: CIMAC, una agencia de noticias alternativa: La perspectiva de género en la información sobre el feminicidio de Ciudad Juárez (Video presentation)

Session Type: Video Submission

Authors:

Name: Santiago Gallur Santorun

Email: santiagostgs -at- hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Ciudad Juárez

Abstract: Este ponencia se centra en el análisis del uso de los valores noticia, utilizados por la agencia de noticias CIMAC, como elementos vinculados a la producción informativa, determinantes para la cobertura de las noticias sobre el feminicidio de Ciudad Juárez. El objetivo de la investigación de la que nace esta ponencia es el exponer la perspectiva de género utilizada por CIMAC para conseguir invertir los valores noticia tradicionales, con el fin último de visibilizar a las víctimas y protagonistas de las noticias sobre el feminicidio de Ciudad Juárez. Este medio de comunicación se sitúa como una de las pocas agencias de noticias en las que la prioridad absoluta es dar cobertura exclusiva a las noticias que afectan a las mujeres. En concreto se ha estudiado el seguimiento del feminicidio de Ciudad Juárez desarrollado por este medio desde 1999 hasta el 2015. La metodología utilizada fue de corte cuantitativo, estudiando el contenido, mediante un análisis exhaustivo de todas las noticias publicadas por la agencia de noticias CIMAC en su página web entre 1999 y el 2015 sobre el feminicidio de Ciudad Juárez. A la vez se llevó una investigación simultánea y paralela sobre las fuentes usadas (2.712) por este medio, vinculadas al uso de los valores noticia, en la cobertura del feminicidio (1.284 noticias), haciendo énfasis en el estudio de su nivel de oficialidad y de su género. Como conclusión destaca el hecho de que la presencia de las mujeres en las noticias es inversamente proporcional al nivel de oficial de la fuente. Es decir, cuanto menos oficial sea la fuente mayor es la cantidad de mujeres dentro del contenido informativo.

Id: 21290

Title: Radios comunitarias en la ciudad de Madrid y el modelo de 'radio inclusiva'

Session Type: Individual submission

Authors:

Name: Javier García

Email: Javier.Garcia92 -at- alu.uclm.es

Country: ES (Spain)

Affiliation: Universidad Castilla-La Mancha

Abstract: La historia de las radios comunitarias corre paralelamente al desarrollo de la democracia española. Estas emisoras fueron pioneras y se adelantaron a formas de comunicación y participación ciudadana que ahora con Internet resultan naturales: apropiación de las tecnología, periodismo ciudadano, funcionamiento horizontal. Con este estudio se pretende mostrar cómo y hacia donde se han producido las transformaciones de las radios comunitarias y cómo estas han pasado de ser un medio de difusión alternativo a configurar nuevas prácticas de comunicación comunitaria. Un aprendizaje que puede ser de gran utilidad para los nuevos medios y prácticas de comunicación en Internet.

Esta propuesta consiste en un estudio de caso de las actividades realizadas por las radios comunitarias de la ciudad de Madrid en el ámbito de la discapacidad. Para ello se realiza un catastro de los programas de radio realizados por personas con discapacidad y por personas diagnosticadas con enfermedad mental. A partir de los datos recogidos y de la bibliografía existente se destacarán los principales hallazgos así como los elementos que contribuido a configurar un modelo de “radio inclusiva”.

Este trabajo supone una continuidad de las investigaciones realizadas por la Red de Investigación en Comunicación Comunitaria, Alternativa y Participativa (RICCAP) y profundiza sobre un nuevo modelo de radiodifusión comunitaria identificado y que supone un aporte novedoso a la literatura relativa al estudio de las prácticas de comunicación comunitaria.

Id: 21302

Title: Panel: Twenty Years of Indymedia. The fall of an 'experiment', the rise of many seeds,
Panel description

Session Type: Panel Submission

Authors:

Name: Valentina Baú

Email: v.bau -at- unsw.edu.au

Country: AU (Australia)

Affiliation: University of New South Wales

Abstract: In 2019, Indymedia will celebrate its twentieth anniversary. The time appears to be right to reflect on both its achievements and present situation. Indymedia is a reaction to the lack of media coverage of the 29th-30th November protests in 1999, during a meeting of the World Trade Organization in Seattle. Its activity has revolved primarily around the use of new Information and Communication Technology such as the internet (Juris, 2005). 169 Indymedia centres (IMCs) are listed on Indymedia Brussels site (one of the main centres of the collective), of which only 36 are still online and some of them no longer active (no update has been provided since 2017). Most of the active websites are located in Europe, United States and South America, with an additional one in Oceania and one in West Asia. Based on these figures, two questions arise. The first one concerns the disappearance of 133 websites: it is interesting to identify the reasons of such a phenomenon, be these legal, financial, or membership-related. The second one focuses on the concentration of Indymedia centres (27) in Western countries: while the decline is general, it is useful to understand the causes behind the disappearance of all IMCs in Africa.

This panel focuses on three research questions:

- (1) How can we explain the decline of Indymedia centres?
- (2) How has the role of Indymedia centres evolved over time in the social movement landscape of their respective region/country?
- (3) Which role has the "Indymedia experiment" (Garcelon, 2006) had on the new initiatives that have developed after Indymedia?

Answers to these questions are addressed following a qualitative exploration involving semi-structured interviews with current and former members of Indymedia collectives in different parts of the world, through which information has been gathered on the operating mode, evolution and performance of a number of Indymedia centres. Through collaborative research work, this panel is proposed by an international team of researchers, with each member focusing on the IMCs in their own region/country. Comparison will be an important element of the discussion. In 2011, Frenzel et al. found that "Northern partners were oriented to more 'marginal' identities, fluid organizational structures, and informal structures of accountability. In contrast, Southern activists articulated more 'mainstream' identities, relied on more structured forms, and linked to formalized modes of accountability" (p.1173). This and other reflections on the first twenty years of Indymedia will be advanced.

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Id: 21307

Title: Indymedia ' Time to Take Stock. The IMC experience of Australia and New Zealand

Session Type: Panel Submission

Authors:

Name: Valentina Baú

Email: v.bau -at- unsw.edu.au

Country: AU (Australia)

Affiliation: University of New South Wales

Abstract: As a reaction to the lack of media coverage of the 29th and 30th November 1999 protests during a meeting at the World Trade Organisation (WTO) in Seattle, civil society organisations as well as independent citizens mobilised with the aim of influencing the public opinion by making visible the issues that the WTO was causing across the globe. They did so by creating their own media, writing articles and sharing videos and images, while progressively giving birth to an Independent Media Center (IMC), also known as Indymedia. With time, IMCs have been established in a large number of countries around the world. counting 175 active centres by 2010. Many articles have been published on this phenomenon, with some researchers coming to consider Indymedia as a social movement (Milberry, 2003; Wolfson, 2013).

2019 marks that 20th anniversary of this collective. Hence, it is time 'to take stock' of what it has meant locally. This paper presents the experience of Indymedia in Australia and New Zealand. While most of Indymedia centres in this area of the world have closed down, small sections continue to operate, while former Indymedia writers have now launched new platforms for alternative information. The work of Pickerill (2003, 2007), in particular, has looked at the growth and endeavor of the Australian Indymedia collective at the time it was most active. More than a decade later, this presentation discusses the effects that 20 years of Indymedia have had on the Australia & New Zealand alternative media scene.

Interviews have been conducted with both present and former collective writers involved in the establishment and operations of the Australia Indymedia centres of Sydney, Adelaide, Brisbane, Melbourne, Perth and Tasmania, and the New Zealand centre of Aotearoa. The presentation offers insights into how IMCs in Australia and New Zealand were born and how they evolved; what objectives their writers and editors were working towards; what have been the key moments for Indymedia in these countries, and most importantly what these centres have meant for the current alternative media scene.

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Id: 21308

Title: Hate the media' Be the media! Indymedia contributions for an in-action media reform

Session Type: Panel Submission

Authors:

Name: Adilson Cabral

Email: acabral -at- comunicacao.pro.br

Country: BR (Brazil)

Affiliation: Federal Fluminense Federal University

Name: Ana Lúcia Nunes de Sousa

Email: anabetune -at- gmail.com

Country: BR (Brazil)

Affiliation: Rio de Janeiro Federal University

Abstract: The emergence of the International Media Center (IMC) brings an important contribution to the media reform movement. The collective appropriation of digital technologies made possible an interactive communication system, based on democratic principles of plurality and diversity. Indymedia began as a structure for communication support for demonstrations at the Seattle Meetings of the World Trade Organization (WTO). In a decade, with collectives organized all over the world, Indymedia became the biggest decentralized organization in history involved with media activism. More than that, claiming "Hate the media? Be the media!", Indymedia activists call for a participatory communication that contributed to what can be called an in-action media reform, giving materiality to what has been described and desired since UNESCO's McBride Report (1980). According to Downing (2001, pp.14-15), three aspects are relevant in the IMC open dimension: "(1) appropriate links between IMCs and the possibilities for coordinated action; (2) questions of free speech and editorial control; (3) the relation between media activism and state repression".

The purpose of this research is to compare the historical process of Indymedia and its legacy for contemporary media activism. We highlight reflections on Indymedia contributions for the media reform movement, especially in relation to the connections among different social movements through the social appropriation of Information and Communication Technologies (ICTs). These connections strengthen the importance of communication in their specific agendas and they allowed new kinds of demonstrations that brought different groups together on a global scale, who took part in global mobilizations articulated regionally and locally.

Media activism of Brazilian Indymedia collectives strongly influenced the Brazilian media reform movement. Since the beginning of 2010s, new media collectives have appeared and have been involved in the coverage of demonstrations, events and direct actions. At the same time, alternative proposals for public policies related to broadcasting production platforms were created, and also a number of interesting initiatives using the media as a tool for protests and/or mobilizations.

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Id: 21309

Title: Indymedia in a Divided Country: Investigating the causes of IMC Cyprus' perennial marginality

Session Type: Panel Submission

Authors:

Name: Dimitra Milioni

Email: dimitra.milioni -at- cut.ac.cy

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Name: Ioannides Nikandros

Email: nikandros95 -at- gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Abstract: As part of a large comparative study on the global Indymedia phenomenon, this study traces and accesses the course of IMC Cyprus. Despite being active for almost a decade, IMC Cyprus never managed to grow into something bigger than a small and closed group of activists, lacking resonance to and connection with the field of social movements in Cyprus. While IMC Cyprus is not unique in this regard (see Giraud, 2014), the lack of involvement by readers and activists beyond its core members is striking in this case. In the same vein, despite the initial effort to be established as a bi-communal project linking the Greek- and Turkish-Cypriot communities, against and beyond the hegemonies established by political actors, this attempt was also left unfinished. Today, Cyprus IMC is operated by Greek-Cypriots, with most publications being in Greek.

The study employs, first, content analysis of posts published in IMC Cyprus from its emergence until today to assess the scope of its content and the opinions voiced. Second, it analyses material collected from in-depth interviews with the activists who created and continue to be actively involved in the IMC today, as well as with activists who were engaged with the IMC at various points in its time.

The analysis investigates the reasons behind the perennial marginality of IMC Cyprus, as uncovered by the content analysis, and probes the following questions: Why did IMC Cyprus fail to become an alternative voice on both sides of the Green line? What explains its alienation from social movements operating in the island (such as the local version of the Occupy movement and the recently emerged environmental and political civic actions)? More generally, what are the prospects of radical alternative media in Cyprus, a country characterized by a weak and underdeveloped civil society (Mavratsas 2003; Charalambous & Ioannou, 2017), state actors and political parties overdetermining the political behavior of people at the expense of grassroots protest movements (Katsourides, 2013), and the predominance of the “Cyprus Problem”, which has tended, at least until recently, to subsume other political causes and actions? The article discusses how these conditions can both hinder and foster the radical (media) activism that Indymedia envisaged in the case of Cyprus.

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Id: 21314

Title: Indymedia Chiapas: Colectividad y prácticas emancipatorias desde los Medios | Collectivity and emancipatory practices through the Media

Session Type: Panel Submission

Authors:

Name: Luz Aída Ruíz Martínez

Email: Luz.RuizMartinez -at- colorado.edu

Country: US (United States)

Affiliation: University of Colorado Boulder

Name: Amaranta Cornejo Hernández

Email: amarai -at- unam.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Puebla

Abstract: La presente propuesta de ponencia es el inicio de un análisis reflexivo a partir de la experiencia vivida en la formación y funcionamiento de Indymedia Chiapas (2000-2008), por lo tanto, no son resultados de investigación, sino el germen de lo que en los siguientes meses será un análisis más profundo.

Indymedia Chiapas fue formado en el año 2000, inicialmente siguiendo el modelo de los Indymedia creados para la cobertura mediática de movilizaciones y protestas altermundistas frente a cumbres y reuniones de organismos financieros multilaterales, realizadas en distintas ciudades del mundo durante la década de los 1990s. Fue el primer espacio digital de acceso libre en México, que implicó un deliberado acercamiento a la tecnología digital para jóvenes activistas con sede en la ciudad de San Cristóbal de las Casas (Chiapas). La plataforma resultó ideal para la producción colaborativa de información alternativa, principalmente relacionada al movimiento Zapatista y luchas afines, desafiando y rompiendo cercos mediáticos corporativos. A partir de la existencia de este espacio, se gestó y fortaleció un entendimiento de la comunicación como un proceso socio-político, el cual rebasaba la noción de un medio de difusión de información. Así, a lo largo de los siguientes años se desarrolló un proceso de vinculación capilar principalmente con distintas realidades en el estado, aunque extendiéndose a nivel regional.

A partir de un ejercicio de la memoria de algunxs integrantes de este colectivo de base, nos proponemos realizar una reflexión que parte desde la sociotécnica (Wajcman) para entender, en términos interseccionales cómo la ética hackfeminista del do it together, y las pedagogías de la resistencia y las emancipaciones (Korol) aportan para re-conocer la participación diferenciada de quienes colaboramos en Indymedia, trabajando sobre las dos dimensiones ya mencionadas: acceso y apropiación de las tecnologías digitales; y procesos capilares de organización a partir de este espacio de difusión de información. Entonces, a partir de una revisión sobre la categoría de 'brechas digital y tecnológica' se pueden conocer y entender los procesos de organización social y de re-apropiación cultural que propició Indymedia Chiapas.

Id: 21315

Title: The "black cat" of Thessaloniki that became the "black sheep" of Indymedia network

Session Type: Panel Submission

Authors:

Name: Pantelis Vatikiotis

Email: vatikiotisp -at- gmail.com

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: In the context of an international, comparative research on the radical online news network Indymedia, the paper investigates the case of IMC Thessaloniki, aiming to contribute in the exploration of the decline of Indymedia centers as well as their role in the field of activism.

IMC Thessaloniki, initiated by a collectivity ("black cat") that had the form of an occupation haunt in Thessaloniki, was active from November 2001 to July 2005; a project that was typical of the long tradition of synergies developed between social movements and radical media in Greece (indicatively, at one point, three different IMCs – Athens, Thessaloniki and Patras – were active in the country) (Vatikiotis, 2005; Milioni, 2009). Being one of the many Indymedia centers that ceased their operation, the experience of IMC Thessaloniki points to a number of critical issues concerning the "failure" and the "legacy" of the Indymedia network (Giraud, 2014).

The paper probes into the research areas of the international study "Twenty Years of Indymedia" – decline; role of Indymedia in the social movement landscape; and, the development of new initiatives – by doing a qualitative research. The research involves semi-structured interviews with former members of Indymedia Thessaloniki, expressing opinion and feelings about it and describing the relation of the project to the Greek alternative milieu as well as to the global Indymedia network. In addition to the interview material, the analysis is complemented with information provided in the manifesto farewell ("Goodbye") of the editorial team of Indymedia Thessaloniki (2005), which gives a detailed account of historical aspects (influences, reference points, and evolution of the project) and normative issues (structure of anti-information practices in the Internet era, principles and performance of IMC Thessaloniki, and its relation with the other Indymedia centres).

In this regard, the analysis: a) explains the factors, practical and ideological ones, of the decline of IMC Thessaloniki; including its 'distance' from the other IMCs – by declaring its autonomy within the Indymedia network (the "black sheep" of Indymedia) on the basis of a very radical understanding of the principles: independent, non-commercial, and self-organized; and, b) evaluates the vital and dynamic interplay between IMC Thessaloniki and social (media) activism in Greece.

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Id: 21341

Title: Earwitnessing 'Breathless' the podcast: contesting carceral logics, sounding human dignity

Session Type: Individual submission

Authors:

Name: Poppy de Souza

Email: poppy.desouza -at- griffith.edu.au

Country: AU (Australia)

Affiliation: Griffith University

Abstract: From the indefinite detention of asylum seekers and refugees on former Australian colonial territories in offshore 'black sites' (Pugliese, 2013), to the imprisonment and deaths in custody of Aboriginal and Torres Strait Islander peoples, racialised carceral logics are at the heart of the settler-colonial Australian state. In this context, collaborative podcasting that combines independent journalism, community radio, and grassroots activism is amplifying the voices of those whose lives are impacted by state-sanctioned violence and incarceration.

'Breathless' is Australian podcast series made by community radio station 2SER in Sydney in partnership with independent media organisation Guardian Australia. The series bears (ear)witness to the life and death of young Dunghutti man David Dungay Jr. who died in Sydney's Long Bay jail in 2015 following restraint and sedation by correctional services officers. The series follows the 2018 coronial inquest, and walks alongside members of the Dungay family. Central to the inquest is prison CCTV footage of the last moments of Dungay's life that captures him in a state of increasing duress. Dungay's final words – 'I can't breathe' – uttered twelve times like an incantation, hauntingly echo the last words of Eric Garner, and the rallying cry of the Black Lives Matter movement in the U.S.

Bringing an orientation towards sound into conversation with theoretical concepts of political listening (Bickford, 1996; Bassel, 2017; Dreher 2009), media witnessing (Lydon, 2018; Peters, 2001) and earwitnessing (Lloyd, 2009), this paper conducts a close listening of four episodes of 'Breathless' to locate it within a larger 'archive of breathlessness' left in the wake of colonisation and violence (Sharpe, 2016). Listening along and against the archival grain (Stoler, 2010), I attend to the sounds of Dungay's death and the family's grief, beyond the evidentiary framing of the CCTV footage. As a provocation to stretch the ear – to slow down, to listening again, to listen differently – I argue 'Breathless' works as both reckoning and recuperation: pressing us to register the 'continuity of colonial practices' (Carlson et al. 2016) found in the details of David Dungay's death, while attending to his dignity and the dignity of his family in its wake.

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Id: 21393

Title: Counter-hegemonic media production among urban and rural social movements in Brazil

Session Type: Individual submission

Authors:

Name: Leonardo Custodio

Email: leonardo.custodio -at- tuni.fi

Country: FI (Finland)

Affiliation: Tampere University

Name: Paola Sartoretto

Email: paola.sartoretto -at- lai.su.se

Country: SE (Sweden)

Affiliation: Stockholm University - Institute of Latin American Studies

Abstract: Social movements act in and/or with marginalized and excluded groups towards the respect for their citizenship, social justice and political participation in unequal Brazil. Amid these struggles, initiatives to produce media – facilitated by the popularization and availability of digital technology – as an alternative to often hostile hegemonic media coverage have mushroomed both in urban centres and rural areas with restricted access to digital media. In this paper, we analyse how Brazilian rural and urban social movements have used media technologies, genres and techniques to make their voices heard, exchange knowledge, mobilize peers, and inform society about their political struggles. Considering the stark differences between urban and rural areas in access to technologies, presence of established media outlets and coverage in hegemonic media, we discuss how a peripheral or central geographical location may condition media production among social movements. The analyses draws on empirical material from our research on the communication initiatives of the Rural Landless Workers' Movement across Brazil (Sartoretto, 2015) and media activism initiatives among favela residents in metropolitan Rio de Janeiro (Custódio, 2016). We compare similarities and differences in challenges and demands and investigate how these materialise into media production and practices, further analysing how rural and urban struggles interact. The comparative approach provides valuable insights about the challenges underprivileged social groups face in their efforts to forge pluralism in contexts where media and political power are dominated by oligarchic and corporatist forces. We find strong evidence of widely different levels of access to digital media which is restricted in rural areas and abundant even for low-income communities in urban peripheries. As a consequence, rural social movements rely on radio and community events as channels for their media production while urban social movements use social media platforms. The audiences of media produced by the Landless Workers Movement in rural areas often identifies politically with the movement, while in the favelas the audience turns to the media produced by the movements due to geographical identification, i.e. the fact that the media is produced in, by and for the local community. The ethnographic nature of our research contributes to critically addressing the technocentric understanding that media, both as institutions and technologies, “give voice” to and empower marginalized groups. Rather than a consequence of media affordances, media pluralism – especially in deeply unequal contexts like Brazil – results from the constant struggle of those whose voices are neglected or silenced to forge own spaces for discussion and action. Furthermore, our study indicates that social and material conditions are

determinant in shaping the roles and uses of media production technologies among social movements.

Id: 21398

Title: Danish Muslims and social media mobilizations of counter-narratives

Session Type: Individual submission

Authors:

Name: Morten Stinus Kristensen

Email: mkriste2 -at- illinois.edu

Country: US (United States)

Affiliation: University of Illinois at Urbana-Champaign

Abstract: Previously, costly and cumbersome distribution methods required alternative media producers to devote large amounts of labor and money if they wanted to reach beyond their own community. With the advent of social networking sites such as Facebook and Twitter, however, wide distribution of alternative media widely has become much more accessible than before. Minorities in particular now have ways to reach the majority in ways that are more accessible than before.

This case study engages racial formation theory to examine how the largest religious minority in Denmark, Muslims, may rely on social media to produce and disseminate a counter-narrative to the oft-stereotyping and essentializing ways in which this diverse religious minority is portrayed in mainstream media. This is an urgent task for this increasingly marginalized minority as Danish values are increasingly “opposed to the so-called immigrant or Muslim culture” especially through political narratives reproduced through media discourses. (Yilmaz, 2016, p. 17) This paper seeks to provide an answer to how Danish Muslims utilize Facebook in order to develop counter-narratives and supplement the image of Muslims produced through Danish mainstream media?

Increasingly, scholars are shining a light on the opportunities as well as pitfalls of mobilizing resistance through social media (for research on the US, see Jackson & Foucault Welles, 2015; for research on the Nordic region, see Nikunen, 2019). By examining a selection of Facebook pages created by and, to various extents, seeking to represent Danish Muslims, this research contributes to the growing scholarly literature on how minorities mobilize social media platforms to provide a site of resistance to various forms of discursive oppression.

The three Facebook pages I examine produce content from the point of view of Danish Muslims and Danish immigrants—two groups that heavily overlap. Some engage in civic/citizen-journalism, others produce satirical content that revolve around living as a Muslim and/or immigrant in Denmark. I engage these two genres of media not only because they are among the most common and popular alternative media types on Danish-language Facebook, but also to determine whether there are variances in their methods and efficacy at challenging the dominant racial formation that revolves around the Muslim/Danish binary.

In order to untangle the dynamics between these counter-narratives and the mainstream narratives to which they respond, I engage Omi & Winant’s racial formation theory. I situate the discourses produced in these pages as what Omi & Winant (2015) refer to as racial projects: the building blocks of racial formation that serve as “an interpretation, representation, or explanation of racial identities and meanings” in order to, for instance, (re)arrange racial privileges. (p. 125) I thus conceptualize these Facebook pages as engaging in the ideological work of racialization as they seek to supplement or counter dominant patterns of racial formation in Denmark where, I contend,

“Muslim” has become the centrifugal racial category around which other racial categories are (re)constituted, most significantly “Danish” and its correlate “White”.

Id: 21437

Title: Resiliencias subalternas al silenciamiento sistémico: relatos de experiencias de medios comunitarios en India.

Session Type: Individual submission

Authors:

Name: Amaia Landaburu

Email: amaia.landaburu -at- gmail.com

Country: ES (Spain)

Affiliation: Universidad de Málaga

Abstract: Esta presentación analiza experiencias de comunicación participativa en medios comunitarios en India y narrativas decoloniales enfocadas en la democratización mediática y la justicia social. La investigación parte de la pregunta planteada por Spivak (1998): “¿Puede hablar el sujeto subalterno?”; y está centrada en estudiar los procesos de resiliencia mediática de las poblaciones subalternas frente al silenciamiento sistémico.

En un contexto en el que existen acusadas desigualdades sociales y las poblaciones subalternas sufren severas discriminaciones y un silenciamiento sistémico, en especial las poblaciones rurales campesinas, adivasis, dalits y las mujeres, las iniciativas estudiadas pretenden suplir este vacío comunicativo.

Desde una perspectiva crítica con la Comunicación para el Desarrollo y el Cambio Social, seguimos la propuesta de Escobar (1996) de estudiar las formas de resistencia en las que se elaboran las alternativas; centrando el interés de la investigación en los procesos, las transformaciones y las mediaciones (Martín Barbero, 1987); y siguiendo las vías marcadas por el grupo de investigadores indios de los Estudios Subalternos que centraron el interés de la investigación en el momento histórico de la resistencia (Das, 1989).

El análisis parte de la Comunicología de la Liberación en la que Beltrán (1981) propuso las bases de la Comunicación Horizontal; considerando que su pensamiento, en el que tuvieron gran influencia las ideas de Freire (1970), es una fuente de referencia principal en el pensamiento decolonial (Torrico Villanueva, 2010). Nos basamos en la definición de comunicación como proceso formado por un acceso-diálogo-participación y en la necesidad de apropiación a partir de lo endógeno (Beltrán Salmón, 1981).

Así, este trabajo toma como ejemplo contribuciones de referencia en la investigación en comunicación en India que han analizado y reflexionado sobre la dimensión participativa y transformadora de la comunicación (Dutta, 2012; Nilsen, 2010; Pavarala & Malik, 2007; Tacchi & Nair, 2008).

Desde una aproximación etnográfica en la metodología, presentamos los resultados de un análisis cualitativo llevado a cabo durante varias visitas a siete iniciativas de comunicación participativa en el norte de India: cinco radios comunitarias, un museo comunitario y una biblioteca comunitaria. Mediante técnicas como la entrevista personal en profundidad y la observación participante, seguimos un enfoque metodológico basado en las ideas de la pedagogía crítica de Freire (1970); estas defienden que podemos crear conocimiento desde los sujetos construyendo un diálogo común entre voces diferentes (Freire, 1970).

Mediante un análisis comparativo conocemos las interrelaciones y articulaciones entre las experiencias y los contextos en los que surgen; los desafíos encontrados y los logros alcanzados. A

partir de los relatos, presentamos los espacios compartidos de las experiencias particulares de los procesos de participación y apropiación en los medios comunitarios, que reflejan la contribución de la comunicación participativa y decolonial a la resiliencia de las poblaciones subalternas y a la realización del derecho a la comunicación.

Palabras clave: Comunicación participativa, medios comunitarios, decolonialidad, subalternidad, resiliencia.

Id: 21445

Title: Comunicación, subalternidad y género: experiencias comunitarias de mujeres afrodescendientes e indígenas en América Latina

Session Type: Individual submission

Authors:

Name: M^a Tornay

Email: cruztornay -at- gmail.com

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: En esta ponencia se presentan los resultados de la investigación de tesis doctoral titulada "Comunicación, subalternidad y género: experiencias comunitarias de mujeres afrodescendientes e indígenas en América Latina" realizada para la obtención del título de doctora en Comunicación por la Universidad de Sevilla. En la investigación se analizaron las potencialidades del acceso al ejercicio del derecho a la comunicación a través de radios comunitarias en América Latina por parte de mujeres afrodescendientes e indígenas, poblaciones históricamente excluidas del acceso y representación en los medios de comunicación de masas, y se examinan los elementos que obstaculizan y potencian el proceso de apropiación comunicativa.

La investigación se construye y desarrolla a partir de dos ejes articuladores: como primer eje, se asume la construcción de la subalternidad como un producto de las relaciones de poder moderno-coloniales que es actualizada y legitimada por la representación que los medios de comunicación de masas realizan de la población subalternizada. El segundo eje aborda el reconocimiento del derecho a la comunicación en el contexto del debate latinoamericano con el que se abre una oportunidad histórica para el ejercicio del derecho a la comunicación de las poblaciones excluidas de los medios de comunicación de masas, tomando en cuenta las potencialidades de la comunicación para la transformación social.

A partir de lo anterior se tomó como referencia el análisis de dos experiencias comunicativas que han permitido comprender y analizar los procesos y ejercicio del derecho a la comunicación de mujeres afrodescendientes e indígenas. La primera experiencia que se toma como estudio de caso es la emisora Avanzadoras de Yoco, una radio comunitaria gestionada de manera exclusiva por mujeres afrodescendientes sin experiencia previa en comunicación, situada en el Estado Sucre, en el Nororiente de Venezuela. Como segunda experiencia comunicativa se toma como objeto de análisis el diseño, implementación y sistematización de una intervención comunicativa con mujeres indígenas sanadoras de la provincia de Chimborazo, Ecuador, dirigida al desarrollo de habilidades comunicativas que permitieran un acercamiento al ejercicio del derecho a la comunicación a través de la grabación de un programa de radio en la emisora comunitaria Escuelas Radiofónicas Populares del Ecuador (ERPE).

La investigación demuestra las potencialidades del ejercicio del derecho a la comunicación para mujeres excluidas de la representación y acceso de los medios de comunicación de masas, en relación al desarrollo de un proceso de empoderamiento y de transformación social en el entorno.

Sin embargo, dada la multiplicidad de situaciones discriminatorias que colaboran en la subalternización de estas poblaciones, es necesaria la concurrencia de diferentes circunstancias que permitan la superación de los obstáculos que encuentran en el acceso al disfrute general de sus derechos, incluido el derecho a la comunicación.

Id: 21448

Title: Workers protesting precarious labor in Tunisia and Egypt: Media agenda building and disputed rights in authoritarian contexts before the Arab uprisings

Session Type: Individual submission

Authors:

Name: Hanan Badr

Email: hanan.badr -at- fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Univesität Berlin

Name: Carola Richter

Email: carola.richter -at- fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Abstract: Before the Arab uprisings in 2011, mineworkers in Gafsa, Tunisia, and textile-workers in Mahalla, Egypt, sparked protests for more socio-economic rights and dignity that caught national attention and inspired other dis-privileged social groups for protests. They are actors that pushed what we know as Arab uprisings (Beinin, 2015).

However, media studies on the 'Arab Spring' focused primarily on social media and digital activism. Missing from literature is agenda-building processes. We know little about interactions between challenging actors and the media that either reported their demands or concealed them. Even eight years after the uprisings, understanding the constellations that shaped media agendas before the uprisings is lacking. This study aims at filling this gap. This endeavor is important because comparative media research within the Arab countries is lagging behind (Hafez 2014). Arab media systems share some characteristics, but diverge on other elements.

By comparing the issue cycle in different media and focusing on the workers protesting labor conditions and unemployment in Tunisia and Egypt, this paper reconstructs media agendas and discourses in two authoritarian contexts.

We pose two research questions:

- 1) How did marginalized movements push their claims into the mainstream media discourse to delegimize the regime?
- 2) What media strategies did the regimes adopt in response to contain the movements' demands?

As a theoretical framework, this paper applies agenda-building theory within authoritarian contexts. Agenda building research on the links between civil society and traditional mass media remains sparse, as literature rarely addresses the surrounding conditions of agenda-building processes (Pfetsch et al., 2013). The awareness of the grievances would not have been possible without the agenda-building efforts of actors and certain media responses that made them visible.

In the methods, we use quantitative and qualitative content analysis to reconstruct the issue cycle (Kuckartz, 2016). The media sample represents two regime-loyalist newspapers (EG: Al-Ahram, N=106 ; TN: As-Sabah, N=4), and two licensed newspapers (EG: private daily Al-Masry Al-Youm, N=427; TN: weekly left-leaning party newspaper Al-Mawqif, N=78) We also conducted 20

interviews with activists and journalists in each country to help explain the activists' media strategies and journalists' reactions within the constrained media systems.

While we chose the time frame from 2008-2011, this paper focuses on the first peak moment of contentious politics (TN: 15.1.–31.3.2008, social unrest, marginalized people in Gafsa protest the inequalities in distribution of socio-economic rights; EG: 15.3.–31.05.2008, social unrest, eruption of the first Facebook strike that coincides with Mahalla textile workers). Both peaks set the agendas and frames for the subsequent mobilizations.

Results show that protests' media coverage wasn't monolithic. The attention levels diverged dramatically within each country and cross-nationally. We found three different media strategies: 1) stabilizing pro-regime discourse (promises reforms and delegitimizes the challengers); 2) an activist journalism (dismisses governmental actions) and 3) professional media discourse (gives voice to both sides).

Both regimes responded differently. The Tunisian loyalist newspaper ignored the issue in a tightly controlled media landscape. The Egyptian loyalist newspaper raised the issue but followed a containment policy by reframing the socio-economic rights.

Id: 21503

Title: How Social Media Facilitate the Indian Marginalized Dalit to Mobilize Against the Caste Discrimination: The Study of "India Shutdown" Protest

Session Type: Individual submission

Authors:

Name: Dhyan Singh

Email: dsinghjmc -at- gmail.com

Country: IN (India)

Affiliation: Govt. PG College Dharamshala

Abstract: Abstract

Between 2016 and 2018, India experienced several massive Dalit protests that were aggressively organized to root up the ancient caste prejudices and social inequality. Especially, recently organized "India Shutdown" protest profoundly influenced the political and social arenas of the country while the previous Dalit protests were simply restrained to some of urban spaces and terminated without any optimistic approach. This protest, which surprised many people because of its sudden eruption and massive input of Dalit people across the country, was witnessed an influential beginning of Dalit unity and identity. First time of Indian history, any non-political party especially an untouchable community which was recognized submissive and feeble in many terms had dared to shutdown the whole India for one day and got succeeded. However, 12 Dalit people were killed and injured thousand in clashes with dominant groups and police firing during the agitation and millions of properties were estimated damaged. The protest one hand delivered a muscular message against the ancient social injustice but on the other contrary their disruptive actions and resentful behavior of the Caste Hindu towards Dalit also posed many serious questions. Later, a US-based Dalit activist, Dileep Mhaske, claimed that they had employed various platforms of digital media as a facilitator of Dalit awakening and spent around 500,000 \$ in purchasing important data from social media to make the protest successful (Indian Express, 17 April 2018). The revelation hit the front-page headlines of all major Indian newspapers while several televisions programs and debates conducted on the Dalit protest and digital media. These arguments represent a unique approach and opportunity to study how social media information motivated the Dalit to take part in the protest and which type of content they created, used, processed and shared with one other for mobilizing, motivating and organizing the protest.

After conducting face to face and telephone interviews with 60 protestors, fifteen participants of them chosen through purposive sampling for focus group discussion sessions, the study would explore the role of social media in the "India Shutdown" protest organization and how social media connectivity mobilize Dalit to fight the caste discrimination. The theoretical framework for the study will be social mobilization theory in digital age. Finally, I will discuss the scope and future of the social media channels' use for oppressed communities around the world.

Keywords: Dalit, Protest, Social Media, Social Mobilization theory, etc.

Id: 21529

Title: Engaged Journalism: Understanding the Adaptation of Media Practices to Changes in the Sociopolitical Context

Session Type: Individual submission

Authors:

Name: Débora Medeiros

Email: deb.medeiros -at- fu-berlin.de

Country: BR (Brazil)

Affiliation: Free University of Berlin

Abstract: In this study, I propose the concept of engaged journalism, focusing on a specific kind of alternative media: unlike some types of community or alternative journalism, engaged journalism is often done predominantly by media professionals. However, these practitioners pursue other goals than commercial or state media outlets and are motivated by a strong media criticism, both defining elements of alternative journalism.

Based on Shove, Pantzar and Wattson's (2012) analysis of how practices link elements encompassing material, meanings and competence, I regard engaged journalists as possessing the necessary material and competences to perform professional journalism while, at the same time, attributing a different meaning to their practices. Engaged journalists want to offer an alternative to the objectivity standard that marks traditional journalism and seek to actively counter shortcomings of traditional journalism, such as elite-based source selection (Bennett, 2010; Tuchman, 1978). They also see their coverage as a forum for various social and protest movements, constituting a specific form of counter public sphere.

I developed this concept as part of the answer to my two research questions. Research question (RQ 1) asks: How do actors involved in the alternative coverage of protests adapt media practices to changes in the sociopolitical context? I answered RQ 1 by drawing from methodological resources of grounded theory, such as expert interviews and their subsequent coding, in order to make patterns and processes in a specific case visible, generating a theoretical model that can then be applied to similar cases.

In the current study, I applied this approach to the case of the protests that took place in the city of Fortaleza, Brazil, during 2013 and 2014. They were part of a broader, national context of protests against excessive government spending in the build-up for the 2014 FIFA World Cup. Two media collectives, Nigéria and Na Rua, were the main actors responsible for the alternative coverage of the protests in Fortaleza. Their members and the network around them were my interviewees.

Complementing this data, I performed a qualitative content analysis of the alternative coverage these collectives published online, guided by the following research question (RQ2): How do shifts in the alternative coverage of protests relate to the adaption of media practices in a changing sociopolitical context? The multi-layered qualitative content analysis resulted in a robust system of theoretical categories that describes the material in terms of formats used, recurring elements of representation and argumentation.

At the intersection between challenges to journalism and media activism, engaged journalism seeks to make a contribution to the field by conceptualizing the activities of alternative journalists that put their professional knowledge at the service of movements.

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Id: 21533

Title: Constructing a narrative of the self in the Greek anarchist radio. New roles, identities and relations for the non 'professional radio producers.

Session Type: Individual submission

Authors:

Name: Angeliki Gazi

Email: angelikigazi -at- gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Name: Lambrini Papadopoulou

Email: lpapadopoulou83 -at- gmail.com

Country: GR (Greece)

Affiliation: Panteion University of Social and Political Sciences, Athens

Abstract: This research seeks to explore the potential identity transformation that takes place organically for the non –professional radio producers who are part of the Greek anarchist radio ecosystem.

Drawing on the most recent theories that consider the notion of identity not anymore as a static and definite element of the ‘self’ but rather as a liquid element that can be constructed through a persons’ sense of ‘self’ through various social and cultural contexts (Berzonsky, 2016), we argue that participation in alternative media initiatives that aim to practice a radical kind of journalism, close to the idea of counter-information and introduce radical changes and ruptures in the notion of the mainstream media (Siapera, Papadopoulou & Archontakis, 2015) can lead to a radical transformation of one’s identity.

Moreover, we argue that since human and social/organizational identity builds on the idea that identity is a relational construct formed in interaction with the other, thus, the identity of the producer depends upon the glance of the other and, in our case, depends upon the hearing of the other: his crisis, his perception, his recognition and his acceptance.

Rodriguez was the first to note that the term ‘citizens’ refers to those members of society who ‘actively participate in actions that reshape their own identities, the identities of others, and their social environment, [through which] they produce power’ (Rodriguez, 2001:19). To this end, we also aim to focus our research in the ways that these producers engage with their colleagues and their audiences.

Through semi-structured non-interventionist interview, due to the fact that the main goal is to investigate the issue of identity through the construction of a narrative of the self, we aim to research the non-professionals radio producers of three Greek anarchist web radio stations -based in Athens and Thessaloniki- and examine the ways that their participation in these initiatives has changed the way they perceive themselves, their roles and their identity.

The field of Greek anarchist radio remains under researched and thus we anticipate to contribute effectively to a discussion that is just starting to emerge in the current literature.

Key words: Greek anarchist radio, identity, non-professionals radio producers

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Id: 21587

Title: Citizens on alert: mediatization and the challenges for journalism in the violent everyday life of Rio de Janeiro

Session Type: Individual submission

Authors:

Name: Juliana Ferreira

Email: juli.diasferreira -at- gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal Fluminense

Abstract: Urban violence is one of the main social problems in Brazil. According to the World Health Organization , the country currently ranks ninth among those with the highest rates of homicide. At the same time, Brazilians are the second largest population in the world in terms of their daily average time connected to social networks . This demonstrates the significant impact of the phenomenon of mediatization (HJARVARD, 2014; HEPP, 2014) in everyday life.

The sum of these factors contributed to a movement to create groups in social networks, particularly Facebook, with the aim of issuing warnings about shootings, urban violence and other forms of urban conflict. The local press, in turn, began to use the shared content in these new media territories (TOSONI AND TARANTINO, 2015) as a primary source of information for the production of local news.

This paper aims to observe the interaction within these groups, in the context of the state of Rio de Janeiro , and its media environment. In terms of their media visibility, I ask to what extent can online communities - born as "tactic" media (CERTEAU, 1998 [1980]) that can tackle violence - be considered as expressions of "connective action", as defined by Bennet and Segerberg (2012)?

In order to address such issues, the methodological approach is based on one week of content analysis of the daily local news programme "Bom Dia Rio" (Good Morning, Rio), conducted between August 6 and December 7, 2018. Here, I wish to observe the ways in which the contents published on the Facebook groups are used in the local news and how they help give visibility to the issues discussed by the participants.

The academic literature (BOWMAN AND WILLIS, 2003; JENKINS, 2008; RECUERO 2009) often assumes that the use of photos, videos and information posted on social networks might alter the nature of journalism practice. On one hand, this makes it possible for journalists to get closer to the population and portray situations that would otherwise not be reported. On the other hand, there is a high risk of spreading fake news and reinforcing the discourses of intolerance and prejudice often present in these new online spaces.

Id: 21736

Title: #WhyIdidntreport: Women speak out about sexual assault on Twitter

Session Type: Individual submission

Authors:

Name: Jeanine Guidry

Email: guidryjd -at- vcu.edu

Country: US (United States)

Affiliation: Virginia Commonwealth University

Name: Ashlee Sawyer

Email: sawyeran -at- mymail.vcu.edu

Country: US (United States)

Affiliation: Virginia Commonwealth University

Name: Kellie Carlyle

Email: kellie.carlyle -at- vcuhealth.org

Country: US (United States)

Affiliation: Virginia Commonwealth University

Name: Candace Burton

Email: cwburton -at- uci.edu

Country: US (United States)

Affiliation: University of California Irvine

Abstract: In September 2018, Dr. Christine Blasey Ford accused US Supreme Court Justice Nominee Brett Kavanaugh of sexual assault, with Kavanaugh denying the allegation. Soon after, US President Trump questioned Dr. Ford's credibility on Twitter, saying that she or her parents would have reported the assault to the authorities 30 years ago if it "was as bad as she says." Immediately, sexual assault survivors responded by tweeting their reasons for not reporting using #WhyIdidntreport. These tweets provide insight of (primarily) women sharing their reasons for not reporting sexual assault.

This study's two research questions:

RQ 1: How were #WhyIdidntreport posts discussed on Twitter and how did users engage with these posts?

RQ 2: To what extent were Social Ecological Model (SEM) constructs present in #WhyIdidntreport tweets?

This study used a quantitative content analysis of 1000 #WhyIdidntreport tweets in September 2018. Tweets were collected using the web-based social media mining tool netlytic.org, after which 1000 distinct tweets were collected using random sampling. Coding items included: reasons for not reporting; violence type; relationship to perpetrator; message framing; and SEM variables.

68.7% mentioned a specific reason for the victim not reporting; of these, 24.1% referred to the perpetrator being in a position of power, 36.3% feared they would not be believed, and 20.6%

mentioned others invalidated the assault. In addition, 47.6% mentioned a specific form of violence - 95.6% referring to sexual violence and 40.5% to rape. Using the SEM to categorize reasons for not reporting was present in 74.1% of tweets; of those, 47.6% referred to individual, 52.6% to interpersonal, 43.2% to community-related, and 21.7% to societal reasons.

Mann Whitney U tests were used to determine if tweets with specific variables elicited significantly different engagement among Twitter users than tweets that did not use these variables. Tweets mentioning specific violence types; sexual violence; reasons for not reporting: perpetrator in power, fear of retribution, and fear of not being believed all were associated with significantly higher median levels of engagement. In addition, using the SEM constructs of both interpersonal reasons and organizational reasons for not reporting were associated with significantly higher median levels of engagement. Mentioning family or friends as perpetrator and mentioning rape were associated with significantly lower median levels of engagement.

Social media platforms have increasingly become a place where sexual assault survivors share their stories. Evaluating such conversations offers insight into how social media serves as a platform for visibility, support, and activism. In addition, providers should be aware of how sexual assault may be framed/perceived by different populations. For example, tweets mentioning rape were associated with lower engagement, which may be due to the “severity” of the word and the concept; tweets mentioning powerful perpetrators were more likely to elicit engagement, likely reflective of the original issue.

Understanding how to frame messages about sexual assault, as well as experiences with and reporting of such crimes, in ways that will increase engagement among survivors and others is integral to increasing knowledge and accomplishing the broader systems level changes that are necessary.

Id: 21794

Title: Los medios comunitarios de Venezuela frente la posibilidad de una confrontación armada

Session Type: Panel Submission

Authors:

Name: Fernando Casado

Email: casado.fernando -at- gmail.com

Country: EC (Ecuador)

Affiliation: Universidad Técnica de Manabí

Name: Rebeca Sánchez

Email: resanchez -at- gmail.com

Country: EC (Ecuador)

Affiliation: Universidad Técnica de Manabí

Abstract: Desde la segunda mitad del siglo XX, los medios comunitarios latinoamericanos han protagonizado importantes transformaciones en las formas de ejercer y entender el periodismo y la comunicación. Coincidiendo con los llamados gobiernos progresistas, en la última década se registran importantes avances en el reconocimiento de los medios comunitarios en América Latina, aunque los mismos no han estado exentos de incoherencias y contradicciones que comprometen su sostenibilidad en el tiempo (Observacom, 2017, p. 4).

Concretamente en Venezuela se reconoce el status legal del sector, proporcionando lo que Mateos califica como “un factor de equilibrio al ecosistema mediático” del país (2017, p. 462), proceso sobre el cual existe una reducida, -y en ocasiones- contradictoria producción literaria que impide conocer su estado actual.

No obstante, en los últimos años el escenario político en Occidente y América Latina ha sufrido profundas transformaciones y una oleada de gobiernos conservadores que ha cubierto la región, muchos de los cuales por sus específicas características han sido calificados como neoliberalismo autoritario (Bruff 2014).

Venezuela, con un gobierno que reivindica su inclinación por el socialismo y con la figura muy discutida de su Presidente, ha visto cómo la hostilidad de muchos de los países occidentales se ha ido convirtiendo en un aislamiento y acoso con sonido de tambores de guerra que actualmente amenazan convertirse en una intervención armada real.

Frente a esta situación, los investigadores del presente trabajo nos planteamos indagar cuál es el rol que los medios comunitarios venezolanos consideran deberían desempeñar en una situación crítica como la actual o en caso de que una intervención armada llegara a materializarse. El trabajo se apoya en una investigación que mapeó un total de 280 medios comunitarios venezolanos que contestaron una encuesta a partir de la cual fueron caracterizados (Casado y Sánchez, 2018).

Para cumplir con el objetivo realizaremos una serie de entrevistas en profundidad a distintos voceros medios comunitarios ya identificados, herramienta cualitativa que junto al instrumento cuantitativo ya aplicado arrojará luces sobre este controvertido objeto de estudio.

Id: 21806

Title: Sostenibilidad de los Medios Sin Fines de Lucro de Córdoba, Argentina; tras la modificación de la Ley de Servicios de Comunicación Audiovisual

Session Type: Individual submission

Authors:

Name: Natalia Traversaro

Email: nataliatraversaro -at- hotmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Córdoba. Facultad de Ciencias de la Comunicación. Argentina

Abstract: El objetivo de este trabajo es comprender/explicar las estrategias de sostenibilidad de los medios sin fines de lucro (MSFL) que están actualmente en funcionamiento en la provincia de Córdoba, Argentina; a partir de un relevamiento actualizado de estos medios realizado en 2018 (Bilbao y Traversaro 2018). Si bien hubo relevamientos anteriores (RADIODIFUSIONdata 2006; Marino et al 2015; Espada 2015; Segura et al 2016; Segura et al 2018) no estaban incluidos todos los MSFL de la provincia, ni había análisis de sostenibilidad. Por este motivo, el trabajo ha sido valorado por algunas organizaciones estudiadas, por el Círculo Sindical de Prensa y la Comunicación de Córdoba (CISPREN) ya que la información contribuiría a conocer la situación, tomar medidas y generar políticas pertinentes hacia el sector.

Las preguntas que guiaron la investigación podemos resumirlas en: ¿cuántos medios sin fines de lucro (MSFL) hay actualmente en funcionamiento en la provincia de Córdoba? ¿Qué estrategias de sostenibilidad utilizan los MSFL de Córdoba tras las modificaciones de la LSCA? El uso de las nuevas tecnologías ¿Es utilizado como estrategia de sostenibilidad?

El trabajo se abordó desde una perspectiva teórica interdisciplinaria y un enfoque socio-histórico, se preguntó acerca de los agentes que las producen y las condiciones del proceso de producción. Se entiende que las prácticas encuentran el principio de comprensión/explicación (Costa, 2010) a partir del lugar que define la identidad social de los agentes.

Metodológicamente, en primera instancia se realizó un relevamiento de los medios comunitarios de la provincia de Córdoba (páginas web, redes sociales, encuestas) (Bilbao y Traversaro 2018).

En esta nueva etapa, se realizaron entrevistas a miembros de los medios. Luego; se construyeron a) los agentes sociales b) las condiciones de producción c) de las estrategias desarrolladas por los agentes de acuerdo a sus características y condiciones de producción (Costa 2010).

Las estrategias de sostenibilidad se analizaron de acuerdo al “Documento de trabajo. Sostenibilidad en las radios y televisoras comunitarias, populares y/o alternativas. Dimensiones, categorías e indicadores.” elaborado por el Equipo PIO-CONICET Las radios y televisoras comunitarias desde la Ley 26522: condiciones, estrategias y desafíos.

En la primera etapa del relevamiento encontramos una variación en la cantidad de MSFL en relación a otros relevamientos y se observaron mejores condiciones para los MSFL en el marco de la LSCA (Bilbao y Traversaro 2018).

En esta etapa del análisis, se presenta el análisis de cómo el cambio de contexto político, económico y en la LSCA producido desde diciembre de 2015; contribuyó a que los MSFL empeoraran su poder relativo y sin embargo, los agentes continuaran promoviendo estrategias de sostenibilidad: trabajando colaborativamente, articulándose con otras instituciones, realizando propuestas al estado, entre otras estrategias que les permiten fortalecer el poder del sector y

continuar funcionando. Además, si bien hay disminución de subsidios para equipamiento que permita transmitir por aire con calidad de contenidos; la mayoría de los MSFL continúan haciendo programaciones utilizando nuevas tecnologías y emiten programaciones por internet, utilizan redes sociales, entre otros recursos.

Id: 21886

Title: Beyond Horizontalism: The Complexities of Media Activist Organizational Structures

Session Type: Individual submission

Authors:

Name: Sandra Jeppesen

Email: sjeppese -at- lakeheadu.ca

Country: CA (Canada)

Affiliation: Lakehead University OrilliaMedia Studies

Abstract: Anti-capitalist grassroots media groups have long argued for the importance of horizontal structures in media projects in order to avoid replicating exploitative capitalist modes of media production. Horizontal projects such as Indymedia or Alternative Media Centres (AMCs) have gained popularity in social movements for the use of prefigurative politics—organizing anti-capitalist media in anti-capitalist or non-exploitative horizontal forms. However, scholars have also long noted a disingenuity in claims of horizontalism, whereby informal hierarchies evolve that establish longer-term activists with greater power, where intersectional marginalizations may play a role in inclusion/exclusion or power dynamics, or unintentional consequences such as the people who do more work have more power. Little attention has been paid to the specifics of horizontal organizing and power dynamics, in terms of the much more complex organizational forms and structures that groups calling themselves horizontal may actually take. The Media Action Research Group has conducted interviews with over 100 global media activists to address the question of power dynamics in grassroots intersectional media. We have found that there are five complex models of horizontal organizing used in media projects to challenge not just top-down structures, but also an unquestioned horizontalism, which can loosely be characterized as: horizontally paid labour; horizontal volunteerism; hybrid structures of paid, unpaid, and underpaid labour; a hybrid organizational form in which a partially autonomous horizontal group operates within a top-down organization; and economic liberation from capitalism. Each organizational structure offers specific affordances in terms of both successes and challenges in terms of the content produced, the relationships generated, networks engaged, power dynamics achieved, and more. This new taxonomy of activist media can not only deepen our scholarly understanding of the complexities of the political economy of horizontal, intersectional, anti-capitalist media projects, but also provide useful information to media activists engaged in new or on-going projects to inform their decision making and trajectories.

Id: 21947

Title: Los medios comunitarios indígenas como construcción de memoria en resistencia en Bolivia. Organización y disputa por el relato

Session Type: Panel Submission

Authors:

Name: Juan Ramos Martín

Email: juanramosm -at- javeriana.edu.co

Country: CO (Colombia)

Affiliation: Pontificia Universidad Javeriana

Abstract: Históricamente en Bolivia, las diferentes resistencias culturales y cosmopolíticas han asumido un papel central como elemento movilizador de la conciencia sociopolítica frente a los poderes establecidos por la institucionalidad gestora del espacio público, más allá de la organización formal de sus estructuras, en la construcción de intersecciones, interzonas o zonas temporalmente autónomas, en palabras de Hakim Bey, que aprovechan los espacios intersticiales para desarrollar relatos identitarios con clara vocación emancipadora.

Pensado desde esta perspectiva, y a pesar del amplio desarrollo de análisis sobre las formas y experiencias de comunicación sindical y popular en el contexto boliviano (y latinoamericano), la comunicación indígena y sus formas de organización no han sido profundamente analizadas como formas estructurales y discursivas en su innegable papel para la construcción de memorias de resistencia.

La propuesta que este trabajo pretende desarrollar es precisamente la necesidad de constituir una matriz teórico-metodológica localizada, variable y horizontal capaz de analizar las representaciones de las redes de comunicación comunitarias e indígenas desde una perspectiva dual y en tensión, a partir de la reconstrucción de las memorias 'largas' surgidas de los diferentes movimientos y redes de medios indígenas en Bolivia como formas políticas identitarias propias que ofrecen estructuras, relatos, canales y legitimidad de resistencia más allá de su consideración como movimientos sociales genéricos, pero también como agentes sociales capaces de generar interacción, discusión y consenso en el debate por la construcción del espacio público.

Para ello, este trabajo retoma diferentes herramientas presentes en la Investigación-Acción Participativa, la reconstrucción crítica de la historia y la etnografía crítica a fin de poder develar las formas no aparentes de construcción identitaria y política presentes más allá de las estructuras formales de representación. En ese sentido, será necesario, por tanto, construir un desarrollo de la acción histórica y actual de dichas redes, entendidas éstas como sujetos político-culturales duales, presentes en sociedades abigarradas pero organizados a su vez en torno a prácticas e identidades propias, cosmologías y cosmogonías que otorgan elementos diferenciadores en el desarrollo de identidades políticas integrales.

Id: 21958

Title: Mapping spaces of participation: Activism and digital public expression in local conservative contexts

Session Type: Individual submission

Authors:

Name: Dorismilda Flores-Márquez

Email: dorixfm -at- gmail.com

Country: MX (Mexico)

Affiliation: Universidad De La Salle Bajío

Name: Christian Saúl Hernández Pérez

Email: culccom -at- gmail.com

Country: MX (Mexico)

Affiliation: Universidad De La Salle Bajío

Name: José Antonio Morales Carbajal

Email: antonio.moralesca -at- gmail.com

Country: MX (Mexico)

Affiliation: Universidad De La Salle Bajío

Abstract: This inquiry focuses on the digital public expression of activists in local conservative contexts, taking as its starting point three main delimitations. First, activism is not limited to the protest or to the institutional political ways, but it also considers the initiatives rooted in everyday life, at the local level. Second, conservative contexts are especially hard for these initiatives. Third, those initiatives are usually long-term projects, in which the symbolic/communicative dimension are very relevant (Bringel, 2017; Pleyers, 2018).

The paper explores the communicative dimension of activism, by analyzing the digital public expression of activist groups, in Guanajuato, Mexico. This is a Mexican state characterized by economic and population growth, in tension with political and cultural conservative positions. In this context, the emergence of initiatives towards social change becomes a source of hope for some actors, and a threat for some others as well.

The theoretical framework discusses the relations among activism in local contexts, public sphere, public expression and digital media in the global age (Bringel, 2017; Dahlgren, 2005; Fraser & Honneth, 2003; Fraser, 2014; Pleyers, 2015; Pleyers, 2018; Ristovska, 2017).

The first phase of the study explores the civic/activist groups in Guanajuato, in order to identify the concerns on specific problems, in a temporal and spatial extent. This includes: 1) the review of information about civic groups in official databases, websites and social media; 2) semi-structured interviews with local activists, who point out the local civic/activist configuration, in the snowball logic. The preliminary findings let identify a conservative logic, even in these initiatives towards social change. At the same time, there is a strong connection among certain groups that produce support networks.

The second phase will analyze the digital public expression of specific groups. The expected outcomes are an in-depth understanding of their perceptions, experiences and materials of digital public expression, and their positioning in the local-national-global levels.

The inquiry contributes to the discussion on the tension between the local and global levels of activism, media activism, and the global public sphere.

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Id: 21960

Title: From Activist Technologies to Internet Standards: Civil society involvements in the development of Internet standards and protocols

Session Type: Individual submission

Authors:

Name: Stéphane Couture

Email: scouture -at- glendon.yorku.ca

Country: CA (Canada)

Affiliation: York University

Abstract: Civil society organizations and social justice movements have long been involved in issues like community networking, free and open source software development, and advocacy of human rights in digital policies (Powell, 2008; Milan, 2013; Belli, 2016). Their voices have particularly been heard in spaces like the Internet Governance Forum where many authors have recognized the vocal participation of civil society (Raboy, Landry, & Shtern, 2010). Up to quite recently, these involvements seemed limited to policy advocacy, experimentation, and discourses, and didn't extend to standard and protocol development. In the past few years however, members of civil society organizations have started participating in standardization bodies alongside engineers from large telecommunication and Internet companies like Verizon, Google, and the likes. The goal of these civil society organizations is to integrate concerns for human rights and equitable access for all in the development of Internet standards.

This presentation will focus on the case of working groups currently involved with the Internet Research Task Force (IRTF), an Internet Governance body which aims at conducting long term research related to Internet standards and protocols, and which is closely associated with the Internet Engineering Task Force, that focuses on short term standardization decisions. Our conceptual approach is situated at the intersection of Communication, and Science and Technology Studies, in continuity with the “turn to infrastructure” in Internet Governance (Musiani, Cogburn, DeNardis, & Levinson, 2015). Our research is based on a multi-sited ethnography, and is grounded in participant-observation within a preeminent organization involved in digital rights and Internet governance. Our approach consists in “following actors” who address issues related to our research. We are interested in how these actors are able to influence engineers from large Internet and telecommunication companies. Data collection is done by conducting semi-directed interviews with actors, data mining of publicly available mailing list archives, and attendance of events organized by these groups. We argue that it is possible to analyze these emerging initiatives as a process of “sedimentation” (Barad, 2003; Suchman, 2007) of previous practices and discourses in the making of technical standards, and we look at how this may actually have a significant influence on the development and/or reconfigurations of Internet infrastructures.

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Id: 22258

Title: The Activism-Journalism Nexus: Alternative media organisations and the re-invigoration of watchdog journalism in the Arab World

Session Type: Individual submission

Authors:

Name: Yazan Badran

Email: yazan.badrans-at-vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: In April 2016 the online media outfit, Inkyfada, became a household name in Tunisia after publishing a series of investigative reports based on the Panama Papers. The media outfit, only established in 2014, was the only Tunisian partner in the International Consortium of Investigative Journalism which investigated the well-known Swiss Leaks and Panama Papers. Inkyfada is but one example of a new generation of media outfits established by dissident journalists and activists across the MENA region in the aftermath of the Arab spring protests in 2011. This article aims to explore the conditions of their emergence and the importance placed on their watchdog role in shaping their journalistic practice.

The disruption of the political order in the MENA region following the 2011 uprising was keenly felt in the field of media beyond the immediate and intense mediatization of the protests. Activists, dissidents and journalists filled up spaces vacated (even if temporarily) by the retreating state and private media of the ancien regime. Today, almost a decade on from the tumultuous months of 2011, outfits like Inkyfada (Tunisia), Mada Masr (Egypt), SyriaUntold and Siraj (Syria), are persisting in their mission despite the continued upheaval and authoritarian retrenchment across the region. Politically-engaged and led by activists and dissident journalists, they privilege a mode of watchdog journalism in their content and have given a new impetus and prestige to investigative journalistic work across the region.

This paper argues, based on qualitative interviews with the media actors, that the specific opportunity structure that opened up after the Arab Spring was instrumental in sustaining these outfits and in allowing them to thrive thus far. The influx of media development aid channeled to the region in the immediate aftermath of the uprisings allowed such actors to break with established media outfits in their regions and to establish new self-managed institutional settings that were more oriented towards watchdog journalistic practice. Such a mode of journalism was also most compatible with the politically-driven and politically-active practice of these journalists. Furthermore, a move away from “dissident journalism” modes towards watchdog journalism was aided by the capacity building and training efforts associated with media development practices and its link to the dominant paradigm of good governance (Manyozo, 2012). The confluence of these different conditions allowed a culture of watchdog journalism to germinate more easily among these new media outfits, circumventing many of the obstacles that blighted earlier efforts (see for example Bebawi, 2016).

Finally, the paper argues that the Arab Spring, in its disruption of the establishments' power in the MENA region was instrumental in this process. Indeed, the sudden collapse of statist logics at the hands of popular mobilization represented a condition of possibility for the emergence of such new actors.

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Id: 22378

Title: Evangelización, reconocimiento y (neo)liberalismo: las bases ideológicas de la radio comunitaria y su lucha por el reconocimiento legítimo

Session Type: Panel Submission

Authors:

Name: Werner Vásquez Von Schoettler

Email: wrvasquez -at- flacso.edu.ec

Country: EC (Ecuador)

Affiliation: Facultad Latinoamericana de Ciencias Sociales, FLACSO, Sede Ecuador

Name: Carol Murillo Ruiz

Email: grillito70 -at- gmail.com

Country: EC (Ecuador)

Affiliation: Universidad Central del Ecuador

Abstract: La denominada comunicación comunitaria y popular, para el caso del Ecuador y de América Latina, se inscribe en el cruce de factores ideológicos, económico-políticos y religiosos. Son estos últimos que definieron el carácter de la radiodifusión comunitaria, educativa, étnica en el Ecuador. Sus inicios están en la provincia de Chimborazo, en la sierra centro sur, la cual históricamente aglutina el mayor número de indígenas (Delaunay 1985; Clark 2008). Es en esta provincia donde la iglesia evangélica y la iglesia católica fundan las dos primeras radios comunitarias. La primera, “Radio Colta” fue fundada en el cantón del mismo nombre, el 5 de diciembre de 1961 en la comunidad de Majipamba, con el auspicio de la “Unión Misionera Evangélica, (UME)” y la asesoría técnica de la radio evangélica mundial HCJB (Hoy Cristo Jesús Bendice) “La voz de los Andes” que funcionaba desde 1931 (Laporta 1993; Muratorio 1982). La segunda, las Escuelas Radiofónicas Populares del Ecuador, ERPE, fue fundada por la Diócesis de Riobamba el 19 de marzo de 1962, siguiendo el modelo de Radio Sutatenza en Colombia (Proaño 2010). Ambos proyectos nacen con el objetivo de alfabetizar desde las comunidades y convertirse en un dique frente al avance de los partidos comunistas y socialistas (Becker 2007; Rivera 1998; Baud 1996). La convergencia evangelizadora duraría poco, ya que las tensiones extremas del sistema hacendatario en la provincia, en el Ecuador y en América Latina estaban en una fase de disolución. (Lyons 2001; Quintero 1983). La evangelización alfabetizadora en el caso de las ERPE, bajo la Teología de la Liberación (Vásquez 2016), las convierte en un articulador político de base -de izquierda cristiana- en la lucha por el reconocimiento legítimo (Honneth 1997, 2009; Benhabid 2006) en las relaciones interétnicas. Así lo educativo-alfabetizador, la comunicación como dispositivo político, se convierte en lo que se conocerá como comunicación comunitaria. Este hecho fundacional, contrastará con el fondo de la comunicación privada, incluso estatal, de corte liberal y la emergencia de la esfera pública nacional (Habermas 1994; Lippmann 2003). Esa comunicación comunitaria, sus radios, se convirtieron en actores e instrumentos en la lucha étnica contra el (neo)liberalismo como proyecto cultural autoritario (Harvey 2007). La investigación se desarrolla utilizando el Análisis del Discurso (Van Dijk 2003, 2008; Fairclough 2003; Charaudeau 2009) y técnicas de archivo histórico y entrevistas. La pregunta central es: ¿Cómo los procesos de evangelización radiofónica determinaron las bases de la radio comunitaria en el Ecuador y su lucha contra la emergencia (neo)liberal? El análisis histórico de caso aporta a la comprensión estructural

de la actual mass media evangelizadora en los procesos electorales que han llevado al poder a proyectos políticos neofascistas, neoliberales, autoritarios en Ecuador y América Latina. Como a la comprensión de las nuevas dinámicas de la comunicación y de las resistencias populares desde una perspectiva analítica de la Teoría Crítica del Reconocimiento.

Id: 22380

Title: Entre la tradición y las nuevas formas. Estrategias de comunicación de los sindicatos uruguayos y nuevas TIC.

Session Type: Individual submission

Authors:

Name: Nicolás Robledo Pisciotano
Email: nicolasrobledo27 -at- gmail.com
Country: UY (Uruguay)
Affiliation: Universidad de la República

Name: Siboney Moreira
Email: analesky -at- gmail.com
Country: UY (Uruguay)
Affiliation: Universidad de la República

Name: Federico Pritsch
Email: fede.pritsch -at- gmail.com
Country: UY (Uruguay)
Affiliation: Universidad de la República

Abstract: En los últimos quince años el movimiento sindical uruguayo tuvo un aumento masivo de afiliación, en general jóvenes (hombres y mujeres) y mujeres adultas, con escasa o nula trayectoria organizativa, a partir de factores como la reinstalación de los Consejos de Salarios, la promulgación de normativas que protegen la actividad sindical y el crecimiento del empleo en Uruguay en su momento. Esto lo potenció y le presentó nuevos desafíos. Al mismo tiempo, el rol central de la comunicación y las nuevas tecnologías de la información y comunicación, determinan un nuevo escenario social, político y económico que también repercute en la vida cotidiana de los sindicatos, y en particular en su comunicación. Transformaciones que se tradujeron en procesos de cambio organizacional (Chiavenato, 2009; Daft, 2000) y en la emergencia de nuevos públicos internos y externos (Capriotti, 2009) dentro del sindicalismo.

En este marco, nos propusimos estudiar las estrategias de comunicación de los sindicatos uruguayos, partiendo de las siguientes preguntas: ¿Qué medios y estrategias construyen para su comunicación? ¿Ha llevado el nuevo contexto sindical a repensarlas? ¿Cómo inciden las nuevas tecnologías en sus estrategias? ¿Qué rol ocupan las asambleas y otros espacios en su comunicación? ¿Qué modelos y formas de comunicación se construyen en estos espacios?

La investigación “Comunicación en los sindicatos: entre la acción urgente y la planificación estratégica” centró su análisis en cinco sindicatos, muestra que buscó ser representativa de la diversa composición del movimiento en nuestro país. Analizamos sus medios y discursos, a partir de sus contenidos, características y formas de producción, con particular interés en los medios digitales. Complementariamente, se aplicó un formulario que recogió información relevante sobre

los medios utilizados, observamos los diferentes espacios sindicales que hacen a su dinámica cotidiana y realizamos entrevistas en profundidad a referentes de los casos estudiados.

Este artículo propone enfocarse en el uso de nuevos medios y formas comunicacionales, y su convivencia con las tradicionalmente utilizadas dentro del sindicalismo uruguayo. Nos centraremos en la vigencia de clásicas expresiones de la comunicación sindical, la convivencia de viejas y nuevas formas en los nuevos medios, y las diferentes miradas que coexisten sobre los medios digitales en el mismo movimiento. De este modo, buscamos aportar al debate sobre el uso y apropiación de las tecnologías de comunicación por parte de los movimientos sociales. Consideraremos contribuciones que aportan al análisis del uso de los distintos medios y lenguajes (Hall, 1980; Kaplún, 2003) por parte de los sindicatos, y el diálogo con miradas críticas en torno lugar de las nuevas tecnologías y medios digitales, su uso y apropiación por parte de los movimientos sociales (Treré y Barranquero, 2013; Fuchs, 2010; Sierra y Gravante, 2012, etc.).

Id: 22441

Title: Community Radio as Apparatus to Remember Disaster: Case studies of the Great East Japan Earthquake

Session Type: Individual submission

Authors:

Name: Tomoko Kanayama

Email: kanatomo -at- iamas.ac.jp

Country: JP (Japan)

Affiliation: Institute of Advanced Media Arts and Sciences

Name: Akiko Ogawa

Email: a-ogawa -at- i.nagoya-u.ac.jp

Country: JP (Japan)

Affiliation: Nagoya University

Abstract: Media fills an important role in recording and documenting disasters. Commentators have levelled various accusations against Tokyo-centered mass-media journalism: that its reporting is sensationalistic and centers too much around a specific region, that it relies on stereotypical stories, and that it exacerbates weathering. Contrasting with this is community FM radio, which — from the time a disaster strikes through its restoration and recovery — transmits information about the disaster and restoration efforts in the affected region. Though the role and significance of community FM radio is highly regarded, most prior research has not focused on its role in remembering the memory of disaster. This study examines community FM radios that broadcast information about restoration and recovery in disaster-affected areas, investigating to what extent they can serve as apparatuses to remember the region's disaster. It is a long-term, continuous qualitative study of disaster-affected areas throughout the country. Based on the research on 24 years of community radio, FMYY in the wake of the Great Hanshin Earthquake, it is observed how the region's collective memory of the disaster was constructed and renewed through long-term disaster-related events held by community radio broadcasters, and it became clear that community radio performs an important role. Especially, the media event held by FMYY on the memorial day of the disaster becomes the place where people not only share the memory but create new memories bridging different generations in the community.

Additionally this study conducted in-depth interviews with eleven community FM radio stations in the Tohoku region that suffered heavy damage in the Great East Japan Earthquake of 2011. Based on the case study of Great Hanshin Earthquake, it is analyzed the process through which and the possibility that community FM radios in East Japan may become apparatuses to remember and construct the collective memory of the Great East Japan Earthquake.

Id: 22529

Title: Community Radio, Disasters and the Information Flow in the Global South: A Case Study of 'Mandakini ki Aawaz' in India

Session Type: Individual submission

Authors:

Name: Annu Gandhi

Email: annu.gandhi -at- gmail.com

Country: IN (India)

Affiliation: Flame University

Name: Ishita Reddy

Email: ishita.reddy -at- flame.edu.in

Country: IN (India)

Affiliation: Flame University

Name: Megha Birla

Email: megha.birla -at- flame.edu.in

Country: IN (India)

Affiliation: Flame University

Abstract: Community radios play a significant part in the media structure of a developing country like India. Community radio stations help provide a platform for people to communicate. The fact that these radio stations are present within a community and are run by the people living there, gives the station a chance to deliver content which is often neglected by commercial radio stations. The floods of 2013 in the northern Indian state Uttarakhand, heightened the requirement for community radios as a tool for disaster management. In such times of need, information provided by a community radio can have an empowering effect. They can function as a medium of surveillance, broadcasting messages regarding safety of individuals and reconnecting family members. This specific information at the right time is vital due to the absence of other media platforms. A similar absence of a local medium of communication in these rural areas is evident across India and its neighbouring countries. The emergence and growth of community radios in rural areas over the last few years spiked our interest, encouraging us to undertake this research study. Through the study, we hoped to better understand the functioning of a community radio station, the influence on their audience, and to assess the extent of community participation at these stations. A case study on the community radio station “Mandakini ki Aawaz” was conducted to facilitate the research. Located in the disaster-prone district of Rudrapur, Uttarakhand, ‘Mandakini ki Aawaz’ was set up due to the abject isolation of the region. It covers 350 villages in a twenty-kilometre radius. Through primary data collected from members of Mandakini ki Aawaz and 4 villages around the radio station, we were able to better understand the functioning of the radio station, the program content aired, and the flow of information during times of emergency. However, some disparities emerged between the information provided by the members of the station and its audience, which helped us understand the actual progress of the radio station.

Although the community radio movement has been gaining momentum in the global south, it has great potential to help decentralize existing unequal media systems. Deeply embedded social

realities of the average Indian village, pose a huge challenge to the idea of community radios that are truly participatory in its essence.

Id: 22538

Title: Nomadic activism ' doing democracy beyond the nation-state

Session Type: Individual submission

Authors:

Name: Antje Scharenberg

Email: a.scharenberg -at- gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Abstract: This paper investigates the question how the concept and practice of nomadic activism can point to new forms of democracy and active citizenship.

In recent years, the UK's vote to leave the European Union was but the most illustrative example of what Appadurai calls 'democratic fatigue' (2017). This development is marked, for instance, by an increased sense of Euro-scepticism and the rise of far-right, nationalist forces all across the European continent. Moreover, on a planetary level, contemporary challenges arising in the context of climate change, migration and the injustices of global capitalism call for more radical imaginations of how we might do democracy today. Thus, the search for transnational alternatives from bottom-up becomes one of the urgent question of the contemporary moment.

The paper uses Braidotti's idea of 'nomadic activism' (2006) as a theoretical framework to discuss how alternative media practices of transnational activists can help push our thinking about democracy beyond conceptual and national borders. Braidotti sees nomadic activism as an approach that can expose and denounce the horrors of national border politics. Indeed, the theoretical concept of the nomad has featured in academic discussions more widely - for instance in feminist, queer and media theory (Sutherland, 2016; Georgiou, 2012; Bousiou, 2008) - as a figure of transgression which holds the potential to imagine new forms of political participation beyond national borders.

Respective literature is discussed alongside findings from more than two years of ethnographic fieldwork conducted in collaboration with activists who work towards 'democracy, equality and culture beyond the nation-state'. More specifically, I draw on the example of Transeuropa Caravans, a campaign which sees several activist buses drive across Europe in the run-up to the European Parliament elections. The campaign's aim is to document, connect and make visible European alternatives from below, which are being built all across the continent. Particular attention is paid to the various alternative media practices activists employ throughout their journey to communicate respective ideas and demands to politicians and to a wider public.

As these activist practices illustrate, nomadic activism might, indeed, be able to hint at alternative forms of democracy. In 'grounding' their actions in nomadic rather than sedentary principles, nomadic activists invite us to think democracy beyond the nation state, as a politics constantly in motion. The paper suggests that such reflections on the possibilities of nomadic activism for social justice movements are particularly relevant in times when rights and freedoms of (mobile) citizens are increasingly threatened.

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Id: 22542

Title: [Panel] Prácticas y experiencias de comunicación indígena diálogo de tecnologías en un entorno digital, Panel Description

Session Type: Panel Submission

Authors:

Name: Maria Luna Rassa

Email: mlunar -at- tecnocampus.cat

Country: CO (Colombia)

Affiliation: UNIMINUTO and Tecnocampus ESUPT UPF

Abstract: La co-creación y la colaboración son prácticas características de la comunicación indígena en un entorno digital, especialmente cuando se refieren al uso de herramientas de audio y video y estrategias de exhibición que buscan la conexión y el impacto en diferentes entornos. En este contexto la presencia de facilitadores y el interés de audiencias no-indígenas sigue siendo importante, como lo demuestra la organización de muestras de cine indígena, la circulación transnacional de contenidos y por supuesto los talleres de producción usualmente vinculados a universidades o proyectos de organizaciones aliadas. Dichos procesos de co-creación evidencian que, pese a la pérdida de la lengua (elemento central de la cultura), varios pueblos indígenas luchan por la pervivencia de otros de sus principios culturales, cosmovisiones, autonomía, territorio y costumbres (Almendra, 2010; Noreña, 2014; Herrera, Fayad & Peña, 2015; Uruburu, Herrera & Rodríguez, 2011; Magallanes-Blanco, 2007, 2008) y encuentran en la interacción con las tecnologías caminos de autorepresentación y formas de resistencia, reivindicación y re-existencia política, social y cultural.

Siguiendo los planteamientos de Arturo Escobar, la propuesta de este panel explora cómo estas comunicaciones propias tienen el potencial de mostrarnos pluriversos, en cuanto a riquezas de relaciones y puntos de vista que cuestionan el mito del desarrollo como única vía de progreso. Más allá de los temas y contenidos, la experiencia de las prácticas de comunicación mediante la apropiación de tecnologías en comunidades indígenas ha generado diversas implicaciones, cuestionamientos y procesos que van más allá de la producción mediática en sí misma y deben ser considerados como experiencias de mediaciones comunicativas.

Este panel construido desde experiencias de investigación/acción propone un punto de mirada de los procesos de comunicación indígena recientes en culturas colombianas de la Sierra Nevada de Santa Marta y El Amazonas colombiano y se extiende a los aprendizajes y preguntas suscitadas por la divulgación de estos contenidos entre públicos nacionales y transnacionales no-indígenas.

Id: 22571

Title: Kesennuma's Building for the Future and Ishinomaki's Rolling Press: An evaluation of two community media initiatives that are sharing localised news of recovery and reconstruction from T'hoku's disaster-affected communities

Session Type: Individual submission

Authors:

Name: Jamie Matthews

Email: jmatthews -at- bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Abstract: The earthquake and tsunami that struck Japan in March 2011 was an unprecedented disaster, destroying coastal communities in Tōhoku and resulting in the deaths of more than 18,000 people (Japan Fire and Disaster Management Agency, 2016). It triggered a second event, the nuclear emergency at Fukushima and the subsequent evacuation of over 100,000 residents from the towns and villages in proximity to the Daiichi plant.

Amongst the areas hardest hit by the tsunami were the port cities of Ishinomaki and Kesennuma in Miyagi prefecture, and both featured prominently in international news coverage of the disaster. Waves of up to ten meters in height overwhelmed these two communities, inundating lower lying areas up to two kilometres inland. While post-disaster recovery in Tōhoku has understandably remained significant on media, public and policy agendas in Japan, news about recovery and reconstruction has received far less attention from the foreign news media.

This paper evaluates two community media initiatives that were launched in Miyagi prefecture to address this apparent gap in news and content accessible to non-Japanese speaking audiences seeking information about recovery in the disaster-affected area. It focuses on the Rolling Press, an initiative launched by volunteers living in Ishinomaki city, and Kesennuma's Building for the Future Project, as two case studies of community media projects instigated after the 2011 tsunami that sought to make information and news about their respective communities and disaster recovery available in English. Both of these initiatives, this paper will argue, are indicative of the forms of community and alternative media that may emerge in post-disaster contexts. By drawing on interviews with participants, alongside an analysis of the content that they produced and shared it will explore how these projects have attempted to reach audiences that are geographically dispersed (Reader and Hatcher, 2012), in particular through harnessing the opportunities afforded by digital media. It will also reflect on some of the difficulties that the Rolling Press project faced in achieving longer-term sustainability and endeavour to shed light on the intrinsic and altruistic motivations that guide volunteers' involvement in such initiatives. In these cases, to provide localised news and information about their community as it seeks to rebuild from the tsunami, to connect with English-speaking audiences and support post-disaster recovery.

Id: 22585

Title: Relevamiento de los servicios de comunicación audiovisual comunitarios, populares, alternativos, cooperativos y de pueblos originarios en Argentina

Session Type: Individual submission

Authors:

Name: Larisa Kejval

Email: larisakej -at- yahoo.com.ar

Country: AR (Argentina)

Affiliation: Universidad de Buenos Aires / Universidad Nacional de Avellaneda

Name: Susana Morales

Email: susanamoralesar -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Córdoba

Name: Patricia Fasano

Email: patrifasa -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Entre Ríos

Name: Cristina Cabral

Email: cristinacabral152 -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Río Negro y Universidad Nacional del Comahue

Name: Eva Fontdevila

Email: evafontdevila -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Tucumán

Name: Martín Iglesias

Email: meiglesias -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Quilmes

Name: Ricardo Sandoval

Email: ricardsand -at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de La Plata

Abstract: Si bien en nuestro país registramos un crecimiento de la investigación sobre los servicios de comunicación audiovisual (SCA) denominados comunitarios, populares, alternativos, cooperativos y de pueblos originarios aún no existe en Argentina un relevamiento que dimensione exhaustivamente el universo empírico al que nos referimos cuando hablamos de ellos. Esta tarea

tampoco fue encarada suficientemente desde el Estado ni desde las organizaciones de la sociedad civil.

Así, en 2018 desde la Red Interuniversitaria de Comunicación Comunitaria Alternativa y Popular (RICCAP) comenzamos el “Relevamiento de los SCA Comunitarios, Populares, Alternativos, Cooperativos y de Pueblos Originarios en Argentina”. Este proyecto se propone relevar la existencia y principales características -organizacionales, legales, tecnológicas y de producción local- de las radios y televisoras de este tipo. Nuestra ponencia profundizará sobre los primeros resultados de esta investigación y sobre las implicancias del trabajo articulado entre investigadorxs de unidades académicas y redes de medios.

Nuestro trabajo se inscribe en el entrecruzamiento de perspectivas teóricas dedicadas tanto a las políticas de la comunicación, como al derecho a la comunicación, la ciudadanía comunicativa y la comunicación comunitaria. Sintéticamente, consideramos que el desarrollo y fortalecimiento de este tipo de emisoras contribuyen a la democratización de las comunicaciones, en contraposición a la histórica tendencia a la concentración de la propiedad y la centralización de la producción de contenidos del sistema audiovisual argentino. Complementariamente, suponemos que se trata de espacios estratégicos para el ejercicio de la ciudadanía comunicativa, en tanto posibilitan el derecho a la libertad de expresión de diversos actores sociales generalmente marginados o estigmatizados en los medios masivos. De acuerdo con los marcos interpretativos internacionales del derecho a la comunicación estas afirmaciones presuponen, por último, que el Estado tiene un rol fundamental en promover y garantizar la diversidad y el pluralismo audiovisual.

Metodológicamente, recuperamos herramientas cuantitativas utilizadas en la elaboración de censos. El trabajo de campo -a finalizar en febrero- implica la aplicación presencial o telefónica de un cuestionario de 60 preguntas a unas 400 emisoras autodefinidas como comunitarias, populares, alternativas, cooperativas y/o indígenas. La relevancia del relevamiento se potencia con la participación de diversas redes del sector en el diseño de los instrumentos; asimismo, su ejecución implica el trabajo colaborativo y articulado de 7 equipos regionales de investigación en los que participan más de 40 investigadorxs y estudiantes de 12 universidades nacionales.

En términos políticos, aspiramos a que este trabajo constituya base empírica para la implementación de políticas públicas por parte del Estado y de instituciones educativas de cara al fortalecimiento de estos SCA. En ese sentido, esperamos generar información relativa a las emisoras y sus condiciones de funcionamiento de cara a los procesos de digitalización y de convergencia. A su vez, proyectamos producir conocimiento significativo para el trabajo de intervención y de incidencia en el espacio público de las redes en torno a las cuales se nuclean estos medios en pos de la democratización de las comunicaciones. Finalmente, esperamos que los resultados permitan desplegar estrategias de visibilización de las emisoras de cara a las audiencias y la ciudadanía.

Id: 22590

Title: La radio sin radio, el devenir de un sueño colectivo

Session Type: Panel Submission

Authors:

Name: Eliana Herrera Huérfano

Email: eliana.herrera -at- uniminuto.edu

Country: CO (Colombia)

Affiliation: UniMinuto (Universidad Minuto de Dios)

Abstract: Desde el año 2012 la comunidad del resguardo Ticoya, a través de Emperatriz Cahuache, me invitó a trabajar en la recuperación de la emisora Ticoya Stereo, en Puerto Nariño, Amazonas. Se trata de una radio estación local que la comunidad tuvo en funcionamiento durante el año 2009, pero que producto de las dinámicas de las leyes de radiodifusión de Colombia terminaron perdiendo. Este trabajo de investigación e interacción con el resguardo ha buscado generar la construcción de conocimiento conjunto a largo plazo, por eso se ha mantenido en el tiempo, reconociendo asimetrías temporales entre las lógicas institucionales universitarias y la lógicas de la comunidad. El propósito ha sido facilitar espacios de diálogo, reflexión y análisis para que la comunidad iniciara la construcción de un proyecto radial que responda a sus formas de organización, expectativas y necesidades y así apropiarse un medio no indígena en función de sus propias prácticas y narrativas.

A lo largo de estos cinco años hemos hecho un intenso trabajo de investigación, identidad y recuperación de memoria oral con las comunidades indígenas de ticunas, cocamas y yaguas en el territorio amazónico y aunque no hemos logrado la recuperación de la radio estación como medio local, los trabajos de campo, basados en la co-creación de piezas sonoras, han dado cuenta de algo más importante: durante los procesos de investigación/acción hemos tenido la oportunidad de presenciar e incentivar un devenir que está más allá del medio. Estos procesos de lo que podríamos denominar 'intermediaciones' evidencian interacciones interesantes en y con la comunidad cuyos aprendizajes se evalúan en esta propuesta en tres sentidos: Empoderamiento de las mujeres, diálogos intergeneracionales y recuperación de elementos históricos del territorio.

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Id: 22629

Title: Los espíritus de la comunicación: Indígenas de ritual y conexión

Session Type: Panel Submission

Authors:

Name: Omar Rincón

Email: orincon -at- uniandes.edu.co

Country: CO (Colombia)

Affiliation: Universidad de los Andes

Abstract: Fuimos a la Sierra Nevada de Santa Marta en Colombia. Estuvimos con los Wiwas, los Arhuacos, los Wayuu y los Kankuamos. Vimos muchas imágenes y escuchamos a los hermanos mayores. Fuimos a Daupará (imágenes para ver más lejos). Fuimos a la 10 muestra de Cine y Video Indígena de Colombia. Y esto fue lo que aprendimos que es la televisión indígena: Comunicar significa “ir escuchando” en el pueblo Arhuaco, comunicar es el ritual de la paciencia en el tiempo infinito de la conversación que mantienen los pueblos con la madre tierra y las diversas culturas. Por eso, los pueblos indígenas nos recuerdan que la comunicación es una necesidad para existir, resistir y proponer. Pero antes de la cámara o el comunicar está el plan de vida y el proyecto político. Entre las comunidades no hay un autor, no hay un artista; comunica colectivo, el pueblo. Esta presentación se ubica desde la experiencia de los espectadores y permite comprender desde nuestras "miradas externas" cómo la comunicación se pone en práctica como una actitud de diálogo con la naturaleza, el territorio, los espíritus.

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Id: 22682

Title: Circulación de cine indígena en Europa: Experiencias de exhibición transnacional

Session Type: Panel Submission

Authors:

Name: Maria Luna Rassa

Email: mlunar -at- tecnocampus.cat

Country: CO (Colombia)

Affiliation: UniMinuto/ Tecnocampus ESUPT UPF

Abstract: ¿Qué pueden aportar las experiencias de comunicación indígena a otros entornos? ¿Cuáles son los lugares clave de esta exhibición? ¿Cómo analizar el significado de los encuentros y tensiones que se producen en esta divulgación de contenidos locales en entornos transnacionales? A través de la recopilación de experiencias de distribución y proyección de cine y video indígena esta propuesta indaga en la experiencia de exhibición documental de la producción indígena en Europa desde la Asociación para la divulgación de Cine Latinoamericano El Perro que Ladra, una organización independiente que funcionó como un nodo de divulgación para algunos documentales indígenas en alianza con otras instituciones culturales y universidades. Desde el caso concreto de los diálogos que generaron proyecciones como Resistencia en la línea negra, Ushui (Bunkuaneyuman) y Naboba (Zhigoneshi) entre las audiencias de muestras independientes en París, Barcelona y Toronto se examinan los alcances de la comunicación indígena en un entorno transnacional. Por otro lado, la propuesta se pregunta por los mecanismos de financiación de estas producciones y toma una perspectiva crítica que se nutre de los estudios de festivales de cine global para examinar el peso de los apoyos estatales y el acceso de estos colectivos a los fondos de producción global. Un capítulo importante se dedica a las alianzas estratégicas para mostrar la importancia que tienen la producción y la distribución independiente en la existencia de estos contenidos. Finalmente, desde el debate por la entrada de la comunicación indígena en un entorno digital, se interroga la presencia/ausencia de estos contenidos en internet y se analiza el impacto que las campañas en redes sociales sobre este cine, usualmente relacionadas con la sensibilización sobre derechos humanos, impacto ambiental y la fuerza de la comunicación propia, tienen sobre los encuentros físicos, el encuentro de intereses y los diálogos que generan entre las nuevas audiencias del cine indígena.

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Id: 22765

Title: Analysis of Communicative Processes in Local Communities. The Case of the Creative and Cultural District of the Ouseburn Valley, in Newcastle Upon Tyne, United Kingdom

Session Type: Individual submission

Authors:

Name: Jennifer García Carrizo

Email: jennigar -at- ucm.es

Country: ES (Spain)

Affiliation: UNIVERSITY COMPLUTENSE OF MADRID

Abstract: Esta investigación se presenta en el marco de los estudios metodológicos para trabajar e investigar sobre procesos de comunicación en pequeñas comunidades.

En este sentido, su objeto de estudio es el Distrito Cultural y Creativo del Ouseburn Trust, situado en Newcastle Upon Tyne, Reino Unido. Este se define como un espacio postindustrial que ha sido revitalizado a través de diferentes actores culturales y creativos que desarrollan actividades en el área dirigidas al público local (Lazzeretti, 2008). Partiendo de este objeto de estudio, la pregunta de investigación planteada se centra en cómo los diferentes actores que conforman el distrito, tanto privados como públicos, y tanto culturales como creativos, se comunican interna y externamente. En este sentido, el principal objetivo de esta investigación es analizar el sistema de comunicación interna y externa del distrito.

Para ello, partiendo de la Teoría Fundamentada, que tiene como base los estudios metodológicos de Saunders, Thornhill y Lewis (2009) y el muestreo teórico de Glaser y Strauss (1967), se realiza un análisis del caso del distrito cultural y creativo del Ouseburn Valley a través de una revisión bibliográfica, seguida de un trabajo de campo consistente en diferentes entrevistas semiestructuradas a expertos, tanto a nivel académico y empresarial, en este tipo de espacios urbanos. Igualmente, desarrolla una serie de más de 15 entrevistas semiestructuradas a los diferentes actores del distrito. Dentro del trabajo de campo realizado, también se han analizado diferentes folletos e información corporativa relativa al distrito y se han recolectado datos in situ, tales como la toma de fotografías de los diferentes espacios que configuran el entorno.

Así, se analiza el modelo de comunicación del distrito mediante la técnica del mapeo (British Council, 2010) y se constituye un mapa en el que se visualizan los actores creativos y culturales, así como las relaciones comunicativas que se dan entre ellos. Mediante él, es posible visualizar aquellos actores principales y puntos neurálgicos a nivel comunicativo para, posteriormente, clasificarlos como catalizadores del Ouseburn Valley y ver cómo trabajan con el público local para establecer enlaces con él, fidelizarlo y legitimarse ante el mismo.

De tal modo, a través de este caso de estudio, se observan diferentes impulsores del Ouseburn Valley, tales como el Ouseburn Trust, la Ouseburn Farm o Seven Stories Library, y, además, se aplica exitosamente el modelo metodológico del mapeo para identificar puntos neurálgicos a nivel comunicativo en los distritos culturales y creativos. Así, de forma novedosa en los Estudios de Ciencias de la Comunicación, se introduce una herramienta metodológica ya utilizada en otros

campos como la Economía. Esto supone un gran aporte a nivel teórico y práctico para el desarrollo de los estudios culturales, comunicativos y sociales. Y es que, los distritos culturales y creativos se erigen como motores para el desarrollo de las ciudades (Rosselló y Wright, 2010) (UNESCO, 2016) y para la integración y la cohesión social (Rowe, 2016) (Burkman, 2017), por lo que analizar los procesos comunicativos que se dan en ellos se torna de suma importancia.

Id: 22832

Title: El aprendizaje emocional a partir de la participación en experiencias de comunicación comunitaria.

Session Type: Individual submission

Authors:

Name: Ana Martínez Ortiz de Zárate

Email: azarat.ana -at- gmail.com

Country: ES (Spain)

Affiliation: UNED

Abstract: Esta comunicación pretende analizar la dimensión del aprendizaje emocional que adquieren las personas que participan en experiencias de comunicación comunitaria, caracterizadas por ser protagonizadas por la ciudadanía (Berrigan, 1981), que de forma horizontal (Beltrán, 1998) se involucra en todos los aspectos que requiere llevar a cabo un proyecto de este tipo.

Estamos en un contexto social donde cada vez se es más consciente de la importancia que tiene el aprendizaje emocional, incluso varios autores manifiestan que se está produciendo una revolución emocional; sin embargo, muchas personas siguen reconociendo una falta de formación en este aspecto.

Al estudiar los diversos tipos de aprendizajes adquiridos en los medios de comunicación comunitarios, ha sido muy destacado el relacionado con el terreno emocional, aquel que supone la comprensión de tanto las emociones propias como de las ajenas (Goleman, 1996). Asimismo, tenemos también en cuenta la denominada ética del cuidado (Gilligan, 1985).

En este caso, nos centraremos solo en esta parte del aprendizaje, pero siendo conscientes, como expresó Damasio (2011), que no se puede separar la mente del cuerpo y que por tanto, el aprendizaje cognitivo está estrechamente unido al emocional.

Se ha utilizado la metodología de las historias de vida, que se puede definir como el proceso de indagación, a través de entrevistas y charlas entre investigador y protagonista, sobre los sentimientos, la manera de entender, comprender, experimentar y vivenciar el mundo y la realidad cotidiana (Martín-García, 1995).

Hemos realizado 12 historias de vida de personas que han estado implicadas en experiencias comunicativas comunitarias de tres formatos mediáticos diferentes (radio comunitaria, comunicación audiovisual participativa y los escenarios colaborativos virtuales). Se han elegido perfiles muy heterogéneos que cumplieran tres criterios: su participación relevante en este tipo de experiencias, la percepción de haber adquirido aprendizajes significativos y la disponibilidad para profundizar en sus vivencias.

Los testimonios provienen de España, donde nos ubicamos, y de Uruguay, uno de los países referentes en relación al desarrollo tanto académico, con autores como Mario y Gabriel Kaplún, como práctico de los medios de comunicación comunitarios.

Las personas entrevistadas identifican el aprendizaje emocional como experiencias de empoderamiento. La forma en que se producen estas experiencias y para qué son útiles, tanto en los contextos de participación en los medios comunitarios como en la vida cotidiana, son los ejes de análisis de esta comunicación.

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Id: 22858

Title: [Panel] Decolonizing Pedagogies, Panel Description

Session Type: Panel Submission

Authors:

Name: Dorothy Kidd

Email: kiddd -at- usfca.edu

Country: US (United States)

Affiliation: Dept of Media Studies University of San Francisco

Abstract: The challenges to Euro-American systems of colonial, patriarchal and capitalist thought have been long-standing. Taking many different forms, and emerging from a diversity of social, political and cultural movements around the world, the goal has often included the production of new forms and practices of pedagogy. In the 1960s and 1970s, for example, Paulo Freire's pedagogy of the oppressed emerged from political and faith-based movements in Latin America, while soon after, radical educators based in social justice and feminist movements in the global north were experimenting with different ideas inside and outside the formal classroom (hooks 1994).

In the last decade, we have seen a renewed call to critique and unpack dominant epistemologies (especially but not limited to the global north) in the academy, and to instead highlight and draw from the knowledge production, methodologies and pedagogies that are emerging from the practices of indigenous, anti-racist, post-colonial, feminist, environmental, queer, and other political, social and cultural change movements. Plural in nature, and by no means unitary, all of these calls ---indigenizing (Tuhiwai-Smith, 2008), de-colonizing (Escobar, 2017, Battiste, 2016) post-abyssal pedagogies (Boaventura de Sousa Santos, 2018), take transforming education inside and outside the academy as important goals.

This international panel will address ways to think about and deal with these questions in our work in the classroom related to the fields of community communication and alternative media. Presentations will include building the self-reflexivity of students, using performance and auto-ethnography, addressing differences across the abyssal lines, and facilitating exchanges between students and communities.

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Id: 22861

Title: Commonality and Tequio as Tools for Decolonizing Classroom Learning

Session Type: Panel Submission

Authors:

Name: Antonieta Mercado

Email: Antonietamercado -at- sandiego.edu

Country: US (United States)

Affiliation: University of San Diego

Abstract: My contribution to this panel is an account of my practice teaching social justice and community engagement classes at a private medium-size liberal arts college in California; as a communication scholar with a sustained involvement with indigenous immigrant communities from Mexico in the United States, particularly Zapotec and Mixtec communities in California, and as a working-class immigrant from Mexico in the United States. The University of San Diego where I work has public and extensive commitment to social justice and I have made my goal to create articulation points between indigenous epistemologies and Western knowledge by means of sustained contact between students and community members who are authorities in different forms of knowledge, such as collective decision-making, environmental knowledge, storytelling or cultural and civic engagement. One of the main goals of my teaching is to help students develop awareness about how hierarchies of power affect them and contribute to exoticize indigenous people and their systems of knowledge. My students are required to think about the colonial structures of power and knowledge that have enabled many of those distinctions. For example, the existence of scientific knowledge created in university realms, and community knowledge that may not be classified as such, but that has been used and transformed by indigenous people in daily practices for millennia. Working with indigenous communities I have learned the value of tequio, which means mandatory community work in Náhuatl language, and one of the foundations of what Mixe Anthropologist Floriberto Díaz called “commonality” which is a system of production and transmission of knowledge in indigenous communities. Communal organization, and communality are important pedagogical tools that indigenous people use to organize their everyday life. In many indigenous communities it is required for all able adults to participate donating work or resources to complete communal projects, reinforcing the bonds among community members. Indigenous migrants have had to adapt to new transnational circumstances to preserve their ancestral knowledge. Practicing tequio transnationally has helped many communities to pass knowledge into the next generation keeping it involved in communal projects across borders. I have incorporated community engagement activities in my classroom as a form of tequio, and “commonality” as a pedagogical tool so students can develop social bonds and build trust with indigenous migrants and other communities. When engaging in community work with indigenous immigrant organizations, such as the creation of an urban garden, the documenting of story-telling by community elders, or the description of medicinal plants or ancestral food recipes, both students and community members reflect on structures of power and knowledge created to maintain hierarchical social orders traced back to colonial relationships of power and representation. Working together we are able to connect the classroom to local communities creating a space for dialogue with different epistemologies. This presentation is an account of what my students have experienced, what members of these

communities have conveyed to me, and what I have learned in the process of teaching community engagement classes in communication with a focus on decoloniality as social justice.

Id: 22867

Title: Listen to the voices

Session Type: Panel Submission

Authors:

Name: Nivea Bona

Email: bonanivea -at- gmail.com

Country: BR (Brazil)

Affiliation: Independent Researcher

Abstract: The gap between the research produced from the North and the “Epistemologies from South” (Santos, 2014) has everything to do with justice, as Boaventura says. But it also has everything to do with voices silenced or not listened to. One of the reasons is the obvious language gap. Researchers in Latin America see the request of some institutions to publish in English as more of an obligation than a request. They don’t see this as spreading knowledge alone. However, when some become part of the “South in the North,” they can see that the translation of work into English is one way to shrink the gap between languages, knowledges, and researchers. These are challenges that some journal editors recognize and should lead to prioritizing the budget to translate works from South, including from those communities that have been systematically marginalized and ignored by the academic and scientific world.

As Tufte says, “voice remains a fundamental element of the potentially vibrant, inclusive and empowered body politic” (2017, p.178). This presentation will focus on how to give voice to the South, Indigenous, African, and disenfranchised communities, with some practical examples from Latin America. One suggestion is to get out of the Ivory Tower and its logic and open space for these groups inside the academe world. This can be done by inviting people with practical experiences to academic events. I will discuss the example of the research group COMUNI in São Paulo – Brazil which, for more than 10 years organized its annual meeting alternating research presentations with experience reports. Master’s and Ph.D. students present their research findings in the same day as community communicators present their reports about how they make the community newspaper in their neighborhood, or how they built a community radio, for example. The intersection of the research with the practical experience reports makes both groups listen carefully to each other and enriches the respect for both knowledges.

I will also reflect on the participatory methodology from Mario Kaplun. He found a simple method to provoke communities to find their solutions and bring together communication and education by using the cassette-foro (tape-forum) (Bona, Conteçote, Costa, 2006). The cassette-foro was a methodology of recording campesinos’ (farmers’) discussions about a specific problem. Another group would edit the best solutions recorded and exchange that knowledge with other communities which in turn would send their solutions to the first group. Beyond academic conferences and other kinds of scientific events, our challenge, therefore, is to create with this “logic”, and find ways to stimulate scholars and community to build a common ground where everybody’s voice is heard and respected on the same level.

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Id: 22873

Title: Self-reflexivity and subjectivity for knowledge production

Session Type: Panel Submission

Authors:

Name: Claudia Magallanes-Blanco

Email: claudia.magallanes -at- iberopuebla.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Puebla

Abstract: In this paper I want to explore the role of self-reflexivity and subjectivity in the construction of knowledge from the Masters' in Communication for Social Change at the Universidad Iberoamericana Puebla (México). This postgraduate program includes a participatory approach to research (Orlando Fals Borda), a critical pedagogy (Paulo Freire) and a constant critique to dominant epistemologies (Boaventura de Sousa Santos, Walter Mignolo, Aníbal Quijano). Through an analysis of the masters' thesis produced by students from the first three generations of the program, I want to emphasize the role of subjectivity and self-reflexivity in the research processes conducted by students. Moreover, I want to highlight the role of self-reflexivity and subjectivity in the knowledge construction processes of researchers about themselves, about the realities they were analyzing and intervening, and about the individuals they worked with in their research projects. (former gang members, women living on the streets, housewives, community radio broadcasters, migrants, deaf youth, marginalized youth, indigenous women victims of violence, amongst others). I argue that the personal positioning as researcher as well as subject of the research process has strengthen the work conducted by the students. It has led them to deeper, more analytic and reflexive research processes at the same time that it has led them to personal transformations that bring about social change. In addition, the personal positioning and the reflexivity that brings about are a concrete transformation of the research practice and the educational process from a higher education institution and a research oriented postgraduate degree in particular.

Id: 22875

Title: Decolonizing Knowledge, Making Media in the Classroom

Session Type: Panel Submission

Authors:

Name: Dorothy Kidd

Email: kiddd -at- usfca.edu

Country: US (United States)

Affiliation: Dept of Media Studies University of San Francisco

Abstract: My contribution to this panel is an examination of student participation in decolonizing knowledge. Efforts to challenge the dominant Euro-American systems of colonial, patriarchal and capitalist knowledge has been ongoing for decades, and has often included practices of alternative media and community communication designed to critique the hegemonic and/or represent the perspectives of subaltern and marginalized voices. In the educational sphere, scholars and educators have put forward transformative curricula to engage learners in critique, and as importantly, in producing transformative change in every social, political, economic and cultural dimension (Freire 1974, hooks 1994). Key to this pedagogy has been an emphasis on learners critically reflecting on the oppressive conditions within their own life experiences and in light of systemic power analyses and assessments of intersectional movements, towards the creation of collective forms of action (Nadeau, 1996). At the same time, the relationship between students and the media ecology has changed dramatically. No longer restricted to receiving messages, students inhabit social and other media-scapes and are involved on a daily basis in making media.

This presentation combines reflections from employing media-making practices with students in several different cohorts (education, international studies and media studies in San Francisco, U.S.A and in education, and communications, development and social change in Bogota, Colombia). Starting with a quick survey of the students, exercises and resulting student media projects, I review what these projects tell us, or not, about hegemonic ideas, and about anti-patriarchal, de-colonial and anti-capitalist practices. My findings consider questions of effective power & analysis or how to combine anti-systemic and media critique with media-making, trans-localism and intersectionality, or how to deal with lack of student knowledge about peoples/struggles in other regions, and other sectors or movements. The presentation ends with reflections on how to strengthen the transgressive decolonial intent of these exercises.

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Id: 22884

Title: Walking the abyssal line with double consciousness: A way to make new and different knowledge from the South'

Session Type: Panel Submission

Authors:

Name: Anthea Garman

Email: A.Garman -at- ru.ac.za

Country: ZA (South Africa)

Affiliation: Rhodes University

Abstract: In 2015 and 2016 university students across South Africa brought campuses to a standstill as they protested high fees, the decolonisation of education, and sexual violence on campuses. Among these demands, one grievance struck me as a particular challenge. Black students in the protest movements (#Rhodesmustfall, #RUrefencelist and #FeesMustFall) made a special performance of black embodied pain accompanied by statements of anguish and rage which they connected to their rejection of disembodied, unaffected ways of knowing.

In particular, the critical mindset with its powerful focus on logos-based rationality and styles of verbal critique were opposed and challenged. This of the construction of knowledge itself goes to the heart of how universities conceive of their core purpose in the world.

In 2018 my School was given a Mellon Foundation grant to rethink the focus of our postgraduate teaching and research. We chose to situate this programme within decolonial terrain and Southern epistemologies.

But the more testing situation for us is to incorporate within this alternative knowledge production the lived reality of poor, black, female and queer students who experience profound violence and constraint. I have begun to experiment with two ideas to alter my own practice: Boaventura de Sousa Santos' "abyssal line" (2007) and an old idea, renewed by Toi Derricotte of "double consciousness" (2011).

De Sousa Santos believes that within modern-day democracies there are 'civilised' and 'savage' zones which co-exist and overlap as "two realms" of social reality (2007). This is opaque to some because of the "abyssal line", an invisible line that only those at risk of losing their rights, dignity and bodily integrity have to cross to participate in the 'civilised' zones. In South Africa the 'savage' zones are not confined to the impoverished townships or under-developed rural areas. They are also on our campuses (and very evident in the violence used against protesting students).

Then, in her account of *Race in the Creative Writing Classroom* (2011), Toi Derricotte, says that the one "who has privilege... walk[s] the line between worlds, to see with double vision from the eyes of the 'other'" (2011, 50).

This task for those privileged and schooled in Western forms of academia, is to recognise that those marked still as the oppressed continue to live double lives across the abyssal line, and that we must learn to see, recognise and move into the savage zones so that we feel and know them too and acquire a double consciousness of their impacts.

It is this shift of consciousness, perspective, and commitment that I will discuss in my presentation as I point to my own experiences of trying to reorient the making of knowledge and the reconstruction of the community that makes that knowledge.

Id: 22887

Title: [Panel] Decolonizing Research and Knowledge, Panel Description

Session Type: Panel Submission

Authors:

Name: Dorothy Kidd

Email: kidd -at- usfca.edu

Country: US (United States)

Affiliation: Dept of Media Studies University of San Francisco

Abstract: This panel addresses current challenges to Euro-American systems of colonial, patriarchal and capitalist thought in the formal and non-formal educational practices in the field of community communication and alternative media. In the 1960s and 1970s, for example, Paulo Freire's pedagogy of the oppressed and Orlando Fals Borda's participatory action research emerged from political and faith-based movements in Latin America; both of these frameworks were taken up in Latin America and spread throughout the world, leading to significant changes in non-formal and formal education.

In the last decade, we have seen a renewed call to critique and unpack dominant epistemologies in the academy, (especially but not limited to the global north), and to instead recognize and draw from the knowledge production, methodologies and pedagogies that are emerging from the practices of Indigenous, post-colonial, feminist, environmental, autonomist and other political, social and cultural change movements. Plural in nature, and by no means unitary, all of these calls ---Southern Theory (Connell 2008), indigenizing (Rigney, 1999), de-colonizing (Tuhiwai-Smith, 2008, Escobar, 2017) epistemologies of the south (Herrera Huérano 2016, Boaventura de Sousa Santos, 2018), take transforming education inside and outside the academy as important goals.

This international panel brings together scholars who are addressing these questions. The papers examine Indigenizing educational institutions and educational practice; and utilizing Indigenous and other non-dominant forms of cultural representation and pedagogy.

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Id: 22940

Title: Using Performance Autoethnography as an Embodied Tool for Ontological Disobedience and (Self)Decolonizing

Session Type: Panel Submission

Authors:

Name: Carmen Hernández-Ojeda

Email: chernandezoj -at- umass.edu

Country: US (United States)

Affiliation: University of Massachusetts Amherst

Abstract: Mignolo points out that in order to foster decolonial thinking, we need to engage in epistemic delinking. The question, thus, is to what extent we can delink as teachers and researchers when we use inherited epistemological and methodological tools developed for colonizing endeavors. Methods and theories based upon Eurocentric, heteronormative, and patriarchal (post)positivist premises such as separating body and mind, rejecting the body as a site of knowledge production, promoting objectivity as an unquestionable dogma, or delegitimizing knowledge that includes researcher's body or aesthetic writing. Lorde warned us that we cannot dismantle the master's house with his tools. We need, thus, to find or build epistemologies and methodologies that allow us to delink, that allow us to embody such delinking process—making sure that what we say and what we do match. Thus, in my scholarly commitment to self-decolonize and decolonize academia, I employ performance autoethnography as a (self)decolonizing tool (Chawla & Atay), drawing from Third World Feminism and Indigenous Decolonizing Methodologies (i.e., Anzaldúa, Tuhiwai Smith) and their axiological premises—i.e., healing, repairing, transforming, and generating hope. This paper provides a meta-autoethnographic performance in which I reflect upon my scholarly experience employing this method as a Communication researcher, explaining when and how I use it as well as its outcomes and limitations. In this sense, I use performance autoethnography to explore and transform my role as colonize(d)r subject: a queer, Canary Islander, diasporic woman who is colonized and colonizes other people simultaneously—as an immigrant settler in the U.S. Furthermore, I use this exploration to better understand my complicity, as a teacher and researcher, with the role of academia in (neo)colonizing and oppressing youth of color in the U.S. Hoping to contribute, through my own transformation and work, to decolonizing academia. My goal in this panel is twofold. First, I want to provide an embodied methodological experience that could be useful to other scholars, both in their research and pedagogical practices. Second, I aim to foster a conversation about the possibilities—i.e., pedagogical, heuristic, kinesthetic, aesthetic—of performance and the body to enable ontological disobedience and facilitate (self)decolonizing processes.

Id: 23041

Title: Come together: Journalism and the desire for community in Turkey (Video presentation)

Session Type: Video Submission

Authors:

Name: Caitlin Miles

Email: caitlin.miles -at- tamu.edu

Country: US (United States)

Affiliation: Texas A&M University

Abstract: Based on fieldwork conducted during 2017-2018, I explore how journalists in Turkey articulate and cultivate a community of journalism both within their institutions and through their daily lives. I argue that journalists' fantasy and desire for community is an affective attachment to address economic precarity and political persecution amidst a prolonged state of emergency and concern over increased authoritarianism. Historically, the news media in Turkey have been beholden to ruling party political interests (Akser & Baybars-Hawks, 2012; Christensen, 2010; Heper & Demirel, 1996; Kaya & Cakmur, 2010; Oncu, 2012; Yesil, 2016). Moreover, the ways in which the military has deployed the news media to orchestrate coups and coup-attempts, has resulted in a deep mistrust and skepticism of news outlets by the public (Akser & Baybars-Hawks, 2012). Though my interlocutors face a daunting and dangerous environment in their attempts to practice their craft, they see journalism as a way in which they can personally resist against a political system and ruling party they see as divisive. Journalism is connecting different voices and experiences and an attempt to foment a more communal society through awareness and empathy. Building upon Ahmed & Fortier (2003), Anderson (2006), and Zelizer (1993), I argue that the desire for community is a powerful affective state for cultivating real if unrealized bonds amongst disparate people. Moreover, it is a mechanism to affirm the importance of journalism within contemporary Turkey.

Id: 23053

Title: Repensar la comunicación desde los conocimientos, saberes y practicas de los pueblos indígenas del Abya Yala

Session Type: Panel Submission

Authors:

Name: Jose Vicente Otero Chate

Email: chente2009 -at- gmail.com

Country: CO (Colombia)

Affiliation: Universidad Autónoma Indígena Intercultural -UAIIN- CRIC

Abstract: En los últimos años, la Red de Universidades Indígenas, Interculturales y Comunitarias de Abya Yala- RUIICAY, emprendió un dialogo horizontal e intercultural de saberes, con sus universidades y comunidades de base, en diversas áreas del conocimiento, entre ellas la Comunicación Indígena e Intercultural.

Una de las experiencias emblemáticas, en el campo de la investigación en comunicación indígena e intercultural, es la que se está gestando entre la Universidad Autónoma Indígena Intercultural, UAIIN del Consejo Regional Indígena del Cauca-CRIC (Colombia), la Pluriversidad “Amawtay Wasi” (Ecuador) y la Universidad de las Regiones Autónomas de la Costa Caribe Nicaragüense-URACCAN (Nicaragua) con el apoyo de Agencia Noruega de Cooperación al Desarrollo (NORAD), en la que investigadores, estudiantes y comunidades indígenas trabajan en la consolidación de una metodología de investigación, a la que han denominado Cultivo y Crianza de Sabidurías y Conocimientos-CCRISAC.

El CCRISAC es la respuesta al cansancio y desconfianza que hay sobre las prácticas de investigación convencional, que solo se han ocupado de estudiar, etnografiar, registrar, conocer desde la perspectiva etnocéntrica a las diversas culturas y facilitar los procesos de colonización y homogenización del pensamiento. Estas prácticas investigativas, han generado dependencia epistémica, despojo de experiencias, saberes y prácticas de los pueblos originarios, convirtiéndolas en mercancías y en una práctica usurpadora de las sabidurías ancestrales, sin la generación de ninguna retribución para los pueblos.

Aunque cada universidad, tiene su plan de formación en comunicación indígena e intercultural, éste está articulado dentro de la Red –RUIICAY- a la metodología CCRISAC que además de ser elaborada y concertada con sus comunidades, obedece a otro tipo de concepción y práctica de la comunicación. Se trata de humanizar la comunicación desde la comunicación propia, medios de comunicación apropiados, formación, derechos y garantías, en el que prevalece la defensa del territorio, la autonomía, la auto-determinación, la identidad y la cultura.

Esta comunicación se centra en trazar la discusión que se ha generado en torno a la creación y evolución de la red RUIICAY, valorando, en particular, cuáles son los alcances y resultados obtenidos hasta el momento por la metodología CCRISAC en el campo de la comunicación propia, y anticipando el posible escenario futuro al que esta apunta. En palabras del coordinador de la

RUIICAY “El método de investigación CCRISAC, no es más que un proceso de reciprocidad bioética, es decir, un diálogo entre la ética (ethike) y la vida (bios)”

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Id: 23060

Title: [Panel] We Media versus They Media: Socio-political and Economic Dimensions of Do-It-Yourself Media in China, Panel Description

Session Type: Panel Submission

Authors:

Name: Zixue Tai

Email: ztai2 -at- uky.edu

Country: US (United States)

Affiliation: University of Kentucky

Abstract: Blossoming platforms of social media and social networking sites have been pushing grassroots user-centered communication to ever-new territories in China in recent years. The expanding social space has engendered innovative ways of individual behaviors, corporate practices and technological forms in enabling variegated types of communicative acts. The DIY media platforms have already demonstrated profound and far-reaching impact through their multifaceted encroachment into the political, cultural, social and economic arenas throughout Chinese society. Against this backdrop, there is an urgent need for the scholarly community from both within and outside China to engage, and come to grapples with the frontlines of DIY media communication in the country.

This panel features accomplished scholars and upstart scholars in China in the field of media and communication, and presents cutting-edge research interrogating the diverse aspects of the ongoing DIY Media revolution in China. These papers were selected from collections in an actively ongoing book project in answering the call to study China's DIY media, and represents "cream of the top" efforts in disentangling a number of important lines of academic inquiries into the fast-evolving landscape of China's DYI media. One paper contemplates national goal-setting and state efforts in controlling and regulating corporate and individual practices, and another study showcases the use of QQ groups in organizing and mobilizing contentious action. Two papers pertain to the "celebritizing" aspects of DIY media, but in different ways, with one scrutinizing the Top 100 Social Media Influencers as measured by advertising value, and the other analyzing the most eye-catching micro movies across popular video sharing sites. The last paper presents a case study of the marketing strategy of Tik Tok, the fastest-diffused social media app in the last two years.

The moderator and discussant, Dr. Zixue Tai, has published extensively in examining the various social-cultural dimensions of China's new media. He is also the editor of the book project from which these papers have been selected.

Id: 23072

Title: The Identitarian Movement: Old Ideas in New Barrels'

Session Type: Individual submission

Authors:

Name: Cinzia Padovani

Email: padovani -at- siu.edu

Country: GB (United Kingdom)

Affiliation: university of loughborough

Abstract: As far-right movements continue to adapt to changing social political and cultural circumstances, it is imperative for progressive scholars and activists alike to study their variances to address the challenges these organizations pose. In order to contribute to the growing literature on the far-right, this paper focuses on Generation Identity (GI) and in particular on its media activism. The analysis looks at GI in various European countries with a focus on the UK and Italy. The paper concludes with a short discussion on how to best counter this movement.

The group, which originated in France in the early 2000s and recently developed in Austria, Germany, the UK & Ireland, and Italy, has a considerable presence on the Web and social media. It targets younger generations, presenting itself as a non-racist/non-fascist movement. However, despite its novelty, I argue that Generation Identity bases its success on its ability to reframe old ideas championed by the far-right in new, fashionable forms. In this operation, media activism is of strategic importance.

Although there is a large corpus of scholarship on far-right populism (Wodak 2015, among others), there is much less work dedicated to GI, a movement that seems to challenge some of the central tenets of the traditional far-right. A noticeable exception is Fabian Virchow's work (2015), who analyzed the formation of GI and its collocation within the broader spectrum of the far-right.

My research builds upon this literature and offers a contribution focused on an analysis of GI's media activism, an area in need of further exploration (Waisbord 2018).

I propose to implement Gramsci's notion of hegemony critique (1975), in order to better understand GI's repurposing of "old" ideologies in "new" forms. In fact, the visibility of ultra-right ideologies is a reminder that cultural leadership remains a primary goal of political activism (Padovani 2018).

Research Questions:

- What are GI's ideological characteristics and how are they articulated into social media formats and the Web?
- How does GI's media activism change in different national and linguistic contexts?

Methodology:

1. Archival research of media reporting on GI in Italy and UK to establish the contours of the debate and select the most salient public events to study GI's activism.

2. Online ethnography of a selection of GI's web and social media texts.

Conclusions:

GI raises challenges for anti-racist activists and scholars. The paper concludes with ideas about the necessary responses to the far-right at a time when media activism has become of strategic importance.

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Id: 23080

Title: Participation is a struggle: Performing collective decision-making in Russian alternative media

Session Type: Individual submission

Authors:

Name: Kirill Filimonov

Email: kirill.filimonov -at- im.uu.se

Country: SE (Sweden)

Affiliation: Uppsala University

Abstract: The paper explores micro-dynamics of participation on two Russian alternative media platforms: an anarchist community Autonomous Action and a broadly defined, self-proclaimed 'Russia's first horizontal editorial team' Discours. Both strive to provide opportunities for non-professionals to participate in media production. On the one hand, this engenders a set of power struggles, not least for defining the terms of participation. On the other hand, this creates a set of challenges for the communities on the outside, as their media production often displays a radical resistance to the established political order.

Approaching participation from a discourse-theoretical perspective (Laclau & Mouffe, 1985) and engaging with Butler's (1990, 1993) concept of performativity, the paper poses the following research question: How is participation performed on the two alternative media platforms? By performance of participation, we mean a set of material enactments in which discursive conditions of decision-making – and, therefore, power dynamics – are anchored. The paper analyzes discursive struggles underpinning participatory processes in the communities, as well as material conditions and acts that enable and constrain their democratic practices.

Data collection for the ongoing study includes a set of participant observations conducted in Russia and Finland in the spring of 2017 and the fall of 2018, interviews with 9 contributors, and textual analysis. The study draws on a theory-supported reiterative methodological framework that deploys discourse-theoretical approach and is supported by qualitative content analysis.

Preliminary findings indicate that participatory intensities in the two rather different communities are nonetheless affected by similar discursive and material conditions. The data provides a rich evidence of how their democratic ethos is endangered by elitist articulations deriving from the discourse of media professionalism. Despite providing the material infrastructure for a broader inclusion, alternative media producers often tend to reproduce the same (unequal) power relations that plague their mainstream counterparts. Besides, the paper specifically addresses the role of the constitutive outside – the state – in shaping participatory intensities in the communities. On the one hand, the constitutive outside legitimizes internal practices of exclusion: for instance, the discourse on trust – rationalized by some very material threats stemming from the Russian state – serves as a gatekeeping mechanism that keeps outsiders away. On the other hand, the antagonism enables the communities to expand the field of resistance not only through the application of principles of co-decision-making in content production, but also through a broad(er) construction of the self, where

a set of contradictory political struggles (e.g. feminists and antifeminists, libertarians and socialists) are often articulated into the self-definition.

The paper provides an important empirical ground for a discussion on the discursive conditions of plurality of voices advocated by alternative media theory – and their material limitations.

Id: 23103

Title: National Goal-Setting and State Regulation of Do-It-Yourself Media in China

Session Type: Panel Submission

Authors:

Name: Congjin Zheng

Email: zhengcongjin001 -at- 163.com

Country: CN (China)

Affiliation: Chongqing Technology and Business University

Name: Fengbin Hu

Email: hufengbin -at- 163.com

Country: CN (China)

Affiliation: Shanghai Academy of Social Sciences

Abstract: Social media has experienced exponential growth in the past decade in China. In particular, Chinese cyberspace has entered the era of social media since the 2010s, as highlighted in three aspects: the sophistication of a variety of popular (and ever-expanding) technologies available to the mass consumers; the steady consolidation of the user base (the world's largest market in a number of categories); and the speedy commodification of diverse assets through marketing, advertising, and sponsorships.

The penetration of social media into everyday life has led user participation to new levels, and this naturally has magnified the influence of user-generated communication in Chinese society. Three types of DIY media dominate China's online mediascape now on popular social media platforms: information publishing (e.g., QQ, Weibo, WeChat, Qutoutiao); live streaming (e.g, Huya, Inke, Huajiao), and video sharing (Tik Tok, Kuaishou, Youku). Influential DIY accounts easily reach millions of fan bases each, and besides making a sizable income (often millions of Chinese yuan per month), what they do and say produces huge repercussions in society. For example, DIY media crusade has led to the demise of the Quanjian Group (a direct marketing empire), remove of government officials in the Changsheng Biotech vaccine scandal in 2018.

Being at the center of the virtual spotlight has inevitably turned DIY media into the target of state regulation and scrutiny. This presentation offers to systematically review multi-layered efforts by the national and local authorities in regulating the DIY media market in recent years. The focus is placed specifically on four levels of state intervention. First, we look at the national goal-setting by the state authorities in spearheading the overall infrastructure and architecture of user-centered media from technologies to practices (Tang et al., 2017). Second, we analyze the unfolding legal framework that the government has been enforcing in the past years through legislation, mandates, and official directives with specific relevance to DIY media. The discussion is contextualized in the broad scheme of China's online control via the Great Firewall (Tai, 2015). Government goals in content targeting (e.g. false and misleading information, pornographic material) are highlighted in this part of the discussion. Third, efforts by local authorities are examined as they relate to the national framework. Fourth, we review state efforts of control at the micro-level in targeting prominent individuals and high-profile cases, which is a common practice in China's state

regulatory scheme. Relatedly, we also discuss the prevalent practice of self-censorship and individual cases of disobedience. The discussion concludes with our vision for what may happen next with regard to state control of DIY media, and what that means to the industry and practitioners.

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Id: 23115

Title: Capitalizing Fun, Fame and Fanfare: Social Media Influencers in China

Session Type: Panel Submission

Authors:

Name: Rongchun Xiao

Email: xiaorongchun4481 -at- 163.com

Country: CN (China)

Affiliation: Ningbo University of Technology

Abstract: Social media communication has been a leading force in recent years in engendering a brand-new public sphere in China's online space. The purpose of this research is to disentangle a special genre of social media communicators –the Top 100 Social Media Influencers – in terms of the thematic alignments, rhetorical invocations, and rapport-building strategies as revealed through their online spaces.

Public participation in social media communication in China is massive and staggering, as shown in multiple measures of production, consumption, and impact (Kent, Ellis, & Xu, 2017). Expectedly, as exemplified in the “Big Tail” phenomenon, only a small percentage of social media accounts may succeed in creating splashes and in attracting voluminous eyeballs in the social media space. This leads to the emergence of a special type of micro-celebrities on social media who garner glaring assets of social and cultural capital through carefully cultivated popular personas on variegated forms of social media (Khamis, Ang, & Welling, 2017; Usher, 2019). As van Krieken notes, these so-called “influencers” very much exacerbates the “celebrification of society” in the digital era.

Our study selects the top 100 social media accounts as ranked by Weiboyi.com based on the number of followers and advertising rate they accrue respectively. Because these venues openly solicit advertisers as a primary way of commodifying social media communication, they each have to carve out their path to amassing huge fan bases (at least in the millions) and maintaining a persistent presence in order to earn the much coveted and highly competitive advertising investment. As a result, studying their virtual ethos and communication strategies contributes valuably to our understanding the evolving formations of social media culture in China.

Our analysis first develops a typology of the 100 micro-celebrities, and then offers a systematic analysis on the basis of content (textual, graphic, and video posts), volume (daily production), strategies, and rhetorical devices in maintaining their online identities. Within- and cross-category comparisons are integrated in the analysis, where our focus is on pinpointing both overarching commonalities as well as noticeable particularities. Discussion is contextualized against the backdrop of the highly controlled nature of China's information environment and the closed setup of the Chinese political system, and offers insight on a well-trodden terrace in China's evolving social media landscape. In particular, the analysis showcases the transfer of “celebrity capital” to other capitals (Driessens, 2013) in the social media era.

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Id: 23119

Title: The Other Green Movement in Iran: Instagram and Environmental Activism

Session Type: Individual submission

Authors:

Name: Elham Atashi

Email: ea543 -at- georgetown.edu

Country: US (United States)

Affiliation: Georgetown University

Abstract: This paper uses the citizen led environmental campaign in Ahvaz, the most polluted city in the world to explore activism on the social media site Instagram. The campaign emerged in Ahvaz with citizens uploading their self-portraits and images from the city covered in dust on Instagram to demonstrate alarmingly dangerous air pollution levels. The strong reaction to the images triggered broad mobilization with uprising and protests in other polluted towns. Through a qualitative content analysis of a sample of Instagram posts from Feb-Dec 2017, this article argues that the use of Instagram was central to this form of citizen participation and in building communication for collective mobilization in a previously fragmented public sphere. It served in mediating the discursive inequality and closing the periphery gap between the mega urban capital in Tehran and the other previously muted provinces by creating a network of “environmental communities”. The subsequent environmental protests disrupted the institutionalized elite dominated environmental activism; democratizing the periphery. The general characteristics of this communication is unique in the unanticipated nature of actors and activism by the underprivileged and impoverished people in the provinces driven by the impact of environmental grievances that can surge the basis of activism and political action. The article further argues that the participatory and individualized citizen owned counter-narrative on social media posed a direct challenge to the denial, distortion and indifference policies by the state controlled media. In societies with limited space for organized channels to express discontent citizen adaptation to social media provides an effective medium for participation. In the present case, activism around environment issues served as a safe and tolerated domain that can be directed into broader movement of political mobilization in society.

Id: 23250

Title: La lira popular como caso de comunicación alternativa a fines del siglo 19 chileno: representaciones y visiones de mundo desde la cultura popular ausente

Session Type: Individual submission

Authors:

Name: Chiara Saez Baeza

Email: chiara.saez.baeza -at- uchile.cl

Country: CL (Chile)

Affiliation: Instituto de la Comunicación e Imagen (ICEI)Universidad de Chile

Abstract: La poesía popular impresa chilena (llamada "Lira popular") fue un fenómeno en el que se unieron aspectos literarios y periodísticos. Sus autores (al menos 53 han sido identificados) escribieron sobre temas religiosos y de amor, pero también sobre problemas sociales, noticias políticas, crímenes, etc., desde un punto de vista popular, pero al mismo tiempo diferenciado de la cultura obrera-ilustrada. La mayoría de ellos eran "gañanes": "trabajadores sin calificación, con empleos inestables, a menudo subempleados" (Romero, 1987: 82), que encontraron una manera de ganarse la vida vendiendo sus pliegos en calles, mercados y plazas. Este fenómeno comenzó en la década de 1860 y disminuyó a partir de la década de 1910, perdiendo relevancia y visibilidad gradual en relación con los primeros periódicos de masas, orientados a los sectores populares, pero ya desde una lógica industrial y comercial.

La lira popular puede ser concebida como una experiencia de comunicación alternativa, en tanto medio de pequeña escala que expresa visiones alternativas a las perspectivas, prioridades y políticas dominantes (Downing, 1984), tanto a través de su contenido, como por medio de su capacidad para generar métodos no estandarizados de creación, producción y distribución (Atton, 2002). Los poetas populares se convirtieron en líderes de opinión y generaron a su alrededor una esfera pública subalterna autónoma (Fraser, 1997; Warner, 2002), aunque inserta en los conflictos sociales de su época. Sin embargo, en la investigación acumulada, el concepto de comunicación alternativa no ha sido utilizado para comprender esta producción cultural (Lenz, 2003; Cornejo, 2013; Rodríguez, 2014; Araos, 2015), predominando un enfoque literario y un análisis temático a discreción para satisfacer diversas hipótesis (Navarrete, 1999; Tala, 2011, entre otros)

El propósito de esta comunicación es presentar las representaciones y visiones de mundo que emergen de un análisis de la totalidad de los pliegos de lira popular disponibles (alrededor de 3.000). Con especial referencia al modo en que se mezclan (o no) ideas de la cultura popular tradicional con ideas o principios del discurso ilustrado moderno. Para esto, se presenta el resultado de un análisis de contenido surgido de la digitalización de los archivos de lira popular, que nos permite una aproximación estadística a las relaciones entre temas, sustantivos y adjetivos presentes en ellas.

Este trabajo forma parte de una investigación más amplia sobre comunicación alternativa y cultura popular en perspectiva de largo plazo, cuya hipótesis subyacente es que existe un circuito continuo (y persistente) de la cultura popular "ausente" (ni ilustrada como la cultura obrera ni masiva como la industria cultural, pero en relación con ambas) dentro del cual es posible identificar diferentes

experiencias, algunas de las cuales mantienen formas de continuidad incluso hasta el presente (como la relación entre poesía popular impresa y hip hop, por ejemplo). En última instancia, el propósito es "visibilizar" el contenido de esta cultura popular "ausente", entendiendo la politicidad subyacente a estas formas de expresión y comunicación, como una manera de pensar el cambio social hoy desde una perspectiva decolonial históricamente y espacialmente situada, a partir de las particularidades del proceso de industrialización latinoamericano y su impacto sobre la cultura popular

Id: 23297

Title: Favela Digital Activism: The Use of Social Media to Fight Oppression and Injustice in Brazil

Session Type: Panel Submission

Authors:

Name: Andrea Medrado

Email: andreamedrado -at- id.uff.br

Country: BR (Brazil)

Affiliation: Federal Fluminense University

Name: Renata Souza

Email: renatasouza.ufrj -at- gmail.com

Country: BR (Brazil)

Affiliation: Federal Fluminense University

Abstract: This paper analyzes the role of favela digital activism as a tool to fight against oppression, injustice and Human Rights violations in Rio de Janeiro. By studying “favela digital activism”, we refer to residents’ “us by us” philosophy in which they can become the narrators of their own stories. The methodological approaches are inspired by digital anthropology. We conducted the research in two stages, with netnographic observations in the first phase and offline ethnographic observations and interviews in the second phase. In order to offer an in-depth exploration of one successful initiative, we analyze the case study of a Facebook page called Maré Vive, created by residents of Maré, a large network of favelas in Rio de Janeiro. We argue that favela digital activism represents a distinctive urban media phenomenon, providing residents with tools for everyday survival in a context of conflict and social inequality.

Id: 23305

Title: De la Sierra Nevada a Bogotá: La agencia de comunidades indígenas en narrativas visuales

Session Type: Individual submission

Authors:

Name: Laura Ximena Triana Gallego

Email: trianalau -at- gmail.com

Country: NL (Netherlands)

Affiliation: PhD Candidate// Cultural agency and visual narratives in Amerindian

communitiesCEDLA- Centre for Latin American Studies and Documentation ARTES- Amsterdam

School for Regional, Transnational and European StudiesFaculty of HumanitiesUniversity of Am

Abstract: En el contexto del conflicto armado y la implementación de numerosas políticas neoliberales en Colombia, las comunidades indígenas se han visto afectadas en diferentes niveles. Algunos de los principales problemas a los que se han enfrentado en las últimas décadas están relacionados con el acceso a la tierra, debido a que viven en regiones geoestratégicas que son del interés de empresas transnacionales y compañías mineras, que, en consecuencia, devienen en situaciones de violencia y desplazamiento forzado. En ese contexto, he estado investigando cómo las comunidades indígenas en Colombia a través de prácticas culturales ejercen su agencia para trascender las adversidades y desafíos externos, de cara a problemas estructurales que enfrentan de manera reciente. En el presente texto presento los resultados de un análisis comparado entre dos comunidades indígenas en diferentes contextos rural y urbano, quienes vienen incorporando narrativas audiovisuales como parte del ejercicio de su agencia cultural (Sommer, 2005). En ese sentido, la pregunta de investigación es, ¿Cómo a través de la apropiación de herramientas audiovisuales las comunidades indígenas están potenciando el ejercicio de su agencia? Los casos analizados son, en primer lugar, la comunidad wiwa de Siminke en la Sierra Nevada de Santa Marta, quienes han realizado un proceso de revitalización de su música tradicional como medio de transmisión del conocimiento local para el fortalecimiento de su tejido social. Segundo, un grupo de mujeres indígenas provenientes de diferentes regiones del país que viven actualmente en Bogotá debido a circunstancias relacionadas con el conflicto armado, quienes han acudido a la revitalización de prácticas ancestrales como el tejido, la danza y música tradicionales como espacios alternativos donde pueden participar y comunicar sus experiencias de vida. En ambos casos, las comunidades están actualmente interesadas en la apropiación de herramientas audiovisuales para la preservación de prácticas culturales como la música en el caso de los wiwa, o como un medio para el empoderamiento político, en el caso de las mujeres de Bogotá. A través de la utilización de métodos como entrevistas abiertas, análisis audiovisual de documentales previamente realizados por las comunidades y técnicas de elicitación fotográfica en campo, pude identificar que ambos grupos usan las narrativas audiovisuales con tres objetivos específicos que deben situarse en cada contexto, rural y urbano. Primero, como un dispositivo de registro para la preservación del conocimiento territorial y cultural con fines de circulación educativa local para la transmisión generacional; segundo, como una herramienta para la revitalización de prácticas culturales como estrategias de fortalecimiento comunitario; y finalmente, como un instrumento para el empoderamiento y posicionamiento político ante situaciones que enfrentan. Como sugieren las temáticas de la sección de “comunicación comunitaria y medios alternativos” del IAMCR 2019, la apropiación de tecnologías audiovisuales se constituye entonces como un espacio en el que las comunidades

indígenas en Colombia están encontrando un camino y una voz para una comunicación efectiva con una fuerte base participativa y comunitaria, que es apenas emergente y merece ser estudiado en profundidad.

Id: 23311

Title: Why Models Matter: Communication Justice and Movement-building

Session Type: Individual submission

Authors:

Name: Charlotte Ryan

Email: Charlotte_Ryan -at- uml.edu

Country: US (United States)

Affiliation: University of Massachusetts Lowell

Abstract: Communication justice models whether called communication activism (Frey & Carragee, 2016); justice communication (Cyril, 2005; Themba & Cutting, 2006), social movement communication (Mattoni, 2012; Kidd, 2015), participatory communication (Riaño, 1994; Freire, 1994), or communication for social change (Dagrón & Tufte, 2006; Waisbord, 2015) share core elements (Ryan & Jeffreys, 2019):

1. Communication power (like other forms of power) is unequally distributed.
2. To challenge inequalities, marginalized constituencies form collective actors.
3. Marginalized constituencies have the right to act and theorize on their own behalf.

With these in mind, we analyze two sets of news articles regarding food justice. The first data set includes 700+ articles published in weekly News Digests gathered by Robert Wood Johnson Foundation between June 2010 and December 2011. A second smaller data set includes news articles from the same period describing the food justice organizing of ten social movement organizations mostly in first nations and communities of color within the U.S.

To explore whether articles in the two data sets recognize the role of social movement actors in addressing food inequalities, we analyze 3,000 cited sources coding for institutional affiliation (government, non-profit, food industry, etc.) or individual role (service provider, service recipient etc.)

We find that the News Digest articles generally portray government and social service organizations as active change justice in terms that downplay both systemic inequality and movement-driven solutions. Collective agency and calls for structural change are subsumed in a liberal discourse of sympathy for the poor.

In contrast, news accounts from social movement-based campaigns for food justice portray those experiencing food inequality as active change agents challenging their circumstances through collective organizing. In concluding, we highlight how grassroots social movement communication models emerging in the Global North resonate with grassroots communication models in the Global South in that both place constituencies directly experiencing inequalities at the center of strategizing and theorizing.

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Id: 23369

Title: [Panel] Connected Communities: Rethinking digital technology in Latin America, Panel description

Session Type: Panel Submission

Authors:

Name: Cheryl Martens

Email: chermartens -at- yahoo.com

Country: EC (Ecuador)

Affiliation: Universidad San Francisco de Quito

Abstract: This panel examines digital technology and community media in Latin America. It will discuss the use of digital activism and a diversity of digital strategies currently being used within Latin American communities nationally and transnationally. The panel will also consider digital technology and its relation to issues of sustainability and the wider ecology and indigenous understandings of communication and technology. This panel aims to present interdisciplinary theoretical and methodological tools and best practice in relation to digital technologies, community media open source movements, as well as indigenous community uses of digital media in Latin America and transnationally.

Id: 23379

Title: Digital technology and social movements in Latin America

Session Type: Panel Submission

Authors:

Name: Cheryl Martens

Email: chermartens -at- yahoo.com

Country: EC (Ecuador)

Affiliation: Universidad de las Americas

Abstract: This paper looks at digital community activism in Latin America and its interrelation with struggles for recognition of indigenous nationality, language rights and territoriality. This paper focuses on digital activism in Ecuador and Mexico. It will discuss how some local communities are challenging the profit models of global mobile communication through low-budget connections to satellite signals in remote communities. This paper will also consider how digital technology is being used in Latin America to challenge dominant technology-related policies through collaborations between activists, local government and transnational communities of open technology. Through new conceptions of collective futures, these spaces point to new possibilities, theoretically and methodologically, for rethinking interfaces, practices, and sustainability concerning the aims and uses of technology.

Id: 23389

Title: On the limits of community and alternative media: towards a political economic assessment

Session Type: Individual submission

Authors:

Name: Andrew Ó Baoill

Email: andrew -at- funferal.org

Country: IE (Ireland)

Affiliation: NUI Galway

Abstract: There is a sense of fear and uncertainty in contemporary global politics, which extends to a pessimism regarding the potential of the progressive social movements with which alternative and community media are associated. A sharp tilt in the balance of power to the authoritarian, anti-democratic Right, across numerous influential states; the destabilising of the already inadequate multi-lateral diplomatic responses to global challenges such as climate change, migratory flows, and armed conflict; the coalescence of technological, economic, and political developments that facilitate misinformation and the undermining of inclusive, discursive public spaces.

This pessimism contrasts with the optimism of the period around 2010. Then, despite a global financial crisis, and as explored so ably by Zeynep Tufekci, there was an enthusiasm and optimism for the potential of mass uprisings, such as those of the so-called Arab Spring, to challenge entrenched despotic regimes, and to a somewhat lesser extent for experiments and projects such as Occupy Wall Street to offer a pre-figurative model of participatory, emancipatory democracy.

The later suppression and appropriation of the various 'Arab Spring' movements, by institutional forces and regressive civil society movements, dampened that initial enthusiasm, with evidence - again comprehensively examined by Tufekci and others - of the limits of loosely networked, heterogenous opposition movements to attain and sustain positions of power and control.

This author has previously explored the manner in which community media groups exploit opportunities in the social, regulatory, and economic structures they encounter, identifying the use of arbitrage practices to develop and sustain counter-hegemonic projects within, and alongside, state/capitalist systems. These practices have long been - and continue to be - an important part of the reality of community and alternative media, and focus on tactics adopted can provide both hope, and insight into the dynamics of such opportunistic activities.

However, the present moment suggests a need to focus not just on possibilities, but on constraints, and in particular on interrogating the manner in which structural forces - including the emerging challenges to shared public spaces referred to above - limit and distort the activity and the impact of alternative progressive media projects. Such a study will provide an understanding of the nature of the barriers, and potentially insights into the structural-level changes necessary (and possible) to facilitate future development of projects in this sector.

This paper, in tackling these key questions, will build on the work of Tufekci and others, who have assessed the context for social movements and dissenting political projects more generally in the

present moment, as well as on the extant media on community media. In seeking to theorise the tensions between the alternative and community sectors and the political economic context within which they are situated, the project fills a gap in the scholarship of the political economy of the media, as well as drawing together important conversations concerning social movements, media technologies, and alternative media.

Id: 23441

Title: Journalism for the State, not for the community

Session Type: Individual submission

Authors:

Name: Rodrigo Araya

Email: rodrigo.araya -at- pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Name: José Manuel Vergara

Email: josemanuelvergara.jm -at- gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Abstract: The present paper identifies the notion of journalism of professionals of diverse media that covered a critical episode of contamination occurred in the neighboring communes of Quintero and Puchuncaví, Valparaíso Region, Chile.

During 2018, companies located in the area made emissions that exceeded the permitted standards. Especially sulfur, arsenic, nitrobenzene, methyl chloroform and toluene. This affected the health of the inhabitants of the territory, registering more than a thousand emergency attentions in a period of three months. The population of both communes reaches 50 thousand people.

This situation resulted in a profuse coverage of these events, which translated into both communes were frequently in the national news agenda, which is not usual. News media teams from regional and national media were transferred to the territory.

For the present paper, eight journalists who participated in this coverage were interviewed in depth: two from local media, three from regional media, and three from national media.

The interviews revolved around three dimensions:

- a) Why they attributed news value to this event.
- b) What journalistic coverage they made, and
- c) What impact they sought to produce with their journalistic work.

The interviews were subjected to an analysis inspired by hermeneutics, in order to identify the mentalities present in the justification that journalists perform their work.

This, considering that journalism is constituted as a profession in the way of an interpretive community (Zelizer, 1993), so Journalism can be understood as an ideology (Deuze, 2005), in the sense that Ricoeur (2006) gives to ideology.

This work is part of a larger project, which seeks to show the Eurocentric condition of the notion of journalism that prevails in Latin America (Araya, 2014).

This paper presents three findings that confirm the predominance of this Eurocentric notion of journalism:

1. For the journalists interviewed, the episodes of pollution of Quintero-Puchuncaví have news quality since it is an event in which poor people (therefore, weak), are faced with powerful entities (companies that pollute and a State indolent and insufficient).
2. Despite their interest in acting on behalf of those affected, the interviewed journalists agree to go to citizens only to be able to graph the consequences of pollution (illness, suffering).

3. Despite their distrust of the way in which the State fulfills its role in controlling polluting emissions, the interviewed journalists agree that it is their duty to interview the representatives of the State because they (and not the citizens) offer the official and true version of what is happening. In conclusion, regardless of the will of journalists, the news coverage ends up privileging the sources of the State, to the detriment of other citizen voices. It is a notion of journalism that insists that the public dimension of social life is the monopolistic responsibility of the State, so the journalistic mission is to publicize (in the Habermasian sense) the affairs of the State, to the detriment of serving to the strengthening of the communication of the inhabitants of a determined territory.

Id: 23449

Title: Data activism between the feminist and the postcolonial

Session Type: Individual submission

Authors:

Name: Stefania Milan

Email: s.milan -at- uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: Data activism—that is to say the social mobilisations taking a critical approach to datafication and mass surveillance—contributes to create critical imaginaries around the so-called “big data”. It encodes these alternative imaginaries in a myriad of sociotechnical practices and digital artefacts articulated around values such as privacy and openness. In so doing, it directly questions mainstream rituals associated with datafication, such as the quantification of human existence, the blanket citizen monitoring by states and corporations, and the institutional rhetoric of transparency as the antidote to the rampant anti-politics.

While in its infancy data activism leveraged mostly cypherpunk and/or techno-positivist narratives, fiercely opposing or enthusiastically embracing datafication and its consequences, activists today are slowly adopting more subtle nuances. They increasingly make room for feminist and postcolonial interpretations of the consequences of datafication for individuals and communities. But how does feminist data activism look like? To what extent is postcolonial thinking translated into sociotechnical practices able to offer a counter-point to mainstream imaginaries? This paper explores what feminist and postcolonial theories of datafication (and the related theories of change) emerge from contemporary data activism.

Grounded on a rich body of qualitative data gathered over the period 2015-2019 consisting of over 200 semi-structured practitioner interviews and extensive participation in activist events, the paper investigates the co-constitution of feminist and postcolonial data activism projects and their material counterparts, namely websites, data visualizations, apps, and artistic interventions. For example, it looks at projects like Chupadatos (“the data sucker”), by the Brazil-based organization Coding Rights, which questions anti-feminist narratives encoded in tracking and dating apps (<https://chupadados.codingrights.org/en/>).

This paper finds that the relationship between data/fication and gender is situated and fluid. Feminism and intersectionality emerge as fruitful venues to rethink gender-based discrimination and the sociotechnical reproduction of the gender binary. While feminist (and, to a lesser extent, intersectional) analyses have become more popular, the field of action of data activism has still a long way to go to fully embrace the postcolonial—in part owing to its “Western” origins.

Id: 23546

Title: El aporte al derecho a la comunicación de las redes de medios comunitarios en América Latina en las regulaciones nacionales del siglo XXI

Session Type: Individual submission

Authors:

Name: Juan Ramos-Martin

Email: jrm1404 -at- gmail.com

Country: CO (Colombia)

Affiliation: Pontificia Universidad Javeriana

Abstract: Desde los primeros intentos de regulación en los años 70, pasando por la presión política de colectivos de comunicación alternativa en los procesos de reforma, hasta la retoma de memorias largas y cortas como formas de legitimación en lucha y acción política, las redes de medios comunitarios y alternativos en América Latina se establecen como formas de resistencia y disputa frente a los intentos de mediación y dominación de formas hegemónicas impuestas en la construcción de un derecho verdaderamente democrático a la comunicación. En la actualidad, los procesos de reforma comunicacional progresistas que fueron llevados a cabo durante las últimas dos décadas en la región dan cuenta de la multiplicidad de estrategias y formas de participación política de dichas redes.

Este texto pretende reconstruir y analizar el desarrollo de la acción política de dichas redes -con especial énfasis en los casos de Bolivia, Argentina, Brasil, Colombia, Ecuador, Uruguay y Venezuela-, entendidas éstas como sujetos políticos duales, presentes en sociedades abigarradas que funcionan al interior de los canales de la política institucional, pero organizados a su vez en torno a prácticas e identidades propias, cosmologías y cosmogonías y conformación de ontologías no asumidas, las cuales serán vitales para el éxito de sus propuestas.

A partir del rastreo de sus estrategias de inclusión y democratización de las políticas de comunicación aprobadas durante este periodo, se podrán rastrear los elementos estructurales que ayudaron al éxito de sus propuestas, precisamente en un contexto político de retracción en la región, que alcanza de manera central a las regulaciones, el reconocimiento y apoyo a los derechos a la comunicación.

Id: 23601

Title: Hacia la construcción de una epistemología mestiza en la Yajé Bwé desde la comunicación intercultural

Session Type: Panel Submission

Authors:

Name: Rigoberto Solano Salinas

Email: rigosolanosalinas -at- gmail.com

Country: CO (Colombia)

Affiliation: Docente-Investigador UNIMINUTO (Colombia)

Abstract: En el marco de la Conferencia AIMCR 2019 se propone el trabajo Hacia la construcción de una epistemología mestiza en la Yajé Bwé desde la comunicación intercultural”, para el grupo de trabajo de Comunicación post-socialista y post-autoritaria.

En esta ponencia se comparte una experiencia investigativa que, desde un trabajo etnográfico y biográfico-narrativo de más de cinco años con el sabedor Korebajü Miguel Valencia, pretende responder a la pregunta: ¿cómo se construyen a través de la práctica intercultural del Yajé (ayahuasca) epistemologías mestizas que integran los conocimientos del occidente moderno con los saberes ancestrales indígenas?

Este trabajo se sitúa en el ámbito de la Decolonialidad (Castro-Gómez & Grosfoguel, 2007) y las Epistemologías del Sur (De Souza Santos, 2006), cuya agenda investigativa contra-hegemónica pretende reconocer esos saberes otros vivos en la contemporaneidad, no como culturas monolíticas que parecieran no ponerse en diálogo con otras comprensiones de la realidad, sino que, por el contrario, se mezclan y yuxtaponen entre los saberes ancestrales y modernos.

El eje de la reflexión es la práctica espiritual indígena asociada con la ingesta de Yajé (Ayahuasca) en distintos territorios, que van de la selva amazónica y hasta las cabeceras urbanas de las grandes ciudades de Colombia (Solano Salinas, 2016).

Es así como la categoría de “mestizaje” y por ende de una “epistemología mestiza”, se reivindica desde una mirada crítica como forma de auto reconocimiento en nuestra región, a veces para negar una serie de identidades contrapuestas, otras para diferenciarse con lo blanco-europeo y sus respectivas lógicas, pero que en general, desde los hallazgos de la investigación, se consideran la base de un accionar político que asume esta condición desde la memoria de las contradicciones de lo que somos para potenciarlas en la lucha anticolonial (Rivera Cusicanqui, 2014).

Id: 23627

Title: Digitally savvy online activists: Ending violence against women in Canada

Session Type: Individual submission

Authors:

Name: Nasreen Rajani

Email: nasreen.rajani -at- carleton.ca

Country: CA (Canada)

Affiliation: Carleton University

Abstract: This paper focuses on the political economy of networked communication technologies (NCTs) and the role of such tools in online activism by marginalized groups. More specifically, this paper examines how marginalized activists develop, adapt and appropriate NCTs to end violence against women (VAW) in Canada despite challenges and limitations faced by working alongside Canadian mainstream media and the Canadian government.

Activists' role with NCTs such as social media platforms is complicated and contextual. On one hand, some research highlights the democratic possibilities of social media use for activists (Jenkins, 2006; Shurky, 2008). For example, current research on feminist online activism demonstrate how Twitter hashtags have been successful in changing the narrative of mainstream media messages around 'rape culture' and reasons why women refuse to report their sexual assaults to law enforcement (Horeck, 2014; Rentshcler, 2015; Clark, 2016).

On the other hand, social media platforms are profit-driven companies creating many design and policy-related challenges specific to activists' needs (Youmans & York, 2012; Leistert, 2015; van Dijck, 2013). To further complicate the situation around online activists, marginalized groups online, especially those speaking out against VAW, are often the most vulnerable to receive online violence and abuse, causing many to abandon such platforms altogether (Duggan, 2014; Citron, 2014; Phillips, 2015). This may have resulted in the high volume of research of White feminist in online activist research on ending VAW. Therefore, my research asks: how do activists from marginalized groups relying on NCTs to end VAW in Canada develop their own digital tools or appropriate existing ones for their specific needs?

This paper is grounded in an intersectional analytical framework centering the experiences of marginalized individuals (Noble & Tynes, 2016) developing their own digital tools or online campaigns to end VAW in Canada. This research is also guided by a political economy of NCTs that understand how one's experiences with technologies are shaped by political, social and economic cultural and other institutional factors (Barney, 2000). Through semi-structured interviews with Black-, Indigenous-, and Muslim-Canadians of colour involved in the creation of digital tools and/or online campaigns primarily to end VAW in Canada, women share their experiences with developing their own digital tools to end VAW and appropriate existing ones. Preliminary findings demonstrate counternarratives from the research of the experiences of White feminist activists. For instance, mainstream media either fail to report on issues of marginalized groups VAW and when they do, they often rely heavily on gendered and racial stereotypes. Despite unique challenges and limitations marginalized activists face with mainstream media coverage of VAW and government support of ending VAW through funding and resources, some online

activists from marginalized groups turn to create their own digital tools to take action into their own hands, but this is dependent on how 'digitally savvy' they are online.

Id: 23630

Title: A Modular Public Sphere Theory as the Basis for a Scalable and Sustainable Model of Community Media

Session Type: Individual submission

Authors:

Name: Rich Potter

Email: rpotter -at- aju.edu

Country: US (United States)

Affiliation: American Jewish University

Abstract: We must envision community media not as a peripheral intervention in an unjust society, but as a fundamental and essential component of a maximally democratic society. Manifesting such a vision will require a scalable model of sustainable community media practice, which in turn requires a more elaborate and precise theorization of institutional and organizational structure than has so far been developed within the subfield of community media studies. This paper contributes to that project by conceptualizing a democratic civil society via the elaboration and application of a particular model of the public sphere and situating community media as an articulating mechanism of that democratic civil society. I begin by recognizing the value of thinking in terms of “counterpublics” while critiquing the oversimplification that such a model implies. I argue instead for a modular theory of the public sphere that A) acknowledges the existence of multiple, interpenetrated spheres of deliberation; B) understands deliberative spheres to be organized according to the principles of heterarchy, which is a structural logic in which organizational units may simultaneously belong to hierarchical structures and participate in horizontal (and diagonal) exchanges; C) distinguishes between decision-making and meaning-making spheres; and D) recognizes that organizational units belong to external deliberative spheres and contain internal deliberative spheres. By allowing for a more precise mapping of communicative relationships, this modular public sphere theory will enable community media practitioners to better comprehend their integration (or lack thereof) within networks of civil society actors and thus more conscientiously assume an articulating role within those networks. One highly significant benefit of such clarity regarding the external social context of community media initiatives is the potential for reciprocal exchanges with a wider range of civil society partners and thus new models of sustainability. The more precise mapping of communicative relationships afforded by a modular public sphere theory will also clarify thinking about the internal organization of community media initiatives, thus allowing practitioners to implement more democratic yet still efficient management structures. For researchers, this modular public sphere theory provides a framework for analyzing community media initiatives and developing a set of best practices that will yield clear recommendations for practitioners interested in building and scaling up a robust and democratic media system in the service of a robust and democratic civil society.

Id: 23681

Title: Role of water care in Colombian Reconciliation

Session Type: Individual submission

Authors:

Name: Amparo Cadavid

Email: acadavid -at- consultingecho.com

Country: CO (Colombia)

Affiliation: Universidad Minuto de Dios (UNIMINUTO)

Name: Lucia Bohorquez

Email: lbohorquez -at- uniminuto.edu

Country: CO (Colombia)

Affiliation: Universidad Minuto de Dios (UNIMINUTO)

Name: Angelica Nieto

Email: angelicanietog -at- gmail.com

Country: CO (Colombia)

Affiliation: Universidad Minuto de Dios (UNIMINUTO)

Name: Camilo Medina

Email: camiloandres1207 -at- gmail.com

Country: CO (Colombia)

Affiliation: Universidad Minuto de Dios (UNIMINUTO)

Abstract: This is the third stage of a research that looks the ways in which communities - that live in disputed territories, and have survived war, poverty and state abandonment for more than 50 years - understand and live reconciliation and forgiveness after the signing of Peace Agreement. This period marks a milestone in the history of Colombia. Among the findings of the previous stages it was found that the aspects of land tenure, relations with the environment, and economic activities in their territory are basic conditions to build a stage of coexistence and to strengthen the social fabric and sense of community.

The south of Bolivar, region where the research is located, is characterized for being a landscape of forests and waters, where fishing, mining and agriculture have always been practiced. It is a zone of colonization since the 50s of the 20th century; the settlers have come mainly through gold mining and agriculture. The war has been due to the wealth of this strategic area of the country, and because of its isolation has been "hidden" from the surveillance of the central state.

This research locates the dispute for the territory, the usurpation of its riches, and the obstruction of the transformations to be integrated to the development of the country, in two arenas: the landscape, and the social movements. It focuses the study on the dialogue between the social movements and the use and care of water. It seeks to specify the central issues and problems, but above all, the understandings and imaginaries of the inhabitants regarding the role of water, as well as their

actions towards it. It also looks for the lessons derived, as well as the knowledge that becomes collective patrimony, on which to build this new Peace and coexistence stage.

Two aspects in particular will be specified in this presentation: the role of women and that of community media. The first as a weaver of life that builds harmony with nature, carrying out communication practices derived from her understanding of sustainable development in a subtle and even anonymous way, managing to change the logic of economic development, the life of her family and her community.

And community media as communicative social movements whose main function is to make visible and put on the table for debate, the substantial issues for the transformation of their municipalities, those that guarantee their survival, development and their inclusion in the future of the country, contributing in that way not only its material wealth, but its cultural heritage

Id: 23689

Title: Radio Indígena and Indigenous Mexican Farmworkers in Oxnard, California

Session Type: Panel Submission

Authors:

Name: Carlos Jimenez

Email: carlos.jimenez -at- du.edu

Country: US (United States)

Affiliation: University of Denver

Abstract: This paper documents the emergent digital strategies of indigenous Mexican farmworkers from Oaxaca, Guerrero, and Puebla (Mixtec and Zapotec) alongside the Mixteco/Indígena Community Organizing Project as they worked to combine community radio with social media in Oxnard, California. The paper expands the scope of current Latina/o radio scholarship by examining the social media use of a community radio station, and complicates the self-promotional function attributed to radio's use of social media. Analysis of Radio Indígena's Facebook page shows a digital communication strategy where the mission of MICOP, local community, online followers, and FM radio become increasingly visible and interwoven. In the process of communicating, the farmworker community gains experience with the politics, structure, and practice of digital communication that helps them address urgent community issues.

Id: 23713

Title: Untold stories: Documenting the experiences of U.S. citizen children of their undocumented parents (Video presentation)

Session Type: Video Submission

Authors:

Name: Sonia De La Cruz

Email: soniadlc -at- uw.edu

Country: US (United States)

Affiliation: University of Washington-Tacoma

Abstract: This video presentation offers a unique perspective on collaborative documentary and the power it can have in elevating marginalized voices, while disrupting dominant perspectives about immigration as it is faced and seen in the United States. More specifically, this video presentation will shed light on the various collaborative practices taken to address the differential rights and challenges that U.S. citizen children and their undocumented parents have through the story a child and her extended *Zapotec family.

The documentary Sad Happiness: Cynthia's Transborder Journey tells the story of eleven-year-old Cynthia, born to undocumented parents in the United States. Cynthia makes her first trip to her parent's natal community of Teotitlán del Valle in Oaxaca, Mexico, where she spends two weeks with her extended family—many of whom she has never met— and learns about the values and traditions of her indigenous heritage. Over the course of the film, viewers are witnesses to how Cynthia becomes aware of her parents undocumented status, while at the same time realizing the power of citizenship and the complexity of her own identity as “Zapotec,” “Mexican” and “American” all at once.

At its core, the documentary speaks to the experiences of approximately five million U.S. citizen children who live in families with mixed legal status where at least one parent resides in the U.S. without legal permission (i.e. undocumented or “illegal”). When parents are undocumented and their children are U.S. citizens, difficult inequalities exist within the same family. For example, children have access to a wide range of benefits associated with citizenship and can come and go freely across the U.S.–Mexican border to visit family, while their parents cannot.

This video presentation will offer short clips of the documentary as a way to address how Cynthia's story is representative of the experience that many other children like her have; especially when they are socially and politically marginalized indigenous subjects. It will highlight some of the practices of collaborative documentary -which give collaborators a space for negotiation and agency to those represented- and offer some suggestions for how the documentary has the potential for elevating traditionally invisible voices.

The documentary helps raise important aspects of voice, visibility and representation; features that illuminate the IAMCR 2019 conference theme. In sum, the goal of this presentation is to address many of the complexities for producing collaborative film across the U.S.-Mexico border, while highlighting various practices and challenges for producing collaborative media aimed at social justice. And more particularly, it will address the experience of children who are typically

underrepresented in U.S. mainstream media, especially in relation to the national discourse on immigration and family separation.

*Zapotec are an indigenous culture from Mexico.

Id: 23719

Title: 'A single black voice in this whole racist'country': The legend and legacy of Australian Aboriginal journalist John Newfong

Session Type: Individual submission

Authors:

Name: Susan Forde

Email: s.forde -at- griffith.edu.au

Country: AU (Australia)

Affiliation: Griffith Centre for Cultural ResearchGriffith University, Brisbane, Australia

Abstract: In a late start for the Australian media, John Newfong (1943-1999) became the first-ever Aboriginal journalist to be employed by a mainstream newspaper when he was taken on as a cadet journalist at the flagship national broadsheet, The Australian, in 1971. He hailed from the small community of Minjerribah (Stradbroke Island), off the eastern coast of Australia, and began media work in Sydney at a time when the Aboriginal land rights movement was gaining momentum on the back of the US civil rights' movement, and world-wide social change. His turn at The Australian was cut short when community called – what had started as a small protest by three Aboriginal men in the city's capital to establish an 'Aboriginal Tent Embassy' on the lawns of Parliament House had become a major national movement with rolling protests for Aboriginal land rights and equality. He became the media officer for the Aboriginal Tent Embassy, and then went on to edit Australia's first major Indigenous publication, Identity, in the 1970s and again in the early 1980s.

This paper is the beginning of a larger examination of Newfong's life and role in the early development of the modern Indigenous media, and his place as a key political figure in the tumultuous years of the 1960s, 70s and 80s. This was a time of enormous change in Indigenous affairs as the system of control of Aboriginal people in government and church-led missions was gradually dismantled. The paper emerges from a five-year project about the Indigenous land rights movement in the state of Queensland, Newfong's home state, and brings together historical records with wide-ranging qualitative interviews with 50 activists and their families who formed the core of the movement from the 1960s to now. This paper places Newfong's trajectory and contribution in the context of the nuanced relationship between Indigenous media, mainstream media and the broader social/political struggle for Indigenous rights; and contributes a long-overdue illumination of Newfong as a major figure in the shaping of modern Australian Indigenous politics.

Communication Policy and Technology Section

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

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

Id: 19435

Title: Let's Talk about Regulation: The Revolving Door, Partisanship, and Regulatory Discourses at the FCC

Session Type: Individual submission

Authors:

Name: Pawel Popiel

Email: ppopiel-at- asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: Regulators' political communication is an essential component of the regulatory process – crucial to the accountability and legitimacy of Independent Regulatory Agencies (IRAs).

Policymakers issue statements and give speeches to legitimize their decisions, to justify regulatory action and philosophy, and to signal to the industries which they oversee (Ali & Puppis, 2018; Black, 2008; Puppis, Maggetti, Gilardi, Biela, & Papadopoulos, 2014). At the same time, communications by IRAs remain understudied in the field of communication (Puppis et al., 2014). This research gap is especially salient since communications regulation impacts the capacity of the media system to support democratic discourse and participation (Freedman, 2008; Hardy, 2014). While IRAs are designed to be independent, shielded from political pressure to maintain credibility and regulatory stability, corporate influence on policymaking can manifest itself in various ways, including through lobbying pressure, regulators' passage through the revolving door to and from the industry and, ultimately, regulatory capture (Teachout & Khan, 2014). The consequence of a regulatory agency's loss of independence involves a shift from policymaking in the public interest to exclusively promoting the interests of the regulated industries.

However, rather than overtly manipulating regulation by influencing voting patterns, corporate interests impact policymaking agencies in subtler ways (Kwak, 2013; Teachout & Khan, 2014). Various conceptualizations, including as framing bias (Entman, 2007), media policy silences (Freedman, 2010), and discursive capture (Pickard, 2014), this nuanced form of corporate influence manifests in the ideologically-inflected selection and framing of policy options considered by regulators. The revolving door serves as one key mechanism underpinning this influence (Calabrese & Mihal, 2011; Pickard, 2014). However, no systematic analysis examining the relationship between the revolving door phenomenon and policy discourses has been conducted.

This paper takes up this task, examining the public communications of commissioners at the U.S. regulator Federal Communications Commission (FCC) to a) understand the policy priorities of the regulatory agency, and b) to shed light on how political and industry influence on policymaking manifests itself discursively. As a methodological intervention, the paper combines computational text analysis and qualitative document analysis to examine over 7,000 commissioner speeches and statements given over two decades at the FCC. The results shed light on how external factors, like party affiliation and industry background, exert influence on IRAs, namely by impacting agenda-setting processes, and occasionally the actual content of regulators' political communications. As certain topics are privileged over others, media policy silences, or at least media policy inattention emerges. However, the findings also reveal the contingency of this influence in certain contexts, suggesting public mobilization and efforts by individual regulators can upset, if not upend these power dynamics.

Id: 19679

Title: The Relationship between Mobile Users' Privacy Concerns about, Attitudes toward m-Health Apps, and Health Behavior

Session Type: Individual submission

Authors:

Name: KENNETH C. C. YANG

Email: CYANG-at- UTEP.EDU

Country: US (United States)

Affiliation: THE UNIVERSITY OF TEXAS AT EL PASO

Name: YOWEI KANG

Email: yoweikang-at- mail.ntou.edu.tw

Country: TW (Taiwan)

Affiliation: Degree Program of Oceanic Cultural Creative Design IndustriesNational Taiwan Ocean University

Abstract: The ubiquity of mobile media has impacted on health organizations in integrating these technologies into healthcare delivery (Free et al., 2013; Kay, Santos, & Takane, 2011; Nasi, Cucciniello, & Guerrazii, 2015). About 37% of the US consumers indicate that they have used mobile apps or wearable devices to manage their health and 7% of them has adopted trackable wearable devices (such as Fitbit) (Kantar Health, 2016). Furthermore, the widespread use of mobile devices and apps also contributes to the delivery of healthcare, health information, and health sensing technologies, commonly known as m-health systems (Kumar, 2013; Nasi et al., 2015).

However, the successful deployment of m-health systems still relies on how users would respond to the technology (Adhikari, Richards, & Scott, 2014). Scholars have identified one the most critical factors in the diffusion of m-health systems as patients' or users' privacy concerns (Arora, Ytrri, & Nilsen, 2014; Guo, Zhang, & Sun, 2016; Helm & Georgatos, 2014; Martinez-Perez & De La Torre-Diez, 2015). Therefore, it is important that communication researchers and practitioners, as well as policy-makers, need to take advantage of the ample communication opportunities offered by mobile media in facilitating the diffusion of health information to achieve the vision of Global Health 2035 by "leaving no one behind" to ensure human dignities regardless of their background.

However, m-health systems are innately intrusive, location-based, and pervasive with their ability to reach a person at any time and any location by creating an encompassing communication environment (Cole, 2014). This study combines literatures from past innovation adoption with the rising privacy concerns (Deloitte, 2012; Gagnon, Ngangue, Paye-Gagnon, & Desmartis, 2014; Sunyaev, Dehling, & Taylor, 2014). The objectives are to examine how users' privacy concerns may affect the adoption of m-health systems. Results could help policy-makers to develop user-centric policy initiatives in promoting m-health systems (Ahmed, Lucas, Khan, Bhuiya, & Iqbal, 2014; Barkman, 2017; Michael et al., 2010;).

This study aims to investigate the three questions below:

RQ 1: What are the perceptions of privacy and privacy-related concerns about m-health systems among mobile users?

RQ 2: What are mobile users' attitudes toward m-health systems?

RQ 3: How will mobile users' attitudes toward m-Health affect the effectiveness of m-health systems?

This survey study provided empirical data of conveniently-recruited 115 participants. Among them, 35 participants were male (33.3%), while 70 of them were female (66.7%).

The perceptions of users' privacy and privacy-related concerns about m-health systems (Mean=3.13, SD=0.87) were measured by fifteen 5-point Likert statements (Cronbach's $\alpha=0.93$). Nineteen 5-point Likert statements (Cronbach's $\alpha=0.92$) were used to measure mobile users' attitudes toward m-health systems (Mean=2.84, SD=0.82). The effectiveness of m-health systems was measured by ten 5-point Likert statements (Cronbach's $\alpha=0.87$) (Mean=3.50, SD=1.02).

To examine if users' privacy perceptions, attitudes toward m-health systems, and effectiveness m-health systems in facilitating behavioral changes, a linear regression procedure has demonstrated that users' attitudes positively predict the effectiveness of m-health systems ($\beta=0.91$, $t=7.90$, $p<0.001$) and users' attitudes explained 37.9% of the variance in the effectiveness m-health systems ($F=62.382$, $df=1/102$, $p<0.001$).

Id: 19844

Title: News Framing of Blockchain Applications in the Arab Press Between 2017 and 2019

Session Type: Individual submission

Authors:

Name: Ibrahim Subeh

Email: 201690107-at- uaeu.ac.ae

Country: SA (Saudi Arabia)

Affiliation: UAE University

Name: Shujun Jiang

Email: shujun.jiang-at- uaeu.ac.ae

Country: CN (China)

Affiliation: UAE University

Name: Ruaa Abughrarah

Email: S142006-at- ud.ac.ae

Country: SA (Saudi Arabia)

Affiliation: University of Dubai

Abstract: Blockchain is a relatively new technology and most people only know about it and develop their opinions from the media. This first systematic study of Arabic media coverage of blockchain applications aims to analyze the media framing of this emerging technology in Arab press using data from four Arab countries; Egypt, Lebanon, Saudi Arabia and the United Arab Emirates. The study consists of a quantitative content analysis of the online versions of twenty-one mainstream Arab newspapers from 2017 to 2019. In total, 300 news articles published over a period of two years are collected, read and coded according to two frame dimensions identified in earlier studies: subtopics and cognitive attributes. The study aims to empirically assess the attitudes and perceptions towards this emerging technology in mainstream Arab media as the subject gains an increasing regional and global importance. The study finds that cryptocurrency is the highest covered blockchain application. Furthermore, there is a significant correlation between the application type and the tone; while the coverage is generally positive, the articles display a less positive tone towards cryptocurrencies and a more positive tone towards governance, management and supply-chain applications. In terms of subtopics, the study finds that the majority of the articles focus on the economy. There is a significant correlation between the subtopic and the tone of the article; articles discussing technology are more positive than articles discussing other subtopics. The main perceived opportunities are seen in saving money and the main perceived risks in are seen in various types of crime including money laundering and terrorism. The study discusses the various differences in the media coverage between the four studied countries which can be seen in the amount of coverage, subtopics, applications and tone; the data shows that the United Arab Emirates is the most positive and Lebanon the least positive. The study addresses the shortage of empirical data on the coverage of this emerging technology in the Arab world and offers an insight into the way in which blockchain applications are understood and discussed in the Arab region. Limitations of the study and recommendations of future research are also discussed.

Keywords: Blockchain, quantitative analysis, framing, Arab media, attitudes toward technology

Id: 19904

Title: "Modeling using Object Types": a graphical representation method for evaluating the scope and limits of standard-setting activity in human rights

Session Type: Individual submission

Authors:

Name: Normand Landry

Email: normand.landry-at- teluq.ca

Country: CA (Canada)

Affiliation: Teluq (Université du Québec)

Name: Anne-Marie Pilote

Email: annemarie_p_12-at- hotmail.com

Country: CA (Canada)

Affiliation: Universite du Quebec a Montreal (UQAM)

Name: Anne-Marie Brunelle

Email: brunelle.annemarie-at- gmail.com

Country: CA (Canada)

Affiliation: Universite du Quebec a Montreal (UQAM)

Abstract: The Universal Declaration of Human Rights (UDHR), the International Covenant on Civil and Political Rights (ICCPR) the International Covenant on Economic, Social and Cultural Rights (ICESCR), and their Optional Protocols, are the foundations of the modern international legal and administrative edifice of human rights. The two covenants, which are the principal legally-binding multilateral treaties on human rights, are meant to clarify the standards set out in the UDHR and to establish follow-up mechanisms to ensure their implementation. Described as “imprecise” and “obscure” (Moeckli, 2018), the norms laid out by the covenants have been given detailed official interpretations – known as General Comments – that frame their meaning conceptually (what they are, what they cover, what they exclude) and define the specific obligations of the Member States, which are on the front line of their application. However, the nature of the rights and obligations imposed by the General Comments continues to be a subject of debate (Neuman, 2018).

This presentation will cover the results of using computerized “Modeling using Object Types” (MOT) theory (2002) to evaluate the scope and limits of the General Comments in the conceptualization of human rights. Through the examination of a corpus of General Comments addressing core “communication rights” (rights to freedom of opinion and expression, right to privacy, right to take part in cultural life, etc.), we will show how a modeling process can (1) result in a visual deconstruction of the General Comments to reveal their normative substance (constitutive dimensions, state obligations, limits and scope of rights, links with other rights), (2) shed light on the political interests integrated into the very structure of the official interpretations of the covenants (use of the conditional verb tenses, lack of definitions of key concepts and of enforcement measures), and (3) identify weaknesses in the conceptual framework owing to undefined, polysemic notions that are, therefore, difficult to make operational.

The work that will be presented questions interpretations of human rights that are stated to be “authoritative” by international bodies (Neuman, 2018; Buergenthal, 2011; Abline, 2008). This involves looking at “communication rights” as political concepts that contain interests and power relations.

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Id: 19968

Title: Covert Hate Speech: White Nationalists and Dog Whistle Communication on Twitter

Session Type: Individual submission

Authors:

Name: Prashanth Bhat

Email: nrbhatprashanth-at- gmail.com

Country: US (United States)

Affiliation: University of Maryland

Name: Ofra Klein

Email: Ofra.Klein-at- eui.eu

Country: IT (Italy)

Affiliation: European University Institute

Abstract: Politicians in the United States have long employed racially-coded communication to convey their message to a subset of the population. This kind of communication has acquired the label of “dog whistle politics,” drawing upon the way that dog whistles are perceptible to dogs but not to humans due to high frequency. As Mendelberg (2001) points out, such coded communication enable politicians to make racist appeals without using overt racist language. In the American context, the end Jim Crow rule in the South, and the repudiation of open white supremacy has forced demagogues to repackage racial appeals. Conservative politicians such as George Wallace, Barry Goldwater, Richard Nixon, and Ronald Reagan have all embraced dog-whistle communication to demonize minorities as welfare cheats, illegal aliens or terrorists, and to provoke a sense of white victimization (López, 2015).

Dog-whistling as a rhetorical strategy has been used by not only mainstream politicians but also far-right groups such as White nationalists and neo-Nazis. This trend was particularly visible during the 2016 US presidential campaign, where white supremacist groups utilized dog-whistling to convey racially-coded messages to their followers on social media. Initially, when white supremacist leaders like Milo Yiannopoulos and Richard Spencer made offensive comments about African-Americans, and feminists, social media platforms such as Twitter suspended their accounts. Thereafter, these extremists started using coded-language to refer to blacks, Jews, Muslims, and feminists. Such strategic communication allowed them to circumvent anti-harassment tools used by Twitter to detect hate speech.

In this paper, we study the use of dog-whistling and cryptic messaging by white supremacists and neo-Nazis on Twitter. Using netnography as a method, we examine the tweets posted by white supremacists in order to understand the meanings they associate with particular words. Netnography is a form of digital ethnography, which is widely used to study online communities and their social interactions. This approach uses computer-mediated communications as a source of data to arrive at ethnographic understanding of a cultural phenomenon (Kozinets, 2010).

This investigation enables us to deconstruct racially-coded messages and covert hate speech employed by extremist groups on a public platform like Twitter. Further, it helps us understand the

innovative discursive strategies utilized by white identity groups in online spaces. These insights will likely compel tech firms to develop better policies to counter covert hate-speech being used by far-right groups on social networking sites.

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Id: 20040

Title: 'Too old for toys, but too young for boys' Exploring the design of mapping apps for Tweens' independent mobility

Session Type: Individual submission

Authors:

Name: Cláudia Silva

Email: silvaclaudia01-at- gmail.com

Country: PT (Portugal)

Affiliation: Madeira Interactive Technologies Institute (M-ITI)

Abstract: Past research in European countries has found that 11-12 years-old children experiment higher steps in what is called by Livingstone & Helsper (2008) the “ladder of online opportunities”. That means that their digital media usage increase and becomes more intense and diverse at that age. Having this a departing point, this paper explores how this group of ‘tweens’ perceive their mobility in the urban space and also their perceptions and thoughts on the possibility of moving around where they live without adult’s supervision with the aid of smartphones (the design of a new app) - more specifically, by using wayfinding and locative apps designed for the needs of people their age (e.g., going to school alone by bus or by walking). With this purpose in mind, we conducted a pilot case study with 27 children, all students of a 6th grade (11-12 years old) class in a private school located in Lisbon, between May and July 2018. This pilot study had three main steps:

- 1) Drawing of cognitive maps and questionnaire with open and closed questions such as: “What is the street name of your house?” “Do you have a smartphone of your own?” “Have you ever used Google Maps or Google Earth? Use your imagination to write down which type of functionalities would you like to have in your app?”
- 2) Creation of written narratives about their cognitive maps. During this step, the students were asked to describe chronologically and analytically their itinerary from home to school based on their cognitive map.
- 3) Face-to-face interviews with 24 children (out of 27 participants). Some of the questions were: “How do you use your smartphone?” “What types of activities do you do most on your smartphone?” “And which are your favorite apps?” “What do you not like in these apps?” “What is difficult to use?” “What is easy to use?” “Tell me a bit about your experience with these applications?” “What do you know about public transport in the area where you live?” “Have you ever gone to school by bus or public transport?”

Some of our results suggest that children this age would like to be more independent and to go to school by themselves. They would not mind being tracked by their parents on a navigation mobile app if location tracking lessened their parents’ anxiety and fear. Interestingly, our findings also suggest that children start using mapping apps such as Google Maps at the age of 9, for two main reasons: 1) To see satellite images of a specific place before going on vacation to that same place, 2) To help their parents with navigation while driving. In order to shed light on our results, and to emphasize the interdisciplinary nature of the project, we draw on theories across different disciplines such as sociology of media and children as well as human-computer interaction. The results of this project may inform the creation of policies regarding cutting edge systems related to the design of mobile apps for children.

Id: 20068

Title: National Internet Governance Needs a Holistic Approach: The Case of Net Neutrality in Israel

Session Type: Individual submission

Authors:

Name: Avshalom Ginosar

Email: avshalomg-at- yvc.ac.il

Country: IL (Israel)

Affiliation: The Max Stern Academic College of Yezreel Valley

Abstract: Israel was one of the pioneer countries in adopting a pro net neutrality (NN) policy back in 2011 (Marsden, 2016), a policy which was updated and finalized in 2014 (Ginosar, 2019, in review). The current paper follows a previous work on the various phases of the NN policy process (Ginosar, 2018) and addresses the policy's confusing results. Through an analysis of formal documents, such as bills and white papers, stakeholder position documents, debates in parliamentary plenum and committees, this study attempts to examine whether the current policy is the ultimate answer to the issue of NN.

NN as a policy issue comprises contradictory stakeholder interests and various societal and cultural values (e.g. Bauer & Obar, 2014). The core element of NN policy that reflects most of these interests and values is the non-discriminative nature of net transmission (Wu, 2005) which addresses a major public interest. The NN Israeli policy follows this core idea and prohibits – by law – any discrimination of services or applications in terms of transmission priority, speed and price. However, the law includes a wide range of exceptional cases in which transmission "management" is allowed. The general and vague wording undermines the principle of non-discrimination, and an expert committee recommended in 2015 to amend the law and decrease the number of allowed discriminative cases. Since then, nothing has been done. Furthermore, between 2016-2018 a series of legislative initiatives have been launched, all of which address various aspects of networks transmission, although they are not parts of the main NN legislation. These initiatives – such as the Website Blocking Bill, the Pornography Law, the Facebook Law, and amendment to the Copyright Law – relate to various interests and values which are building-blocks of NN policy.

The analysis of the policy process through which NN policy has been shaped, and of the developments that have occurred subsequently, demonstrates that policy-makers have not had the necessary broad perspective on the issue. Consequently, the national NN policy is more like an unfinished patchwork rather than a holistic and comprehensive public policy. This case study is a good example of the way in which politicians who attempt to act in the name of the public interest fail because of insufficient knowledge and understanding of the various technological, managerial and content aspects of Internet governance.

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Id: 20090

Title: How do Chinese social media users feel about being scored' ---A empirical investigation of the implications of the Social Credit System in China

Session Type: Individual submission

Authors:

Name: Wen Ma

Email: maw6-at- cardiff.ac.uk

Country: GB (United Kingdom)

Affiliation: School of Journalism, Media and Culture Studies at Cardiff University

Abstract: Governments and institutions in different countries and regions are using machine learning algorithms to process and analyse large quantities of data for governance purpose. The Snowden revelation exposed the collecting and processing of big data or metadata for mass indiscriminate surveillance (Lyon 2015) and the violation of privacy. The Cambridge-Facebook analytical data scandal has levelled up the concerns from big data-aided surveillance to big data-driven decision-guidance (Yeung 2017) and data-score mode of governance (Dencik et al. 2018) in both political and economic domain. In China, a Social Credit System (SCS) using big-data driven algorithms to allocate every citizen with a “credit/trustworthy score” by 2020 has been promulgated. Segmented data from social media, economic history, political engagement, social activities, and other aspects of daily life will be aggregated and cross-referenced on “surveillance assemblage” (Haggerty and Ericson 2000) to assess and sort a person’s level of “trustworthiness”. Citizens are categorised into different groups. Privileges and benefits are provided for those with higher scores while punishments and restrictions are imposed on the “blacklisted”. With the power to affect daily life, the SCS not only aims to rate a person’s behaviour but also to shape it.

Social media, as the most comprehensive personal data collecting sites, is vital to the SCS. Social media users in China have reached 800 million by 2018, taking up more than half of the country’s population. Social media companies have to provide users’ online log and record upon the request of the government. In early 2018, Baihang Credit, led by the National Internet Finance Association and 8 other institutions including Sesame Credit, Tencent Credit and Koala Zheng Xin, was established to conduct personal credit rating service, which signals the establishment of a government-social media companies ally.

This study aims to investigate to what extent and in what ways the SCS will influence social media users in China; and to probe the implications for social media before the system to be completely established in 2020. Social media users are living the SCS and their attitudes and behaviour play a crucial role in shaping the future of social media. To answer the research question, web-based questionnaires were distributed to more than 600 demographically diversified social media users to get a comprehensive sketch of their attitudes and potential behaviour in the future. 50 semi-structured in-depth interviews with Chinese social media users were conducted to further investigate the underlying explanations. Results show that the majority of respondents support the principle of the System and are willing to hand in their online data to government to be watched in return for “a more regulated and secure cyberspace; and they accept to change their behaviour on social media for better credit score. Thus, this study concludes that the SCS will transform social

media in China to an entertainment content-oriented mobile participatory panopticon and eventually create moulded citizens.

Id: 20115

Title: Engaging the disengaged: Examining the domestication of mobile telephony among the older adults in Trans-Nzoia and Bungoma Counties in Western Kenya.

Session Type: Individual submission

Authors:

Name: Leah Komen

Email: ledavid2002-at- gmail.com

Country: KE (Kenya)

Affiliation: Daystar University

Abstract: The world is growing older. Considering the increasing number of older adults, it is imperative to consider how technology design can meet the needs and wants of these important user groups. Mobile phones offer great potential in improving quality of life for senior citizens or older adults in the areas of health care, independent living, communication with family and friends as well as reduced isolation. There have been numerous studies on technology design for older adults (Fisk, Rogers, Charness, Czaja, & Sharit, 2004), but much of the work has focused on indoor and stationary applications such as desktop computers (Zajicek & Brewster, 2004). Older people, however, need support not only in stationary situations, but also in mobile situations inside and outside their homes (Goodman, Brewster, & Gray, 2004). However, challenges abound as noted by Lee (2007) who noted that older adults used limited number of mobile functions due to cost benefit analysis while Nimrod (2015) argues that older people use mobile phones extensively yet little is known about neither relevant domestication processes involved nor the extent to which older adults adopts and use mobile phones. This study sought contribute to this knowledge by conducting interviews with 30 older person all retired from public service aged 60 years and above in Trans-nzoia and Bungoma. With the help of domestication theory, this study examined the appropriation (Possession and ownership), Objectification (meaning and symbols), incorporation of mobile phone in older people's everyday life and conversion (unintended uses) process of the domestication of mobile technology by the said group. Findings showed that mobile phones had dual effect in older people's lives, for some it isolated them from their relatives and claimed their children rarely visited; others felt they are now closer to their children as many can call from distances. Yet majority felt mobile phones had become their 'extended family members' now since they can listen to news or listen to radio via phones and were in touch with the world more. Among the challenges they faced is the smaller font size of texts and the fact that phones were getting smaller in size making it difficult to use. Their favourite mobile phone application was the mobile money locally dubbed Mpesa as they could now receive cash transfers from the government

Key words: older adults, mpesa, isolation, connection , domestication.

Id: 20183

Title: Digital Sovereignty' Past, present and future ideas about self-determination in times of digitalisation

Session Type: Individual submission

Authors:

Name: Julia Pohle

Email: julia.pohle-at- wzb.eu

Country: DE (Germany)

Affiliation: WZB Berlin Social Science Center

Abstract: "Digital sovereignty" has become one of the key concepts in debates on the digital transformation. Since the early 2000s, authoritarian regimes such as China have striven for "cyber sovereignty" – a concept used to justify the centralisation of regulatory powers at the national level and the call for more intergovernmental influence at the international level. But after the Snowden revelations in 2013, also democratic governments in Europe, Latin America and Asia have joined the chorus of those who wish to strengthen their sovereignty in the digital sphere. Using the term to refer to countries' and citizens' self-determination, these recent calls are dominated by discourses about the independence of national economies from foreign IT companies and the protection of civil rights. Hence, these recent calls differ regarding both their tone and substance from those of authoritarian countries. Nevertheless, they all add to the same tendency: the proliferation of policies and regulatory measures for digital issues at the national and regional level and, as a consequence, the alleged risk of an increasingly fragmented regulative framework for the global Internet.

This paper seeks to put the discourse on "digital sovereignty" into a historical perspective by retracing the recurrent tension between the concept of sovereignty and the idea of global digital networks since the 1990s until today.

In its first part, the paper builds on the document analysis of primary and secondary sources to identify four phases marked by different perspectives on sovereignty: 1) the cyber-exceptionalist view, which rejects the idea of governments as legitimate actors in cyberspace; 2) the Internet Governance perspective, which promotes an expert-dominated multi-stakeholder approach with limited influence by nation states; 3) the framing of the Internet as a legal vacuum that results from the irreconcilability between decentralized networks and national jurisdiction; and 4) the discourse on digital sovereignty as a means to foster national and regional independence. The paper discusses these different perspectives regarding three aspects: their normative understanding of sovereignty, their discursive framing of digital networks and, lastly, whether the claims for a right to self-determination inherent in these perspectives concern the individual level (e.g. the self-determination of users) or the collective level (e.g. the self-determination of a particular group or state).

In its second part, the paper focusses on the last phase and investigates the different levels of the concept of "digital sovereignty" and their implications for Internet policy-making. Drawing from an empirical analysis of the recent discourse on "digital sovereignty" in Germany, the paper shows how different conceptualisations of self-determination result in different policy approaches that focus either on security, economy or consumer protection.

Theoretically, the paper builds on existing reflections on the role of states in times of digitalisation and on differing interpretations of sovereignty by several disciplines. With its theoretical and empirical findings, the paper provides a historically founded perspective on the current debate on sovereignty in the digital age. Thereby, it aims to contribute to the broader academic and political discussion about the tensions between domestic and global Internet policy.

Id: 20318

Title: Piratas y creadores: autoría, creatividad y automatización en YouTube // Pirates and creators: authorship, creativity and automation in YouTube

Session Type: Individual submission

Authors:

Name: Carmen Zalvide Rodríguez

Email: czalvide-at- ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: Luis Fernando Ramos Simón

Email: lframoss-at- ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: PRESENTATION IN SPANISH

Actualmente, nos encontramos en un momento en el que una suerte de histeria colectiva en torno al copyright parece dominar nuestro mundo, un momento en el que se busca proteger desde un libro o una canción a una mera base de datos o un meme. Los autores y las grandes compañías buscan beneficiarse de todo lo que crean (y algunas cosas que no) coartando la libertad de expresión, la creación de contenido y la difusión del conocimiento.

Esta situación se pone de relieve en plataformas como Youtube, en la que contenido original creado por sus millones de usuarios convive con obras derivadas, piratería y contenido patrocinado por los grandes conglomerados multimedia. La historia de Youtube como plataforma social parte de un claro interés por situarse como un lugar en el que poder generar contenido de forma colectiva (los memes, remixes, mashups), con un carácter tanto profesional como amateur; siempre amparándose en el fair use, la reutilización y la creación de obras derivadas.

A partir de 2011, Youtube implementa su conocido sistema de prevención de piratería (ContentID), que registra de manera automática el contenido que se sube para comprobar si es completamente original o si contiene extractos de obras protegidas. A partir de aquí, los autores originales de las obras (normalmente grandes empresas) pueden elegir si monetizar, monitorizar o eliminar el vídeo subido, vetando en muchas ocasiones la subida de obras derivadas originales que se encuentran amparadas por la Ley de Propiedad Intelectual.

La balanza se ha desestabilizado: unos crean y generan contenido, mientras que otros son los que se benefician económicamente de este trabajo. El sistema de ContentID fue creado como respuesta a las preocupaciones de las grandes compañías por vulneración de copyright y pérdida de beneficios, o lo que es lo mismo: supone una muestra de la incapacidad de adaptación a un nuevo sistema de creación de contenido que beneficia a las grandes empresas y perjudica a los creadores individuales.

Esta propuesta parte del estudio de una pequeña muestra de contenido alojado en esta plataforma y su relación con la libertad y creatividad de creadores y consumidores. Se analizan por un lado los contenidos (tanto pirata como legales) presentes en Youtube de las diez películas españolas con mayor número de espectadores; por otro, una selección de cortometrajes con alto contenido original. La yuxtaposición de estas dos muestras nos permite analizar la efectividad del sistema ContentID y destacar la importancia del contenido generado por el usuario en un universo red en el que las grandes empresas cada vez cuentan con mayor influencia, lo que repercute en la (re)utilización de obras protegidas por derechos de autor y subidas a la plataforma.

Id: 20420

Title: Del hashtag a la calle: comunidades en red y políticas comunicacionales en América Latina

Session Type: Individual submission

Authors:

Name: Malvina Rodriguez

Email: malvirodriguez-at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Villa María

Abstract: Desde los inicios de siglo XXI las políticas públicas de comunicación se enfrentan a los desafíos que implican las transformaciones cada vez más aceleradas que provocan las nuevas tecnologías. Algunas funciones inherentes a las políticas públicas, como el control y la regulación para promover la justicia social y el bienestar general, se encuentran en un proceso de reconfiguración de sus objetivos y sus alcances a causa de la dinámica que originan los entornos virtuales en el espacio público. La ciber militancia de los partidos políticos y de los nuevos movimientos sociales se presenta como un espacio de confluencia de la autocomunicación de masas (Castells, 2009) de la ciudadanía movilizadora, a la vez que una posibilidad de convergencia de los múltiples formatos y dispositivos de la cultura de la conectividad (Van Dijck, 2016). La deslegitimación de las políticas comunicacionales de los gobiernos así como la dependencia política y económica de los medios de comunicación masivos, entre otras causas, han habilitado la emergencia de la autocomunicación de masas en clave digital como un contrapoder a los poderes institucionalizados. En ese contexto, tanto la comunicación política como las políticas públicas de comunicación se debaten entre la preeminencia del conflicto (trolling, fake news, posverdad) y las posibilidades del consenso (comunidades en red para la participación ciudadana que influya en las políticas públicas).

Para comprender el proceso de construcción de nuevas ciudadanías resulta necesario interpretar el sentido de pertenencia que se origina en las sociedades a partir de las “comunidades sociodigitales” (Rodríguez, 2018). Estas comunidades en red refieren a nuevas expresiones de autocomunicación de masas que se manifiestan tanto en los espacios de conectividad digital como en los tradicionales ámbitos de participación en el espacio público (ej. la protesta callejera), con la intención de establecer agendas y promover el debate de cuestiones de interés social.

Esta investigación, iniciada en 2015 y en continuidad, se propone en esta etapa identificar, sistematizar y describir analíticamente los procesos de comunicación política sociodigital de comunidades en red en América Latina, tomando casos de estudio en Argentina, a fin de caracterizar la participación ciudadana en temáticas de género y derechos humanos. Para ello, se llevaron a cabo entrevistas a activistas digitales y se realizaron análisis de contenidos digitales. El principal impacto de estas movilizaciones digitales puede observarse en la difusión y confluencia internacional de consignas contra la violencia de género (#NiUnaMenos) o sobre derechos de género (#AbortoLegal). Asimismo, la participación sociodigital de las comunidades en red vinculadas a género y derechos humanos han provocado la inclusión de estas temáticas en el discurso político y en los debates parlamentarios, como pudo observarse en el período analizado. Los primeros resultados de esta investigación permiten inferir la preeminencia de un modelo de comunicación política sociodigital que privilegia la integración de las comunidades, la consistencia discursiva, la visibilización y el control de las fuentes de información – como intento de

contrarrestar el trolling y las fake news – así como el llamado a la movilización permanente para la participación en el espacio público.

Id: 20504

Title: When Robots Become Colleagues: A Case Study of the Danish News Agency, Ritzau

Session Type: Individual submission

Authors:

Name: Marie Eriksen

Email: mariiefalk-at- hotmail.com

Country: DK (Denmark)

Affiliation: Hamburg University

Abstract: Modes of doing journalism have always been influenced, structured and constrained by technology whether this being analog or digital. With the emergence of automated journalism, the ways of doing journalism is once more being affected. In this regard, there is nothing new or unique about automation technology specifically as a new technological development affecting modes of doing journalism. However, while technological tools have long been assisting journalists in a wide range of stages in news production such as collecting, analyzing and communicating data, journalists have always been the authority of this entire process. This aspect of the journalistic practice is changing and is the focus of a rapidly growing body of literature on how automated journalism has the potential to alter journalism, the production of news and its related practices.

This study examined how and to what extent automated journalism contributes to the changing process of journalistic practices at the Danish news agency, Ritzau. In addition, the study sought out to examine how such changes relate to the different actors involved in the process. In order to examine this, the study has used Bruno Latour's all-embracing Actor-Network Theory as a theoretical framework to map and analyze the power relationship between the different actors around the technology who ultimately made up the actor-network. This study took on a case-study analysis by performing four in-depth interviews with different actors involved in the process of implementing the new technology at the news agency. The four interviewees were asked a set of open-ended questions regarding the use of automation technology, the extent to which computational tools and techniques were implemented as part of creating news content and business plans, changing professional standards etc.

The study found that there was an ongoing negotiation of whether to accept the new technological actor in the actor-network. But since automation technology had such positive impacts concerning the improvement of the news production, all the actors were more willing to accept and ascribe the actor with the same agency as the rest of the network. As a result, the study found that because automation technology made the entire actor-network stronger it was more likely to be accepted in the actor-network.

To put this into perspective, this study also found that, advocates of automation technology often point to speed and accuracy as two of the key advances in the context of news production. This is because automation technology allows for producing news in real time and algorithms do not make simple mistakes such as misspelling or calculation errors. These advances fit perfectly into the journalistic profession which is getting more commercialized and because of this, runs increasingly based on business logics rather than journalistic ideals. As a result, the Danish news agency are

adopting automation technology in order to, among many other things, aim for higher profit margins and lower production costs.

Id: 20565

Title: Ordering sociality with rhythmmedia: Orchestrating people as rhythms in algorithmically mediated platforms

Session Type: Individual submission

Authors:

Name: Elinor Carmi

Email: Elinor.Carmi-at- liverpool.ac.uk

Country: GB (United Kingdom)

Affiliation: Liverpool University, UK.

Abstract: Research problem: Most media and communication scholars use terms such as flow, stream, traffic and channeling to describe the politics of internet arrangements without properly examining the temporal nature of these movements. This paper examines the policies and advertising logic behind the way social media companies order people's experiences in their algorithmically mediated platforms. Specifically, the paper shows that it is important for Facebook to understand people as rhythms, to convince advertisers that they know when users do things. The paper focuses on the Facebook Immune System (FIS) algorithm, which is an 'anti-spam' machine learning algorithm that scans all the behaviours within and outside Facebook and renders them as rhythms to create a dynamic database/archive. With this 'archive' the company categorizes behaviours and decides which ones are valuable (social) and which ones are not (spam), and orchestrates them accordingly. I call this practice rhythmmedia, which is the way media practitioners' render people and their relations as rhythms and (re)order them for economic purposes.

Theoretical framework: Drawing from Raymond Williams' 'planned flow' and Henri Lefebvre's 'rhythmanalysis', I propose rhythmmedia, which describes the ways platforms (re)order people's behaviours and their relations through media. It is the way platforms conduct repetitious training on people through orchestrating their mediated experiences towards more value.

Methods: To understand how Facebook orders people I undertook four methods: 1) I catalogued different term of use sections for one year, to examine what arguments Facebook makes, and how they change over time; 2) Analysing Facebook's research articles in a method I call platform reverse engineering, meaning that I analyse these articles by searching for specific information that can reveal the way the platform develops the policies that inform their algorithms; 3) I followed several pages that Facebook uses to announce news about its platform, mainly Facebook's News Room; 4) I analysed technology websites, which provided in-depth understanding about Facebook.

Findings:

This paper shows that Facebook's business model guides its advertising policies and influences the way it (re)orders people's experience towards more value by orchestrating a specific type of sociality. The more Facebook knows what people do in particular times and how frequently, the company can turn this data into a product. This data is then packaged for advertisers who pay and bid to intervene in people's mediated experience and shape it towards economic purposes. By using FIS, Facebook conducts rhythmmedia to regulate any problematic rhythms that can harm its business

model and filter/remove these spammy behaviours. Importantly, this paper shows that by rendering people as rhythms and ordering them, platforms can decide what is human, nonhuman and deviant. Because these advertising policies are hidden from 'ordinary users' and the ordering are conducted in the 'back-end' by high-speed trading systems, such procedures raise ethical, legal and social concerns. In particular, such algorithmic ordering shape the way people understand and experience sociality and hence influence their human rights and what they can demand from such companies and policy makers.

Id: 20579

Title: Who Becomes a Silver Surfer' Resources, Repertoires and Technological Histories among Connected Seniors

Session Type: Individual submission

Authors:

Name: Tobias Olsson
Email: tobias.olsson-at- mau.se
Country: SE (Sweden)
Affiliation: Malmö University

Name: Carolina Martinez
Email: carolina.martinez-at- mau.se
Country: SE (Sweden)
Affiliation: Malmö University

Name: Ulli Samuelsson
Email: ulli.samuelsson-at- ju.se
Country: SE (Sweden)
Affiliation: Jönköping University

Name: Dino Viscovi
Email: dino.viscovi-at- lnu.se
Country: SE (Sweden)
Affiliation: Linnaeus University

Abstract: Patterns of exclusion from and inclusion in digitalizing societies have been recurring themes of analytical interest in social science research ever since the Internet's big breakthrough in western societies in the 1990s (cf. Norris, 2001; Selwyn, 2004; van Deursen & van Dijck, 2014). As a consequence, we have rather good insights into what social groups have, and do not have, access to the necessary technology and skills to manoeuvre the fact that both commercial and public services to an increasing extent are offered through digital channels.

These analyses often identify elderly people as one of the groups that are at risk of becoming excluded (cf. Friemel, 2016; Olsson et al., 2018). Regardless of what sort digital divide we are referring to, either to “first order digital divides” (access to ICTs) or to “second order digital divides” (patterns of usage), elderly users, as a group, appear to have less access to and less varied usage of new ICTs than younger age groups.

There are, however, substantial differences between various groups of elderly users. They are not in any simple way a coherent category of ICT users, and in this paper we pay specific attention to a particular category – the so called silver surfers (Cody et al., 1999; Russell et al., 2008; Chondrie, 2010). A silver surfer is an elderly person who, contrary to the overall picture of elderly users, is both “confident and competent” (Russell et al., 2008) when it comes to ICT-usage. S/he has access

to the right technology and skills and is confident to make good use of the opportunities offered in the digitalized society.

What explains why some elderly users become silver surfers? This paper answers the overarching question by help of analyses of two sets of data covering Swedes above the age of 65. It draws on a) data from a national survey (N = 1264), and b) data from qualitative, semi structured household interviews.

By help of these data, the paper first analyses the silver surfers regarding their access to material, social and discursive resources (Murdock et al., 1992; Olsson et al., 2019). It will further pay attention to their online repertoires (Hasebrink & Hepp, 2017; Olsson et al., 2018), how the successful silver surfers typically navigate in the online environment. Finally, the paper will also track traits in their personal, technological histories (Selwyn, 2004) that have contributed to making them silver surfers.

Id: 20680

Title: Ethical issues of Artificial Intelligence on Journalism: a Brazilian perspective

Session Type: Individual submission

Authors:

Name: Eduardo Pellanda

Email: eduardo.pellanda-at- pucrs.br

Country: BR (Brazil)

Affiliation: Pontificia Universidade Catolica do Rio Grande do Sul

Name: André Pase

Email: afpase-at- pucrs.nr

Country: BR (Brazil)

Affiliation: Pontificia Universidade Catolica do Rio Grande do Sul

Abstract: In our contemporary world, the majority of our daily routines flows through digital processes. To order the torrent of data and information according to the interests of users, algorithms emerged as concierges that saves our jobs to think and decide about what to pay attention. Along this, machines also decides for ourselves, from selecting the best pictures from an archive to the best route (and even time) to work. During the last years, a debate emerged about the issues of biased systems, that may reflect a not so fair work ethic and interests of the companies. Broussard (2018) discusses the issues that rises when computers take control, while Costanza-Chock claims that these systems should be designed to avoid any matrix of domination.

The debate should be extended to Social Communication. While the advertising systems used tracking data to present products related to the browsing history of the user, highlighting how privacy changed, Journalism is dealing in the recent years not anymore with combining related stories with others, but creating stories through sensors integrated to networks. It started with apps such as Waze replacing the habit of listening to the radio to hear about traffic and apps that works as news aggregators, and nowadays automation runs inside newsrooms, but it is only the beginning. It is not the case of becoming a digital luddite, but try to draw some lines to help us understand actual scenario and use it correctly.

This proposal is a consequence of the construction of a voice-based system for journalistic purposes in Brazil. During the last two years, a team combining researchers and reporters discussed how some data about the Brazilian presidential election could be automatically transformed into chunks of data and then “read” by Google after interactions with users. The project highlighted how routine decisions later replicated by a newsbot are important. The country is an interesting scenario to think about these limits. Even with the Brazilian Civil Rights Framework for the Internet, a bill created to protect the users, the appetite for technology adoption without proper discussion allows newsrooms to deploy bots without even the consent of the audience.

The study is composed by an initial state of the art about the usage of Artificial Intelligence in Journalism, followed by a multicase study scenario, according to Yin (2013). After this, with the support of contemporary discussion about Journalism in Latin America with ideas from Canavilhas

(2014), Salaverría (2016) and Canavilhas & Rodrigues (2017), the authors will discuss moments when automation may overlap ethical limits and its probable consequences.

Id: 20729

Title: Media gender equality regimes: exploring media organizations' policy adoption across nations

Session Type: Individual submission

Authors:

Name: Claudia Padovani

Email: claudia.padovani-at- unipd.it

Country: IT (Italy)

Affiliation: University of Padova

Abstract: This paper contributes to our understanding of gender and media concerns, by focusing on an under-researched aspect: the policy dimension. By making use of a 'super dataset' that has been created in the context of a Swedish funded project - titled COMPARING GENDER AND MEDIA EQUALITY ACROSS THE GLOBE: A CROSS-NATIONAL STUDY OF THE QUALITIES, CAUSES AND CONSEQUENCES OF GENDER EQUALITY IN AND THROUGH THE NEWS MEDIA and lead by Prof. Monika Dierf-Pierre at Gothenburg University - it addresses the nexus between policies to promote gender equality adopted by media organizations across the world, and the broader socio-economic and cultural environments within which the media operate. In so doing, the chapter investigates the wide variation in the adoption of gender-sensitive policies in different countries and regions, relating them to contextual variables that may favour or hinder media organizations' commitment to gender equality through policy adoption. The chapter also explores if, within such variation, it is possible to identify patterns of policy adoption that may indicate different understandings of gender equality and gender mainstreaming, and signal the existence of different gender equality regimes in the media sector worldwide.

The study first acknowledges existing international frameworks that have recognized gender equality and gender mainstreaming as globally agreed upon norms (Finnemore & Sikkink 1998; Kardam 2004; Krook & True 2012) including for the media and communication sector (Gallagher 2011, Padovani & Pavan 2017, Padovani 2018); and reflects on the extent to which those frameworks have influenced both policy and research interventions over the last twenty-five years. Making an effort of conceptual clarification, it discusses the nexus between equality norms, policy developments and issue framing (Bacchi 1999, 2009) in the gender and media environment, and suggests elements for a research agenda based on media gender equality regimes as an analytical proposal (Section 2).

Building on previous findings from international studies that have investigated gender equality policies adopted by media organizations (Section 3) and working through data collected for the IWFM Global Report on the Status of Women (2011), the analysis focuses on 59 countries, representative of all world regions, and explores – through a cluster analysis - patterns of gender-related policy adoption by media organizations; as well as possible statistical correlations between policy developments and broader socio-economic, political and cultural conditions (Section 4).

In the IAMCR presentation we shall present the main findings (Section 5) concerning the interplay of contextual factors and the adoption of different types of gender-sensitive policy by media

organizations in specific countries; reflect on how different patterns of policy adoption may signal different understandings of gender equality and strategies to address them; and suggest directions for future operationalization of the media gender equality regimes approach. This is view of fostering a policy-focused research agenda, and making scholarly knowledge in this area more meaningful to policy actors and to the media themselves.

Id: 20738

Title: Signals Intelligence meets Artificial Intelligence: Surveillance, disinformation and power in the public sphere

Session Type: Individual submission

Authors:

Name: Ronja Kniep

Email: ronja.kniep-at- wzb.eu

Country: DE (Germany)

Affiliation: Berlin Social Science Center (WZB)

Abstract: Recent debates on the nexus between artificial intelligence (AI) and surveillance have focused on the practices in the field of policing. However, also signals intelligence (Sigint) agencies like the National Security Agency (NSA) increase their budgets to expand the use of AI for their data intensive surveillance programs. Given that Sigint agencies have access to much more data than humans can possibly analyse, AI promises to be particularly useful to make sense of these large, unstructured data sets. Concurrently, intelligence agencies prepare to engage in or counter “deep fakes”, that is AI-enhanced disinformation.

This paper explores (1) how intelligence agencies use and could use AI to spy, (2) what is at stake for democracies when AI meets Sigint, and (3) what are possible responses in terms of intelligence governance.

On an empirical level, the paper makes two contributions. First, it helps understanding contemporary forms of communications surveillance by analysing leaked material, public government documents, and media coverage. For example, the NSA has introduced algorithms to decide whom to grant privacy rights, thus determining “algorithmic citizenship”. Other AI systems are implemented to decide what counts as suspicious behaviour that could infringe on the right to freedom of the press. Second, the paper builds on an explorative analysis of intelligence oversight regimes in different European countries in order to illustrate and discuss possible responses to automated surveillance. Examples of these regulatory measures or oversight arrangements addressing AI are the Netherlands, who introduced a “human-in-the-loop safeguard” for automated decision-making by intelligence agencies; or France, where the intelligence oversight body engages in an ex-ante review of AI experiments and other data analysis tools.

On a theoretical level, the paper draws on Titus Stahl who developed a critique of surveillance that focuses on political power in the public sphere instead of solely relying on a liberal privacy concept that is usually related to the idea of protecting individual freedom. Besides infringing privacy, contemporary forms of secret and automated surveillance interfere with communicative freedom, understood as a collective good of democratic societies that comprises a free public sphere and freedom of the press. Considering that intelligence agencies engage not only in surveillance but also take so-called active measures like hacking or disinformation, the concepts of communicative freedom and power in the public sphere represent an important addition to privacy concerns when addressing the problem of secret, automated surveillance.

Adding another layer of secrecy to an existing black box, the introduction of AI to intelligence activities increases the gap between technically complex, transnational surveillance on the one hand, and resource-poor, national oversight on the other hand. By collecting available information on secret practices, reflecting on their impact on democratic principles, and discussing the possibilities to increase accountability of AI in Sigint, this paper will make important theoretical and empirical contributions to address this gap.

Id: 20764

Title: How could algorithms shape our cities' A structured literature review

Session Type: Individual submission

Authors:

Name: Annelien Smets

Email: annelien.smets-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Rob Heyman

Email: rob.heyman-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Pieter Ballon

Email: pieter.ballon-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Abstract: In this age of ubiquitous computing and big data, many aspects of our daily life are now turned into data. This process of datafication makes our lives subject of quantification (Cukier & Mayer-Schönberger, 2014) and algorithms increasingly impact our everyday life (Willson, 2017); they propose our next dating partner, how to drive and what movie to see. Next to preferences, algorithms also decide more important themes like credit worthiness, the current value of our market funds (Steiner, 2012) and predictive policing (Ferguson, 2017). In this way, algorithms are increasingly shaping how we see, experience and understand the world (Diakopoulos, 2014; Kitchin & Dodge, 2011; Willson, 2017). Beer (2017) shows the disruptive effects of algorithms on our social and economic life and calls for critical studies regarding their societal effects with other authors like Kitchin (2017). A significant amount of attention has been paid to algorithms in domains such as justice, finance, media and healthcare. But datafication has started to arise in our cities as well, making them subject to this algorithmic shaping which is not only affecting the city itself but also how we experience them (Shaw & Graham, 2017).

This paper therefore focuses on the emergence of algorithms driven by data from the public sphere, meaning algorithms driven by data about our cities. The growing body of digitally-augmented cities with every shop, traffic light and tree having its own representation in lines of code, means that the interaction between people and the city will gradually become mediated by algorithms acting upon this city data. However, we do not yet understand the reshaping of the city experience through algorithms and this begs the question, how are city algorithms shaping the experience of city dwellers and visitors?

By means of a structured literature review, this paper investigates theoretical perspectives on studying algorithms in their societal context in order to understand the current state of the art and identify possible avenues for further developments in this field.

The theoretical foundations of this research stem from software and media studies (Bucher, 2016; Gehl, 2014; Gillespie, 2017; Kitchin & Dodge, 2011). Since we assume that algorithms are reshaping city experiences and that algorithms are human made artefacts, this study approaches this topic from a social constructivist point of view. In order to scope our research, we will define smart cities, algorithms and the authors involved in algorithm studies, software studies and media studies.

This paper will present an overview of perspectives to look at the increasing influence of algorithms on city experiences and how this is tackled from different disciplines.

Id: 20813

Title: Network effects as a determinant of digital services selection, and its effects on privacy considerations: a small scale study

Session Type: Individual submission

Authors:

Name: Eduardo Villanueva-Mansilla

Email: evillan-at- pucp.pe

Country: PE (Peru)

Affiliation: Pontificia Universidad Católica del Perú, Department of Communications

Abstract: Any potential new approach to digital media research and data justice activism leads towards a understanding that users should, at some point, start opting for services that provide them with more control over their privacy and data. Of course, these demands are subject to viability of using such services. As many people adopt digital media as a necessity to communicate and participate in cultural consumption, the question arising is how aware they are of the privacy / service tradeoff, and how network effects influence their decision-making.

In this particular case, a small group of highly connected young people from a private university in Lima, Peru, were asked about their decisions to use a given digital service; their awareness of the potential consequences, short and long-term, for their privacy, autonomy and future control of their data; and the network effects that shaped their decisions. After the results were tabulated and considered, volunteers were asked to consider using more privacy-oriented services, which will in many cases require that they act as promoters of these new connections among their friends and family.

There are at least three network effects identified, at different degrees: decisions taken at a very young age (most of the respondents started using digital services at 13 or around that age); information demands from services and content providers as available in specific digital services; and the amount of information already shared through the services, although this specific effect is weakening for “old-fashioned” services like Facebook. Transactional service history is not seen as particularly critical although it appears to be so after further discussion.

Results indicate that network effects trump privacy concerns in the short term, as the awareness of privacy related issues is low, based on the reality of such concerns being not immediately relevant to this young set, as things stand right away. Network effects are in fact so strong that the switch to a different service becomes a chore and the preference is to stop attempting to proceed, although there are some converts basically because they want to try new services, rather than based on an immediate concern for privacy.

While this is a small, exploratory study, it is the template for a larger, representative one, that can also be easily replicated anywhere where a significant number of people is being perceived as intense users of digital services. The results, even considering their exploratory nature, present interesting challenges for research: is there a way to break through network effects? Are these network effects the result of small-world networks, or rather a larger-world issue that shapes

perceptions and effective usage simultaneously? And finally, how to promote a strong privacy oriented data justice understanding of digital media if the immediate benefits of cultural consumption and communication are overwhelming any potential individual and social concern for the actual consequences of these actions?

Id: 20909

Title: Análisis de calidad en sitios web desde la perspectiva de la comunicación y los cibermedios: automatización y aspectos éticos

Session Type: Individual submission

Authors:

Name: Alejandro Morales Vargas

Email: alejandro.morales-at- upf.edu

Country: ES (Spain)

Affiliation: Department of Communication, Universitat Pompeu Fabra

Name: Rafael Pedraza-Jimenez

Email: rafael.pedraza-at- upf.edu

Country: ES (Spain)

Affiliation: Department of Communication, Universitat Pompeu Fabra

Abstract: Este trabajo se sitúa en el ámbito de la calidad de los sitios web. Para su evaluación existen diferentes métodos y herramientas (Kurosu, 2015; Sauro, 2010). Algunos son de uso general, es decir, para evaluar cualquier tipo de sitio (Codina, 2008), y otros están especializados en un sector concreto (Pedraza-Jimenez, Codina, & Guallar, 2016). Asimismo, estos sistemas de análisis presentan diferentes niveles de automatización (Hasan & Abuelrub, 2011): desde ser aplicados de manera manual por humanos expertos (Quiñones & Rusu, 2017) hasta estar completamente automatizados mediante softwares con inteligencia artificial o Machine Learning (Jayanthi & Krishnakumari, 2016). ¿Cómo son los dedicados a evaluar los medios digitales o cibermedios? ¿Consideran parámetros propios del periodismo y las políticas de comunicación? En esta investigación se analiza la producción científica sobre calidad web, con el fin de identificar y caracterizar las propuestas realizadas desde la comunicación. Los objetivos específicos son: identificar cuáles son los trabajos académicos y autores más relevantes; realizar un análisis comparativo de las diferentes disciplinas que abordan la materia, dimensionando la presencia de las facultades y departamentos de comunicación; identificar los artículos sobre herramientas especializadas en sitios web de medios; examinar sus metodologías de evaluación; y, finalmente, revisar si en sus dimensiones de calidad consideran aspectos éticos o deontológicos y si hacen referencia a políticas internacionales de comunicación y tecnología. Para ello, se buscaron y recuperaron artículos sobre calidad web en revistas indexadas por las bases de datos Web of Science y Scopus, entre los años 2000 y 2018. En total, se revisaron más de ochocientos trabajos. En estos se estudiaron elementos tales como las citas recibidas y la afiliación de sus autores, y se clasificaron según su disciplina y el tipo de análisis que proponen. Además, se realizó una revisión sistematizada de literatura para detectar la mención a parámetros sobre implicancias éticas o sociales –como enlaces engañosos, protección de datos, corrección de informaciones, entre otros–, y referencias a directrices, estándares y políticas internacionales sobre comunicación y tecnología. Como parte de los resultados se puede mencionar que entre los autores más citados están Nielsen, Shneiderman y Krug, y una parte muy minoritaria del total pertenece a facultades o departamentos de comunicación, predominando los de otras disciplinas, como la computación, la informática médica y el comercio electrónico. Se detectó una treintena de herramientas específicas para evaluar calidad web en cibermedios, en las que predomina la evaluación experta (mediante test heurísticos)

frente a procedimientos automatizados. Además, se constatan muy pocas referencias a asuntos deontológicos, y que en ningún caso se citan políticas de comunicación y tecnología internacionales como las de UNESCO. Estos resultados revelan un escaso interés en el estudio de la calidad web por parte de los académicos del ámbito de la comunicación. También que las herramientas específicas para la evaluación de cibermedios son escasas y, en su mayoría, no consideran aspectos éticos. Este hecho llama la atención en un momento en el que la industria de los medios, y en particular la prensa, afronta una crisis de financiación y credibilidad a nivel global. Esta investigación forma parte del proyecto CSO2015-64955-C4-2-R (MINECO, España/FEDER, UE).

Id: 21056

Title: Communication for everyone: Communication rights and their differing contexts

Session Type: Individual submission

Authors:

Name: Minna Horowitz

Email: minskiaslama-at- gmail.com

Country: FI (Finland)

Affiliation: University of Helsinki, St. John's University

Name: Katja Lehtisaari

Email: katja.lehtisaari-at- helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Kari Karppinen

Email: kari.karppinen-at- helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Anette Alen-Savikko

Email: anette.alen-at- helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Hannu Nieminen

Email: hannu.nieminen-at- helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Jockum Hilden

Email: jockum.hilden-at- helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Johanna Jääsaari

Email: johanna.jaasaari-at- helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Marko Ala-Fossi

Email: marko.ala-fossi-at- tuni.fi

Country: FI (Finland)

Affiliation: Tampere University

Abstract: The rights-based perspective on ethical and political questions presented by the new digital media recently has gained attention in academic and political debates. Calls for the protection of citizens' "digital rights" have resulted in reports and declarations by governments, international bodies, and activist organizations over the past two decades or so (Padovani & Calabrese 2014; Redeker et al. 2018). According to international surveys (Newman et al. 2018; Eurobarometer 2018), citizens expect governments, publishers, and platforms, to come up with solutions to communication challenges such as disinformation. However, thus far there are more academic, public, and policy debates than sustainable legal and policy solutions.

This is not surprising given the complexity of these rights: They have many context-based variations, they keep evolving with technological advances, and they are operating on the cusp of theory and praxis. Communication rights can refer to legal norms but are not principally legal constructs; instead they are related to the freedoms that have special significance to societies and individuals (Sen 2004; Jørgensen 2013). Yet, communication rights are not only abstract principles but they form the normative basis of media and communication regulation in many countries.

The working paper presents a way to operationalize communication rights, including a systematic framework for analysis, and a pilot study of comparative application in several national contexts. The study utilises the much-cited, and amended, model of media systems by Hallin and Mancini (2004) and the modelling of the Nordic countries as Media Welfare States (Syvertsen et al. 2014) as starting points for comparisons. For the pilot, four countries have been selected: Finland from Northern Europe, the United Kingdom from Western Europe, Spain from Southern Europe, and Hungary from Central and Eastern Europe. The aim is to look at differing media systems in Europe and examine how and to what extent the interplay between national capabilities, cultures, histories, policies, politics, resources, and structures, and global forces influences communication rights in the digital era.

Eurobarometer (2018). Flash Eurobarometer 464. Briefing Note. Fake News and Disinformation Online. February 2018. Retrieved from: <https://ec.europa.eu/digital-single-market/en/news/final-results-eurobarometer-fake-news-and-online-disinformation>

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Newman, N., Fletcher, R. Kalogeropoulos, A., Levy, D. & Kleis Nielsen, R. (2018). *Digital News Report 2017*. Reuters Institute for the Study of Journalism, University of Oxford.

Padovani, C. & Calabrese, A. (2014, eds.). *Communication Rights and Social Justice: Historical Accounts of Transnational Mobilizations*. Basingstoke & New York: Palgrave Macmillan.

Redeker, D., Gill, L., & Gasser, U. (2018). Towards digital constitutionalism? Mapping attempts to craft an Internet Bill of Rights. *International Communication Gazette*, 80(4), 302–319.

Sen, A (2004). Elements of a Theory of Human Rights. *Philosophy & Public Affairs* 32:4, 315–356.

Syvertsen, T., Enli, G., Mjos, O. & Moe, H. (2014). *Media Welfare State. Nordic Media in the Digital Era*. Ann Arbor: University of Michigan Press.

Id: 21279

Title: Data citizenship in Latin America: think globally, act locally

Session Type: Individual submission

Authors:

Name: María Segura

Email: maria.soledad.segura-at- unc.edu.ar

Country: AR (Argentina)

Affiliation: UNC / CONICET

Abstract: Even if data capitalism involves dynamics that transcend the North-South divide, it develops differently given huge political, economic, social and technological inequalities in the context of digital capitalism. This is why concepts about data capitalism and citizenship in the North need to be approached gingerly. Also, we need to carefully examine experiences in the South in support of control and emancipation, and to be cognizant of particularities and continuities. (Waisbord & Segura, 2019)

With these aims, I will discuss the dimensions of data activism in Latin America. The main question is: Which are the problems it faced, its demands, framework, kind of organizations, and impact? I will analyze how progressive actors of civil society press for the formulation of data rights-based public policies, which put limits on state and market abuses in public communication, and that protect and guarantee the citizen's rights to communication and culture.

Although in recent years there has been multiple works on telecommunication policies, and on digital divide in Latin America, there are still few research about digital and data activism that promote rights-based public policies in the region.

I will address this question considering that the formulation of public policies is a conflictive process involving various social actors with different interests, strategies, resources and powers. (Freedman, 2008) It is also necessary to remark that civil society is not an unified whole, but it is complex, conflictive and heterogeneous. (Sorj, 2010) Just like hacktivism, stactivism and information politics, data activism is a form of digital collective action. It politically uses technical expertise and online action to promote more egalitarian access and management of data, engages with new forms of information and knowledge production, and challenges dominant understandings of datafication (Milan & van der Velden, 2016).

The methods used in this research are: CSOs' documents analyzes, and interviews to their participants.

The main findings show that recent experiences in Latin America suggest two types of data activism differentiated by goals and spheres of action: Social data activism that uses various tactics, including data harvesting, data advocacy, and data-grounded reasoning, for social change; and Data-rights activism that is represented by social movements that promote rights-based public policies regarding data production, protection and management, and aim to regulate data extractivism by corporations and states. Their actions are analogous to media movements that championed communication rights in relation to broadcasting policies during the past decades. One of the theoretical contribution of this work is the following: Data citizenship in the South is not bounded by political geography or particular socio-histories, even if it is steeped in local cultures of knowledge and focuses on specific domestic concerns. Data activism represents a hybridization of perspectives, organization forms, and tactics. Just like other media movements in Latin America

(Segura & Waisbord, 2016), it is mindful of local problems and conditions and open to borrowing positions and tactics from other regions of the world, as they confront local and global aspects of data capitalism.

Id: 21391

Title: [Panel] The increasing importance of competition law and policy in communications: Evidence from various fields, Panel description

Session Type: Panel Submission

Authors:

Name: Karen Donders

Email: Karen.Donders-at- vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Natascha Just

Email: n.just-at- ikmz.uzh.ch

Country: CH (Switzerland)

Affiliation: IKMZ, University of Zurich

Abstract: The importance of competition law and policy in communications has steadily increased over the past decades. It was driven by liberalization and the convergence of communications markets and has peaked most recently in view of trends like platformization, datafication and the attendant commodification of users. Competition policy governs the behavior of companies and, at least in the EU, the behavior of national governments through instruments like merger control, as well as antitrust and state aid rules. Google has, for example, been repeatedly fined for abusing its dominant position in search and related markets such as ad services. When governments give subsidies to public broadcasters, invest in broadband schemes or exempt big multinationals such as Apple from taxes, they might find the European Commission deciding on the illegality of such State aids.

The application and increasing importance of competition law and policy in communications markets has, however, been controversial. At first mostly with regard to its scope and its adequacy for dealing with markets where also non-economic goals prevail, and increasingly regarding its general adequacy for coping with radically transformed media markets, among other things, with economically strong internet platforms and their business models.

Altogether, there seems to be a gap between what is needed and what is being done (or even what can be done) within the confines of competition policy.

Pressing issues regard the questions of whether competition policy as it is today is adequate to (1) promote pro-competitive effects and to chastise anti-competitive effects; (2) whether it can and should be employed for the safeguarding of public-interest objectives (other than economic) that have been more central to traditional (national) media policies, and (3) whether or not other areas may better be served by competition law than by regulation, e.g, privacy protection or net neutrality.

The goal of this panel is to work specifically on this gap between what is needed to ensure not only competitive markets, but also markets that deliver an added value for society. This is done with several contributions that cover varying aspects and parts of competition policy:

- 1) Competition law vs. competition regulation: Which suits platform markets best?
- 2) The way in which (or not) European State aid control of public broadcasters' funding takes into account the internationalisation of broadcasting markets.

3) What are the pro- and anti-competitive claims driving the European Commission's platform policies?

4) What are the effects of network neutrality regulation and competition policy on the evolution of the Internet

This panel responds in numerous ways to the CP&T section call. It deals with an important, yet often neglected policy domain in communication sciences that has massive effects on the media, electronic communications and ICT markets. Competition policy is a part of media and communication governance, it plays a (potentially) crucial role in terms of competition, but also in terms of other aspects like pluralism and diversity, data protection and privacy, fake news, online advertising and increasing targeting, or net neutrality.

The panel organizers (Karen Donders & Natascha Just) will act as moderators and discussants.

Id: 21407

Title: Algorithmic selfie: on the right to assess algorithmic identity and to exercise Right of Access

Session Type: Individual submission

Authors:

Name: Ana Pop Stefanija

Email: anapopstefanija-at- gmail.com

Country: BE (Belgium)

Affiliation: Master student at Vrije Universiteit Brussel

Abstract: This paper aims to investigate two interrelated questions. The first objective is, based on empirical research and data gathered from "algorithmic devices" (social media, apps and data brokers), to investigate the datafication and profiling practices of the data collection ecosystem. The analysis of the data further serves to assess the assumed algorithmic identity and a database of intentions (Jarret, 2014) assigned by platforms and a selection of data brokers. This enables additional insights into the usability and the level of transparency offered through the available instruments made available by platforms themselves (such as Facebook's ad settings and "Why am I seeing this ad" section).

The second aim is to investigate, test and discuss the implementation of the GDPR, in particular the "Right of Access of the data subject" guaranteed by the Article 15 of the GDPR and related Articles and Recitals. This implies exercising the right to obtain data and meaningful information behind the processing purposes, categories of personal data processed, recipients of- and origin of the data and similar.

The methodological framework adopted is that of self-observation and technographic approach (Bucher, 2012), with data collected using both API-based tools as well as manual data recording. In opposition to the practice of dataism and reliance on Big data (Van Dijck, 2014), this research is grounded in "small data" (boyd & Crawford, 2012), as most appropriate data source to investigate the main research questions. Focus on small-scale data (where the researcher is the research/data subject) and adopting technography as a framework, enables an investigation into the operational logic behind datafication, ads personalisation and profiling, and provides insights to understand the workings of the algorithmic devices, without the methodologically difficult task to un-blackbox the algorithms. On the other hand, the exercising of the Right to Access gives insights into the applicability of the GDPR in practice and the (in)sufficiency of the instruments proposed.

In dealing with these questions, the theoretical framework and discourse of datafication and surveillance capitalism will be adopted. The issues of data protection, algorithmic transparency and accountability will be brought into focus as well, as interrelated and underlying concepts.

Preliminary results show that, although platforms offer some tools for better transparency regarding targeting, profiling and personalisation, the underlying algorithmic process is still very much obfuscated. With little offered to understand the reasons behind there is no real opportunity to object and contest the outputs. Exercising the Right of Access also shows tendency towards partial, lengthy and slow disclosure process, often being either incomplete or not providing meaningful information, thus not serving the purpose assigned under GDPR.

The contribution of this paper is in the innovative approach towards investigating datafication and automated profiling and personalisation. It will also significantly contribute towards the policy evaluation of the GDPR, as it will not only assess the effectiveness of the

instruments, but also it will discuss possible improvements in regulation for more transparent and meaningful explanation.

I wish to be considered for a joint CPT/ESN session.

Id: 21424

Title: Telecommunications Ownership and Control (TOSCO). A new dataset on internet infrastructure in Africa, 2000-2016

Session Type: Individual submission

Authors:

Name: Veronique Wavre
Email: veronique.wavre-at- unisg.ch
Country: CH (Switzerland)
Affiliation: University of St-Gallen

Name: Tina Freyburg
Email: tina.freyburg-at- unisg.ch
Country: CH (Switzerland)
Affiliation: University of St-Gallen

Name: Lisa Garbe
Email: lisa.garbe-at- unisg.ch
Country: CH (Switzerland)
Affiliation: University of St-Gallen

Abstract: The internet provides a space for sharing digital information and communication. This space is built on a physical infrastructure owned by a variety of state and private actors, foreign and domestic, that reflect a multitude of interests. In consequence, internet services are no resource that governments or any other political actor have necessarily and automatically at their free disposal. This paper presents TOSCO, a new dataset on ownership of internet service providers (ISP) and control that allows for comparative large-N analysis of the determinants and effects of varying ownership structures in the transforming context of African countries from 2000 to 2016. Next to a detailed discussion of the conceptualization and operationalization of ownership as a variable, we explore the significance of this variable in explaining patterns of internet penetration across the African continent. Based on these findings, we briefly outline how TOSCO can be used to investigate the existence of ownership effects in the telecommunications sector, i.e. whether there are systematic performance and control differentials between state-owned ISP and privately-owned multinational ISP, among other categories.

Keywords: Africa; internet architecture; internet service providers; internet control; owner identity

Id: 21442

Title: Regulating social media in China

Session Type: Individual submission

Authors:

Name: Xiaoyan Chen

Email: chenxiaoyan-at- xmu.edu.cn

Country: CN (China)

Affiliation: School of JOurnalism and Communication, Xiamen University

Name: Xiuqin Zeng

Email: zengxq_celery-at- 126.com

Country: CN (China)

Affiliation: School of JOurnalism and Communication, Xiamen University

Abstract: This paper examines the existing regulatory framework and the ways in which it applies to social media use in China, highlighting China's emerging internet regulatory models and challenges agencies face in implementing them, as well as implications for the development of social media in China.

This paper groups China's regulation of social media into five types: regulations and laws, administrative measures, technical mechanisms, agenda control, and industry regulation. Laws and regulations to some extent can be comparable to statutory regulation, which can include laws enacted by the People's Congress and the Standing Committee of the National Congress, judicial interpretations issued by the Supreme People's Court and the Supreme People's Procurate. Administrative measures include regulatory agencies and activities, such as the special Actions or campaigns. Technical mechanism includes the well-known great firewall, Filtering, licensing, data retention. Agenda control refers to measures employed to set the official agenda. With the expansion of social media and threatening stricter governmental control, more and more industry driven regulations impose impact on Chinese social media. This paper discusses all these five types of regulations and their implications to the development of the social media in China.

In general, this paper illustrates the following points.

1. China's social media policy is an offspring of its internet and media policies. Traditional Chinese media and internet regulations, ranging from licensing and registration, to data retention requirements, content prohibition and filtering, are theoretically applied to social media.
2. Chinese social media is multi-functional, it plays the role of information intermediary as well as economic platform (such as wechat can be used for e-commerce). To some extent, administrative and legal intervention come after social media crimes and misinformation, such as non-bank payment, social media advertising, social media pornography, and social media fraud.
3. Chinese traditional internet policies regulate internet portal more than individual users, thus, social media are required to shoulder gatekeeping liabilities as online platforms.

4. Chinese social media begin to take the initiative to regulate the industry. Some of the self-regulations, such as Wechat's measures on copyright, online rumors and false news, do help to discipline the market and to some extent lessen government intervention.

5. Much of research on China's media censorship and governmental internet regulation draws from Western perspectives of technology, socio-economics, and freedom of speech, this paper will investigate the social media regulation from cultural context as well as political-economic perspectives.

Id: 21498

Title: Talking AI into Being: The Imaginaries of National AI Strategies and their Performative Politics

Session Type: Individual submission

Authors:

Name: Christian Katzenbach

Email: katzenbach-at- hiig.de

Country: DE (Germany)

Affiliation: Humboldt Institute for Internet and Society

Name: Jascha Bareis

Email: jascha.bareis-at- hiig.de

Country: DE (Germany)

Affiliation: Humboldt Institute for Internet and Society

Abstract: Facing the current rush towards artificial intelligence (AI) by private tech companies such as Google, Facebook, Baidu or Alibaba and current public media attention for the subject, governments around the globe have proclaimed to partake in a global AI race. During the past four years national AI strategies have been popping up all around the globe, identifying potentials and risks that go along AI development, leapfrogging AI research through huge sums of investments and proclaiming the aim to steer AI future through policy measures.

In the present paper we identify these national AI policy papers as a peculiar hybrid between policy and discourse. They are at the same time tech policy, national strategic positioning and an imaginary of public goods. Conceptually the paper is informed by the the sociology of expectations, socio-technical imaginaries and myths. Empirically we analyse the sociotechnical narratives articulated by AI policy documents of four key players in the field, namely China, USA, France and Germany. The discourse analysis of the documents' rhetoric and argumentative structures show how contested and vague policy documents establish a seemingly inevitable technological pathway towards AI deployment across almost every societal sector. Although the final imagined sociotechnical orders differ across the compared countries, we identify the following themes that serve as shared building blocks in the process of AI imaginary construction in all four countries:

- (1) Situating AI in a grand historical legacy of technological progress and celebrating a "revolutionary" AI break-through moment, the strategy papers (re)create a myth of determinist technological development, and ascribe agency to a technology that "befalls" our societies.
- (2) Talk about an undecipherable AI future opens a window of uncertainty which invites for clarification and leadership intervention. National leaders coin uncertainty into an opportunity to take initiative and to mobilize societal attention in order to co-produce the very futures they envision.
- (3) AI Socio-technological imaginaries as a projection of political culture: The national AI visions unravel different national idealizations of social life and social order. Deconstructing the call for

leadership we identify visions of collectively desired lifestyles that are projected onto AI technology.

(4) Locked in path dependencies. Socio-technological imaginaries materialize in the drafting of policies, the mobilization of industries and the allocation of resources. Thus, the imaginaries are not only be understood as constitutive but as performative: they create situations of irreversibility as investments ask for return and political promises have to be met.

Notwithstanding the obvious differences between the substance of national AI strategies, this analysis identifies a surprising consistency in the narrative construction of the AI imaginaries. As societies and policy struggle to keep up with the perceived dynamic changes, the AI pathway seems to constitute a particular worrisome example of technology-driven, over-hyped development, that is rather fuelled by idealizations, projections and myths around AI than by normative and political reflections on how to serve public welfare.

Id: 21566

Title: The datafied university: Critical questions about academic analytics and the production of student privacy

Session Type: Individual submission

Authors:

Name: Mihaela Popescu

Email: popescum-at- csusb.edu

Country: US (United States)

Affiliation: California State University, San Bernardino

Name: Javier Torner

Email: jtorner-at- csusb.edu

Country: US (United States)

Affiliation: California State University, San Bernardino

Name: Samuel Sudhakar

Email: ssudhakar-at- csusb.edu

Country: US (United States)

Affiliation: California State University, San Bernardino

Abstract: Higher education institutions have become important producers and consumers of big data. The global academic analytics market is expanding rapidly. Educational institutions increasingly incorporate data-driven predictions about students in areas as crucial as admissions, financial aid, advising, or student retention.

Several phenomena are converging to ramp up demand for student data. First, performance-based funding for public universities ties legislature-determined budgets to student success initiatives such as increasing retention and graduation rates. Embedded in the broader corporate school reform agenda, funding imperatives prompt universities to invest in predictive analytics that claim to identify the likelihood of failure among students and single them out for additional intervention. Second, trendy concepts such as “personalized learning” create a market for vendors of academic technologies whose business proposition is not only learning improvement but also (and often unbeknown to university partners) the marketing of secondary products that use student data (Roberts-Mahoney et al., 2016). Last but not least, data-driven predictions, such as the anticipated growth of a major, are in high demand as tools for more efficient decisions in all areas of academic administration.

As a result, academic technologies and enterprise systems currently used in campuses everywhere have become “calculative assemblages” (Rieder, 2017): they track, link, and aggregate student past and current activities across a variety of areas—course registration and attendance, learning activities online, housing and dining activities, health data, advising activity, or even physical movement on campus—and use such data to build predictive models of student success.

Scholarship on student privacy in a “datafied” school environment is at the beginning. This two-year study investigates how university data custodians negotiate and communicate the tension between student privacy, on the one hand, and student data collection and mining as an ingredient of campus efficiency and innovation, on the other hand. The study uses 26 semi-structured interviews with data custodians at every level (from LMS administrators to Chief Information Officers) collected from several campuses inside the California State University system. Our analysis employs a grounded theory approach to identify the main themes that encapsulate ethical tensions regarding student data handling.

In this paper, we focus on four major tensions extracted from the interviews and discuss their ethical implication: (a) the varied understandings of student privacy, from data security to privacy understood as a student’s ability to determine his or her academic trajectory; (b) the perceived balance of benefits and concerns involved in student profiling, and its implications on the creation of baseline expectations about students as a basis for intervention (including who those expectations are shared with); (c) the tensions between a data steward’s understanding of the complexities of a situation and the need to oversimplify a situation for decision-making and communication purposes; (d) the interplay between a normalized culture of student metrics and considerations of fairness in academic and administrative decision-making. We conclude with recommendations regarding transparency, data care needs, communication, and social justice considerations in university policies regarding student data.

Id: 21582

Title: Which is to be master' Competition law vs regulation in platform markets

Session Type: Panel Submission

Authors:

Name: Natascha Just

Email: n.just-at- ikmz.uzh.ch

Country: CH (Switzerland)

Affiliation: IKMZ, University of Zurich, Switzerland

Abstract: Competition law and policy historically played a minimal role in the media and communications industries, because these markets were owned by the state and/or regulated as (state) monopolies, thus protecting them from competition. Liberalization ended monopolies and brought about a first wide array of sector-specific competition rules targeted, among other things, at opening telecommunications markets or at controlling the structure of media industries through ownership rules. At the same time, competition law gained in relevance, leading to a system of formal concurrent application of competition law and sector-specific (competition) regulation. There was a general agreement among policymakers that in due course, i.e. as markets become more competitive, there would be an increased reliance on competition rules, while sector-specific rules would be gradually phased out. This acknowledgement was contested, especially with regard to media markets, where deregulatory efforts worldwide were expected to result in concentration processes. For the first time, this brought to the fore the question of which instrument is to be master in communications. The dispute revolved around the different policy priorities and normative goals each instrument pursues: For competition law, the dominant, albeit critically discussed, view holds that its goal is to protect competition and to enhance consumer welfare and economic efficiency. To the contrary, regulation most often aims at public-interest considerations other than economic competition such as media diversity.

The question of relationship between regulation and competition law has recently re-emerged with regard to platform companies and, for example, privacy protection. In essence this is a question of whether data, consumer and privacy protection are a case for competition law or if and when they should be left to regulation. While these discussions are in a sense comparable to earlier debates on such relationships, e.g., the above-mentioned case of media concentration, they thus far do not involve a comparable struggle over normative standards and value choices. This is also due to the fact the former were predominantly focused on abolishing sector-specific competition regulation in favor of the sole application of competition law, while the discussions now center more on the efficiency and respective strength of each area of law and the allocation of competencies.

Drawing from these two instances of controversy over instruments, this paper theoretically (1) assesses the relationship between regulation and competition law in electronic communications in general and with regard to the increasing platformization of markets in particular, (2) pursues the questions of which instrument is adequate for what policy goal, and (3) assesses how a potential division of labor could look like. Altogether, this paper argues that instead of focusing on the instrument, the focus should be on the ends of communications policymaking. Communications policymaking pursues various ends—each with their own justification and legitimation—and there are diverse instruments available to do this. This paper calls for a concurrent application of both. The emphasis needs to be shifted to balancing the appropriate mix of competition law and regulation in

order to apply each instrument where it fits best, especially to adequately cope with economically strong Internet companies.

Id: 21593

Title: EU State aid control of public broadcasters' funding: How is the European Commission evaluating public broadcasters' potentially market distortive role in an internationalising market place'

Session Type: Panel Submission

Authors:

Name: Karen Donders

Email: Karen.Donders-at- vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: Ever since the early 1990s, the European Commission has been evaluating the funding of public broadcasters across Europe. Whether funded on the basis of a license, subsidies or a combination of public and commercial funding, the assumption is that state aids may distort the internal market and can only be allowed in very exceptional circumstances. This concretely means that the European Commission determines on a case-by-case basis and setting out from the 'Broadcasting Communication' whether the funding of public broadcasters such as the BBC, NRK, France Télévisions, or RAI is in line with the Treaty on the Functioning of the European Union (article 107(1) specifically). So far, over 30 cases have been closed. Often, this comes with Member States adapting parts of their public broadcasting policies to meet European requirements. The so-called public value tests of new media services, the limitation of financial reserves accumulation to 10% of annual grants, the separation of public and commercial revenues in accounts, etc. are all examples of such requirements.

State aid assessments have had a largely national focus. Usually, the European Commission acts after a complaint of a competitor or multiple competitors of a public broadcaster. They investigate and engage in discussions with the national government (not the public broadcaster!). Media markets are not national anymore though. Public broadcasters increasingly deliver services in a market that is somewhat hostile to them. While pressure on advertising revenues might be less of an issue for public broadcasters that are mainly funded on the basis of a license fee or direct government subsidies, the intensification of merger and acquisition activities, the subsequent further internationalisation of markets and the organisation of media markets around fairly closed platform infrastructures owning data of users, is also an issue for public broadcasters. Is the European Commission aware of this or are they still analysing the possibly market distortive nature of public broadcaster funding in an exclusively national market analysis framework?

The question is relevant because public broadcasters might be one of the few governance tools to safeguard important non-economic values in an internationalising media environment. In case, the European Commission sticks to rather old-fashioned analysis paradigms, they might be missing the point and in fact not protect the interests of European consumers.

The analysis is based on a qualitative content analysis of European Commission decisions issued between the 1990s and the beginning of 2019. The analysis of 41 documents also allows to discern trends, if these are to be observed at all.

Id: 21596

Title: What are the pro- and anti-competitive claims driving the European Commission's platform policies'

Session Type: Panel Submission

Authors:

Name: Adelaida Afilipoaie

Email: Adelaida.Afilipoaie-at- vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: The European Commission's digital single market policies are becoming increasingly concerned with the impact of so-called 'platforms' on competition in the internal market. Whereas the European Commission acknowledges the contributions of platform companies such as Amazon and Google to innovation and consumer welfare, it also sees actual and potential damages occurring from their powerful position in media, electronic communications, ICT, retail, social media, search, etc. markets. As a consequence, it has adopted a threefold approach to deal with platforms. First, it has introduced platform-related rules in existing legal frameworks such as the Audiovisual Media Services directive. Second, it has published a draft communication on 'platform to business' (P2B) behavior, spelling out transparency and fair trading rules. Third, it aims to strengthen the enforcement of its anti-trust rules in this area. It is particularly this latter domain that is focused on in this paper. We do not focus on the actual outcome of the application of anti-trust rules, but more so on the claims made about the pro- and anti-competitive effects of platforms that inform both agenda-setting and actual decision-making.

The main question asked in this paper is on what grounds the European Commission feels 'special attention' for platforms is needed under anti-trust policy? To answer this question, we, firstly, carried out a literature review on the pro- and anti-competitive effects attributed to platforms. A classification is made on the basis of this review. This classification is, secondly, confronted with the European Commission's view on the matter. Speeches, press releases, proposed soft or hard law, other European Commission interventions are subjected to a qualitative document analysis. We argue that the European Commission is (1) rather confused about what a platform actually is; (2) vague concerning the pro- and anti-competitive effects of platforms; (3) dominantly reliant on ex post enforcement of anti-trust rules; and (4) rightfully or not hesitant to move into extensive ex ante regulation of platforms. We, moreover, observe that the European Commission's stance is largely inspired by legal and economic experts. There is indeed a growing attention for privacy and data related issues. But, more wider concerns about the architecture of our media and communications industries, freedom of speech, cultural diversity, pluralism, local content, etc. are largely missing from the debate. Therefore, more research of communications scholars on this issue is warranted.

Id: 21598

Title: Effects of network neutrality regulation and competition policy on the evolution of the Internet

Session Type: Panel Submission

Authors:

Name: Johannes M. Bauer

Email: bauerj-at- msu.edu

Country: US (United States)

Affiliation: Department of Media and Information, Michigan State University

Abstract: This contribution explores the multifaceted roles of network neutrality regulation and competition policy in safeguarding an open, non-discriminatory Internet. Network neutrality policy pursues political and economic objectives that are challenging to reconcile and may require a mix of policy instruments. However, debates are often complicated by differences what the key attributes of the socio-technical system Internet are and how network neutrality can support them. The political goal to keep the Internet free of state or corporate gatekeepers is broadly shared but the specific forms such protections should take and how they can best be implemented are controversial. Similarly, while there is widespread acknowledgement that competition in the Internet ecosystem is an important tool to mitigate dominance and facilitate “permission free” innovation by application and service providers, there is disagreement as to what constitutes such effective competition and how its conditions should be enforced.

During the past decade, countries have adopted different policy approaches that may use both sets of instruments but typically privilege one over the other. In most cases, legislative and/or regulatory safeguards were established, with competition policy relegated to an ancillary role. One major exception is the United States, where, after the elimination of specific network neutrality regulation in 2018, competition policy and consumer protection are first instruments to address distortions of the marketplace while regulation plays a secondary role. Network neutrality regulation is typically rooted in the notion of strict neutrality. Supporters of “strict” neutrality assert that each datagram should be treated in exactly in the same way to assure an Internet that is agnostic to content, speakers, and devices. In most practical implementations, exceptions to this general rule may be granted, typically subject to regulatory scrutiny and approval.

Models that primarily rely on competition policy often support the concept of “weak” neutrality. Supporters of “weak” neutrality argue that differentiation of quality of service will be necessary to accommodate increasingly heterogeneous applications and services but that safeguards against undesirable discrimination are needed. This is in line with a basic tenet of competition policy, which has long recognized the importance of price and service differentiation as an inherent attribute of workable competition. Neither regulation nor competition policy have fully developed robust tools and practices of dealing with multi-sided and platform markets as are typical for the present Internet ecosystem. Of the two, competition policy offers a broader framework within which the dynamics of rivalry in such markets can be assessed.

There is considerable theoretical and growing empirical evidence that the best policy approach would combine insights from both policy domains by allowing differentiation (e.g., of service quality) and multi-sided pricing (e.g., contributions from players other than consumers) while establishing safeguards against anti-competitive discrimination. The currently implemented models

achieve this balance differently with interesting implications for the further evolution of the Internet. Since policy, technology, and business models co-evolve dynamically, it is likely that the Internet will evolve in different directions depending on the specific policies adopted for network neutrality. The contribution will explore these implications for the political and economic goals that are at the heart of network neutrality.

Id: 21778

Title: [Panel] Internet surveillance and censorship in Russia : distributed control and agile circumventions, Panel description

Session Type: Panel Submission

Authors:

Name: Françoise Daucé

Email: francoise.dauce-at- ehess.fr

Country: FR (France)

Affiliation: EHES

Abstract: The Internet has become one of the main symbols and engines of globalization. However, in recent years, national regulations have been tightened as states have sought to maintain their grip and extend their control via digital means (Kohl 2017). Russia is a particularly salient case, insofar as its government firmly asserts its “digital sovereignty” both at home and abroad (Nocetti, 2015). Internet governance and policy can thus be seen as a key issue within a wider strategy aimed at establishing a closely supervised information and communication sphere. In Russia the first decade of the century was marked by both rapid development of a free Internet and the strengthening of vertical political governance. Since the early 2010s however, hopes of a Russian-style “Internet democracy” have been dashed (Oates 2013), as political tensions have risen at home (protest movement during winter 2011-2012) and abroad (Ukraine in 2014). Internet policy has become more restrictive, illustrating the government’s desire to establish national control within the digital arena.

This panel will examine the varied ways through which online surveillance and censorship have been set up and enforced in Russia over the past decade, but also the ways in which these new limits can be trespassed, circumvented or resisted. The contributions will draw on empirical work and on interdisciplinary approaches combining media studies, science and technology studies, and Internet governance.

As the papers will show, control over the digital realm involves coercive measures at the legal and technological levels (e.g. blockage of websites or services such as Telegram, data and server localisation within the Russian territory, VPN bans etc.), but also the promotion of closely monitored national digital champions (e.g. in the search engine industry with Yandex or social media with VKontakte), the enforcement of moral standards within the public sphere (through public speech regulation for both journalists and publishers), and the enrolment of volunteer vigilantes actively engaging in forms of online social control.

However, such policies do not follow a coherent hierarchical model, and the barriers they raise are not so clear-cut. The panel will demonstrate how the laws regulating online activity are numerous, varied, and constantly adapting. Their enforcement is often arbitrary or ineffective, and may be thwarted by the globalized dimensions of the Internet environment. Close examination shows not a centralized domination of the Russian web but rather a multiplicity of types of control that are partial, fluctuating and sometimes contradictory. The papers will show the specificities of establishing distributed forms of control over the digital realm in Russia but also the ways in which they can be trespassed, circumvented or resisted.

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Id: 21788

Title: Transnational Capital and National Legal Regimes: Analysis of Internet domain name disputes in India

Session Type: Individual submission

Authors:

Name: Ryan Wang

Email: ryanyangwang-at- gmail.com

Country: US (United States)

Affiliation: Donald P. Bellisario College of Communication, Pennsylvania State University

Name: Yang Bai

Email: baiyang1840-at- gmail.com

Country: US (United States)

Affiliation: Donald P. Bellisario College of Communication, Pennsylvania State University

Name: Bumgi Min

Email: bxm5371-at- psu.edu

Country: US (United States)

Affiliation: Donald P. Bellisario College of Communication, Pennsylvania State University

Name: Jenna Grzeslo

Email: jenna.grzeslo-at- gmail.com

Country: US (United States)

Affiliation: Department of Digital Media & Journalism, State University of New York at New Paltz

Name: Krishna Jayakar

Email: kpj1-at- psu.edu

Country: US (United States)

Affiliation: Donald P. Bellisario College of Communication, Pennsylvania State University

Abstract: A dominant theme of globalization is competition between transnational capital and national legal regimes for mutual accommodation. One such contest is the struggle over brand names and trademarks in the Internet domain name space; characterized by transnational corporations seeking to protect their intellectual property in jurisdictions governed by national law. To address increasing conflicts over domain names, including allegations of “cybersquatting” and “website spoofing,” the Internet Corporation for Assigned Names and Numbers (ICANN) formulated a Uniform Dispute Resolution Policy (UDRP), which national governments then duplicate within their own jurisdictions.

However, analysts have questioned whether the UDRP provides neutral and fair results (Armon, 2003; Bridy, 2017). A prevailing theme of criticism is that it favors transnational corporate interests over those of individuals and local entities. However, this criticism is based on analyses of individual cases, or anecdotal opinions of trademark specialists (for example, see Roy & Marsoof, 2016; Singh, 2018). Though some studies have examined UDRP decisions by WIPO (Simon,

2012), no systematic large scale study of the UDRP has been conducted in a developing country context.

This paper examines the operation of the Internet domain name dispute resolution policy in India, through a quantitative analysis of all domain name cases between April 2006 and December 2017. The question we seek to answer is: is the domain name dispute resolution procedure of India biased against any party?

Data including the type of complainant and respondent (individual, corporation, university, etc.); nationality (domestic, international); decision (cancel registration, cancel and transfer to respondent, reject petition); and the identity of the arbitrator, are collected from a database maintained by the .IN registry. Cross-tabulations are performed and checked for statistically significant differences. We predict that complainants will be more successful than respondents in arbitration, and corporations, as complainants or respondents, will be more successful than other types of entities in securing favorable results.

The analysis of the operation of the Indian INDRP deserves attention because the adaptation of international rules to a developing economy is a test case for the emergence of a “non-national” form of dispute resolution that can be applied to other areas with trans-border impact (Helfer & Dinwoodie, 2001).

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Id: 21925

Title: Global Approach, Dialogue and Collaboration: An Analysis of National, International and Private AI Initiatives

Session Type: Individual submission

Authors:

Name: Tao Fu

Email: futao-at- uibe.edu.cn

Country: CN (China)

Affiliation: University of International Business and Economics

Name: William Babcock

Email: wbabcock49-at- gmail.com

Country: US (United States)

Affiliation: Southern Illinois University Carbondale

Abstract: Artificial intelligence (AI) has become an issue of global significance and a national strategy in areas such as the United States, China, and the European Union. In 2018, The Age of Artificial Intelligence: Towards a European Strategy for Human-Centric Machines, was announced. Before that, the U.S. National Science and Technology Council also announced AI research and development plan under the Obama Administration in 2016. China came up with its three-year action plan for Internet + AI in 2016, stating the nation would particularly increase research in applying AI to smartphones, self-driving cars, and security. AI was also listed by China's State Council as part of the national plan for scientific and technological innovations during the 13th five-year plan (2016-2020). China expects to become the world leader in AI by 2030.

In addition to the states, global Internet stakeholders such as Google, Apple, and Baidu have made huge investment setting up AI labs. World-class prominent universities such as Stanford pioneer AI development with research teams led by Li Fei-Fei. Leverhulme Center for the Future of Intelligence was established at the University of Cambridge in 2016 to understand AI and relevant ethical issues by collaborating with academics from the University of Oxford, Imperial College London, and the University of California, Berkeley. In deep learning, a subfield of AI, published articles by Chinese researchers' have outnumbered their American counterparts in 2017, according to the Atlantic Monthly.

AI is planned or being applied to daily environments such as senior care, as well as life-and-death decision-making situations such as self-driving cars, automatic transactions in the financial market and surgical operations. Given the wide reach of future AI development in national security, international competence, and worldwide human welfare, governance of AI requires a global approach, dialogue and collaboration.

Using theories of machine ethics and AI ethics, this study aims to conduct a semantic network analysis of AI initiatives to examine the ethical and social concerns by governments, international organizations, and the private sector, and whether regional or national differences exist. The data of this study will be retrieved from OECD's website where there are 22 national AI initiatives by 12 European, North American and Asian countries, 10 international initiatives by the UNESCO and ITU, and another 21 initiatives by 18 private stakeholders including Internet companies and higher

educational institutions. The study will contribute to understanding the stance of different governments, organizations, businesses and researchers in dealing with AI development and provide a global scenario of how and what policies have been proposed to address issues related to this new change in communication technology.

Id: 21979

Title: Guerra de bots, la lucha por la tendencia.

Session Type: Individual submission

Authors:

Name: Mayra Isabel Perez Martinez

Email: mayra.isabelpm-at- icloud.com

Country: MX (Mexico)

Affiliation: Estudiante de posgrado maestría Universidad Iberoamericana

Abstract: En tiempos de redes sociales, conceptos como post verdad, fake news, hashtags y más fenómenos de internet, la palabra bot resuena todo el tiempo en las conversaciones creando desconocimiento de qué es un bot, cómo funciona y para que se puede utilizar. Lo que es de conocimiento general es que se han vuelto una maquinaria a merced de grupos de interés político y/o económico que los usan para posicionar temas, disminuirlos o eliminarlos de la conversación digital.

El estudio que presento está centrado en la red social Twitter y analiza un fenómeno que denomino: Guerra de bots, la lucha por la tendencia.

A partir de la etiqueta #AMLOPresidente se explica cómo los bots interactúan en la conversación del ecosistema impactando en la agenda de temas con el fin de modificar el posicionamiento de los 10 primeros lugares de tendencia

Además de exponer quiénes integran la batalla y los diferentes frentes en los que se desarrolla. Se explica a partir de la teoría de Agenda Setting la importancia de ganar, mejorar o eliminar un hashtag de los primeros lugares de Twitter, la teoría es aplicable en este caso a la red social partiendo de lo que menciona Shaw (Citado por Wolf, 1987, p. 163).

(...) como consecuencia de la acción de los periódicos, de la televisión y de los demás medios de información, el público es consciente o ignora, presta atención o descuida, enfatiza o pasa por alto, elementos específicos de los escenarios públicos. La gente tiende a incluir o excluir de sus propios conocimientos lo que los medios incluyen o excluyen de su propio contenido.

La base de datos #AMLOPresidente fue monitoreada durante la campaña presidencial de 2018 en México; consta de un universo de 50 mil tuits, de esta se tomó una muestra mensual que fue dividida en tres periodos de tiempo: Campaña presidencial, periodo de transición y gobierno.

La muestra fue analizada para determinar el número de bots que participan, en dónde y se analizó el impacto que tuvieron en el posicionamiento de las tendencias de twitter y como jalaban a usuarios reales a la conversación.

El estudio demuestra como la teoría tradicional puede ser aplicada con sus diferencias en las nuevas tecnologías y nos ayudan a entender que los fenómenos comunicativos se replican en las nuevas plataformas.

Id: 21992

Title: #NotMyDebt : Assessing the intersection of bureaucracy, social welfare policy, technology and social media in Australia.

Session Type: Individual submission

Authors:

Name: Collette Snowden

Email: collette.snowden-at- unisa.edu.au

Country: AU (Australia)

Affiliation: School of Creative IndustriesThe University of South Australia

Abstract: In 2016 the Australian Department of Human Services (DHS) introduced an automated welfare payment compliance system. Within months of the distribution of the first letters informing recipients of debts accounts of problems with the ‘Robodebt’ system began to circulate online. By late 2016 a social media campaign was collecting and tracking the stories of a large number people who had received debt notices in error or demands for erroneous amounts, and highlighting their frustration in communicating with the DHS. This campaign drew further attention to the problem with the new system and instigated significant broader media and public discourses about the intersection of technology, bureaucracy and government policy. In February 2017 the Australian Senate established an inquiry into the system, its failings, and its effects and consequences – including the traumatisation of people who challenged debt notices, or who spoke publicly about the debt system. By February 2019 the Department had removed, reduced or written off nearly one in six of the debt notices issued, and a challenge about the legality of the system was launched by the Victorian Legal Aid Service.

This paper uses media and social media content analysis to examine and assess how bureaucracy, punitive social welfare policies, automated technological systems, online social media and traditional media communication channels converged to make #NotMyDebt a national political issue. It examines how technology was recruited and designed to create a system of compliance, and how it relied on data from another department in the Australian government public service, thus raising issues about privacy and government data management practices. It also examines how information about debt was communicated to welfare recipients and explains the difficulties faced by people who received debt notices in communicating with the Department of Human Services. It assesses how the design and use of the technology and the methods of communication employed were defended by the DHS and the Australian government in spite of sustained criticism and clear evidence of errors. It also discusses how #NotMyDebt intersected with and drew on public concerns about the use of technology to deliver complex information and welfare services, and the problems of communication with government via technological systems.

The convergence of issues, systems, technology and media that occurred in the #NotMyDebt issue provides a case study that highlights some emerging and unresolved issues relevant to the use of data and communication technology by governments. It also illustrates some of the effects produced by this practice, the response to those effects by citizens, media, bureaucrats and politicians, particularly via social media platforms.

Id: 22004

Title: Disinformation refutation of China's new media platforms

Session Type: Individual submission

Authors:

Name: Yik Chan Chin

Email: yik-chan.chin-at- xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'an Jiaotong-Liverpool University

Abstract: According to Collins Dictionary, fake news refers to “false, often sensational, information disseminated under the guise of news reporting.” Fake news tends to be disseminated faster than the authentic news because the fake news is generally more novel and it can invite more negative and robust human emotions such as fear and disgust, whereas true stories are more likely to generate anticipation, joy, and sadness (Vosoughi, Roy, Aral, 2018). And the reason fake news could successfully prevail among the social media is attributed to less cognitive efforts accepting information takes than evaluating the authenticity of information (Lewandowsky et al., 2012). However, disinformation can give people a strong false impression which would continuously influence people but is difficult to be corrected (Lewandowsky et al., 2012). An apparent proliferation of inaccurate and misleading news stories has led to calls for new policy interventions, from fact checking by social media companies to new laws imposing fines for posting or sharing fake news, some preliminary researches suggest that The example of China’s crackdown on “online rumours” since 2013 is a useful illustration of the dangers of (i) establishing structures of prepublication regulation and (ii) having too wide definition of what constitutes unverified fake news or “rumour” (Tambini, 2017). To have a comprehensive understanding of the complex online rumour refutation in China, besides the study of government's regulations, this paper will explore the methods of new media including local online news media portals, social media platforms, third party anti-rumour platform in China in detecting and refuting online disinformation. Three social science research methods are utilized in this research: documentary research, online observations, and in-depth interviews (online media companies, algorithm developer and academics). The findings suggest that 1) official online news media, especially the government affairs platform, have followed a strict process of disclosing news, which requires journalists and editors to verify and confirm the information continuously. They act as gatekeepers for the filtering of disinformation; 2) Algorithm is still far away from reality: current algorithms cannot achieve accurate identification of disinformation largely due to lack of data samples; 3) Manual verifications and algorithm need to be combined together in the misinformation refutation. In addition, the effect of rumour refutation on Internet users are also explored through online observation.

Id: 22062

Title: Codes of conduct in the Russian search industry: the case of Yandex

Session Type: Panel Submission

Authors:

Name: Françoise Daucé

Email: francoise.dauce-at- ehess.fr

Country: FR (France)

Affiliation: EHES

Name: Benjamin Loveluck

Email: benjamin.loveluck-at- telecom-paristech.fr

Country: FR (France)

Affiliation: Telecom Paristech

Abstract: Russia is among the few countries in the world where Google does not dominate the search industry. The Russian-language equivalent Yandex, which has also diversified in many other businesses and services, holds over half the market share. Since 1997, Yandex is a private globalized company incorporated in the Netherlands. According to journalists “Yandex and the Kremlin do represent two different Russias with little overlap” (Osetinskaia, 2017). Since then however, the Russian government has increased its pressure on the company (Oates, 2013). Yandex is considered a national champion, ensuring a degree of independence from foreign (especially American) web companies. Its activities are constrained by political, legal, technical and economic means (Vendil Pallin, 2017). Yandex’s owners sold a ‘golden share’ to Sberbank, the Russian savings bank – giving the government veto powers over strategic issues. Although it has been criticized, loyalty towards the state has also brought the company certain benefits. For instance, Yandex won an anti-trust conflict with Google.

This double identity, between criticism and loyalty, places the Yandex company at the heart of technical and political controversies in contemporary Russia. It is also revealing of both the strategic nature of search platforms and algorithms today (Pasquale 2015) and the ways in which the Russian state increasingly seeks to assert its dominance over internet governance understood as a dimension of “information security” (Maréchal 2017). This paper will trace the different controversies associated with Yandex, and show how the authorities have attempted to regulate ‘code’ and search algorithms in order to shape the digital environment. It will focus on the Yandex News issue which developed in 2014-2016. The news aggregator was suspected of political bias in the context of the Ukrainian crisis (Daucé, 2017). The research will be based on interviews with current and former members of the Yandex company (such as the former head of Yandex News, Tatyana Isayeva, who moved to Spain) in order to present a socio-ethnography of conflicts and circumventions, between public justifications and private interests. The Yandex case will contribute to understanding the specificities of Russian Internet policy as an assertion of “digital sovereignty” and the new codes of conduct which may be set up in the networked public sphere in contemporary societies.

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Id: 22064

Title: The Telegram ban: how censorship 'made in Russia' faces a global Internet

Session Type: Panel Submission

Authors:

Name: Francesca Musiani

Email: francesca.musiani-at- gmail.com

Country: FR (France)

Affiliation: Center for Internet and Society. CNRS

Name: Ksénia Ermoshina

Email: ksenia.ermoshina-at- cnrs.fr

Country: FR (France)

Affiliation: Center for Internet and Society. CNRS

Abstract: April 2018: the Russian Internet (RuNet) watchdog Roskomnadzor orders to block the popular Telegram messenger. RuNet users respond with an unprecedented wave of actions, ranging from satirical memes to flashmobs and rallies. The movement for the defense of Telegram, quickly baptized “Digital resistance”, has a rich “e-repertoire of contention” (Costanza-Chock, 2003; Rolfe, 2005), inspiring a burst of technical creativity, with dozens of new obfuscation and circumvention protocols, proxies and VPNs designed by tech-savvy users -- and by the Telegram team itself -- in order to help bypass governmental censorship.

Drawing from perspectives in science and technology studies (STS), infrastructure studies in particular (Bowker, Star, 1999; DeNardis, 2012; Musiani, 2013) -- and relying on a qualitative approach including interviews with Russian technical experts, ISPs, and Internet freedom activists -- this paper analyzes the Telegram ban in Russia as a socio-technical controversy that unveils the tensions between the governmental narrative of a “sovereign Internet” (Nocetti, 2015; Freiberg, 2014), based on Russian-made censorship and filtering technologies, and the transnational character of global Internet infrastructures.

Our analysis pays a particular attention to the “infrastructural battle” between Telegram and Roskomnadzor, and tracks the “cat-and-mouse” dynamics between protocols for filtering and circumvention. It shows how the Telegram circumvention technique, also known as IP-hopping, depends on Internet giants such as Amazon and makes the targeted blocking of Telegram very complex without also provoking collateral damage. This overblocking results in creation of new “concerned publics” (Geiger et al., 2014) including entrepreneurs, tech experts, previously depoliticized users.

Ultimately, the Telegram case is yet another arena where the “turn to infrastructure” in Internet governance can be observed (Musiani et al. 2016); it questions technical and geopolitical boundaries and challenges the approach to Internet governance currently adopted by Roskomnadzor. However, the paper also questions the role of Telegram as a “training ground” for Roskomnadzor for a more efficient filtering and global control over the Russian Internet. Indeed, the most recent developments of the “Battle for Telegram” show that new technical and legal tools deployed by the regulator can be further applied to other online services.

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Id: 22066

Title: [Panel] Internet surveillance and censorship in Russia : Distributed control and agile circumventions [Presentation] Digital vigilantism and the control of moral and legal frontiers on the Russian Internet

Session Type: Panel Submission

Authors:

Name: Anna Zaytseva

Email: clineau-at- gmail.com

Country: FR (France)

Affiliation: Toulouse University

Abstract: By contrast to some recent publications on vigilantism focusing on violent and law breaking aspects (Favarel-Garrigues, 2018) or those aiming at classifying the whole range of more or less disruptive cyber vigilantes' varieties (Loveluck, 2016), this paper will shed light on some more discreet forms of online crowd-sourced surveillance on the Internet et social networks. They target mainly the implementation of newly adopted laws of Russian federation and proceed to the denunciation of web sites and social network pages containing illegal information, aiming at their blocking.

This paper is based on a comparative research of different groups of vigilantes.

The Youth security service (MSB) in St. Petersburg seeks to protect young people by identifying pedophiles or organizers of suicide games online. They act in close collaboration with local police becoming even its subsidiary and playing a role of communicational human oriented interface between citizens (often reluctant to officials) and the police itself. Rather ideologically neutral, these grassroots police helpers develop an advanced technical expertise in order to investigate online crimes and build legal cases, sometimes using ethically disputable tools of social networks' surveillance such as big data agregators and API applications revealing hidden informations on users' profiles.

By contrast the Moscow-based 'League for a secure Internet', affiliates such as the 'cyber Cossacks' (emerging through several russian universities) and 'Media-gvardia' (the online division of the youth wing of the ruling party United Russia) have developed less technical expertise but rather a "microparticipation" in form of reiterative and simple tasks (Myles, 2016), as they control nor strategies neither final usages of the data collected. Therefore, they develop more explicitly pro-government stances. Another purpose appears to be the civic education of the young volunteers themselves, ensuring loyalty to a socially approved set of conservative values. Comparing these groups of vigilantes, will allow us to reveal different repertoires of action and an extreme diversity of the field of Russian cyber vigilantism, recently targeted by some new law projects aiming at taking it under a state control and bringing it closer to law enforcement authorities, through the tools and in the forms that are still to be defined.

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Id: 22186

Title: GDPR boundary objects for participation in smart cities

Session Type: Individual submission

Authors:

Name: Rob Heyman

Email: rob.heyman-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Abstract: Most ongoing smart city projects are technical. They are most often proof of concepts aimed at paving the way toward citywide (social) innovations. For example, it fuses together sensors and the aim of the project is to see if they produce reliable data. What this data may enable or solve is vague, its potential is assumed. The focus on technology makes it hard to see what way they are paving for whom and in what direction. It remains debatable to say they are real social innovations and not just innovations.

Luckily, smart city innovations rely on data and a large part of this data is personal data. Here, the GDPR offers an opportunity to increase transparency and overcome technical aspects. In smart cities, GDPR obligations are most often seen as obstacles. This also provides opportunities for the GDPR to become more than a compliance procedure in smart city projects.

Could the GDPR contribute to creating more transparency and participation about smart cities in the form of boundary objects that use a language that is easily accessible to multiple stakeholders? Can we render GDPR-tools more relevant tool for smart city transparency and legitimacy? In this paper we assume that both the concept of smart city and GDPR are still interpretive flexible (Pinch & Bijker, 1984). Meaning that multiple actors give different interpretations of these concepts. They are therefore still malleable and changeable. But to get the widest relevance or biggest potential for smart cities and GDPR, we require boundary objects (Star & Griesemer, 1989) to bridge the different social worlds that divide or even exclude smart city stakeholders at this moment.

This paper builds on the STS concept of interpretive flexibility and defines GDPR and smart city projects (Walravens, Waeben, Van Compernelle, & Colpaert, 2018) as concepts in need of boundary objects. We adapt boundary objects of Star (2010) to fit the empirical needs of this paper.

Our empirical research comprises an overview of boundary objects proposed in the GDPR and boundary objects used in smart city projects the author is part of. It will describe to whose information needs the current boundary objects cater and what we should do to further improve these so they become relevant to more stakeholders.

This exploratory research provides relevance to GDPR as a tool to enhance participation in smart cities and it aims at rendering smart city development more participatory. On a scientific level it explores the use of boundary objects in a new setting, privacy and innovation in a multi-stakeholder environment.

Id: 22345

Title: Is there a urban concentration in digital media' The case of Spain

Session Type: Individual submission

Authors:

Name: Silvia Corzo

Email: scorzo-at- unav.es

Country: GT (Guatemala)

Affiliation: Universidad de Navarra

Name: Mathias-Felipe de-Lima-Santos

Email: mdelimas-at- unav.es

Country: BR (Brazil)

Affiliation: Universidad de Navarra

Name: Ramón Salaverría

Email: rsalaver-at- unav.es

Country: ES (Spain)

Affiliation: Universidad de Navarra

Abstract: Digital native news organizations have been born into a ubiquitous media environment (Daubs & Manzerolle, 2018), which allows them to reach wide audiences, and are accessible to people who, otherwise, would be to some extent isolated by language, geography, or scarcity of resources. The headquarters of these digital media outlets might have a peculiarity in the geographical distribution where they are located, which affect their content production as well impact the people's lives.

So far, most of the studies that have investigated the concentration of media have focused on their ownership (Doyle, 2002; Marinoni, 2015) or have interrogated how the digital media companies challenge mainstream media (Harlow & Salaverría, 2016). Researchers have also explored how location-awareness influences mobility, spatiality, and sociality, in a research line known as, locative media (De Souza e Silva, 2013; Wilken, 2015). However, few studies have examined on how these media organizations are located and influence the life, economy, and urban concentration of the countries (Djankov et al., 2003; Winseck, 2010).

This paper presents a granular analysis of the geographical distribution of digital news media in Spain, which aims to explore the relationship between media concentration and geographical distribution of their headquarters. The digital news organizations were mapped in a database that gathers more than 3,600 digital media outlets, both native and legacy, that were carefully identified and located.

Therefore, this paper deliberately steps outside the usual way of studying media concentration and, instead, it focuses on exploring how the digital media organizations are distributed in Spain, a relatively big Western country with 47 million inhabitants and heart of the second most spoken language in the world.

To accomplish this, we predict two hypotheses. The first one is that the digital native media are concentrated in the major cities of the country and located in the most populated and wealthy areas; instead, the non-native digital media are more expanded through the country, with a lesser level of

urban concentration. The second hypothesis assumes that the specific content media have a higher geographical concentration level than the ones that cover general information. The assumption is that media organizations located in the major cities are in better position to cover more specialized information than those of small cities and less developed territories.

Based on the empirical evidence of the large database used for this study, this paper analyzes and visualizes the digital news media concentration in each and every of the 17 regions of Spain. The paper concludes with an agenda for future research.

Id: 22391

Title: The development of Video Games policy within the EU - a comparative analysis

Session Type: Individual submission

Authors:

Name: Maria O'Brien

Email: mobrien-at- eaffi.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: The audiovisual industries operate within an environment that is increasingly subject to globalised flows; of production, of distribution and of consumption (Kerr 2017, Dyer-Witheford & de Peuter 2009). The video games production industry is an example par excellence of how an industry can mutate to take advantage of the multiple complexities of such a production environment, transcending physical and intangible borders to become a significant force in the cultural life of many.

However, despite the globalised nature of the video games industry, it is contended that the national continues to be of significance for the development of the industry. Of course, within member States, policy development at national level takes place within the supranational context of the European Union. The policy design and implementation process is subject to competition law regulations and to state aid rules, and further able to take advantage of the various support mechanisms in place in the EU for production.

This paper explores recent policy developments at EU level towards video games in the context of audiovisual industries policies. Simultaneously cultural and economic, the audiovisual industries are supported by a number of different policy developments within the EU, including the Creative Europe framework and the application of the cultural exemption for state aid as contained in Article 107(3)(d) of the Treaty of the Functioning of the European Union.

The policy framework for video games within the EU is put into comparison with the policy framework for more traditional audiovisual industries (primarily film and high-end television). This comparative analysis allows for consideration of the role of audiovisual industries (as widely defined to include video games) as both cultural and economic goods in both an EU and a national context. This approach questions the fundamental rationale for support of the production of cultural goods by both nation states and by the supranational institution that is the EU (Throsby 2010, Herold 2008). It interrogates how audiovisual policies can be theorised in the context of EU integration theories, given the increasingly significant role of the cultural and creative industries (Littoz Monnet 2007, Hooghe & Marks 2018, Jessop 2016).

Id: 22450

Title: 'This is China's Sputnik moment': The politics and poetics of Artificial Intelligence

Session Type: Individual submission

Authors:

Name: Bingchun Meng

Email: b.meng-at- lse.ac.uk

Country:

Affiliation: Department of Media and Communications, London School of Economics and Political Science

Abstract: A seemingly perfect alliance is shaping up between venture capitalists, technology companies and the Chinese government in inscribing layers upon layers of significance into AI as the technology of the future. What is the historical lineage of this imagined future? What are the key components of a better life sustained by intelligent machines? What does this future entail for different social groups? Inspired by sociologists who study the social and cultural shaping of technology, by anthropologists who interrogate the everyday production of meaning in relation to technologies and by Marxist scholars such as Frederick Jameson who examine the relationship between Utopian desire and the social imaginary of science and technology, this paper endeavors to unpack the politics and poetics of artificial intelligence in the Chinese context.

By politics I am referring to the political economy of ICT development and communication governance in general and the recent government initiatives promoting AI industries in particular. As Larkin elaborated on Foucault's notion of technopolitics in his review of anthropological studies of infrastructure, more often than not, forms of political rationality underline technological projects and give rise to an "apparatus of governmentality" (Larkin, p.328). The poetics, on the other hand, highlight the combination of aspirationalism and ambivalence that allows the social imaginary of AI to register in popular discourses. Again drawing on Larkin (2013), who builds on Benjamin's contemplation in *The Arcade Project* to dissect the poetics of infrastructures, I intend to explore how current discussions of AI in the Chinese context 'emerge out of and store within them forms of desire and fantasy and can take on fetish-like aspects' (p.329).

Based on discourse analysis of both policy documents and media reports, I make three main points about the ways in which an AI empowered digital future is constructed as well as the political implications of such construction. First, elite discourse on artificial intelligence is yet another manifestation of what Wang Hui calls 'depoliticized politics', which seeks technocratic solutions to deeply political problems. The second layer of AI fetishism is reminiscent of Marx's familiar critique of how commodity fetishism substitutes social relations between men with 'the fantastic form of a relation between things' (Marx, 1915, p.83). What is rarely mentioned, in the eager anticipation and earnest celebration of the futuristic technologies, is the scale and intensity of human labor needed to sort out large quantity of data for building artificial intelligence. Third, AI, or the prefix of 'intelligent' is increasingly used to promote consumer products that conjure the spectacle of the future. As Harvey (2003) explains the crucial importance of sustaining consumer demand for the accumulation of capital, 'while the labor process produces the fantasy of the worker as an appendage of the machine (as robot), the consumption side induces the fantasy of the

insatiable consumer totally hooked into the circulation of capital and its endless output of products (the cyborg customer)' (p.17).

Id: 22500

Title: From Crisis to Uncertainty: Ghana Broadcasting Corporation's Public Service Broadcasting future and the Digital Migration Process.

Session Type: Individual submission

Authors:

Name: Kobina Bedu-Addo

Email: Kobina.Bedu-Addo-at- my.westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: What future holds for the Ghana Broadcasting Corporation, GBC, after digital migration? The process, so far, has not seen any coherent policy to address GBC's and Public Service Broadcasting's, PSB, place in the coming digital multi-channel broadcast market. From a northern hemispheric perspective, particularly on Europe, there is an extensive and rigorous body of literature on PSB (Raboy, 1996; McQuail & Siune, 1998; Nissen, 2006; Carlsson, 2013), as well as the challenges convergence and digitalisation have brought to PSB systems across the continent (Losifidis, 2007; Michalis, 2016; Goodwin, 2018). Fuchs (2018) has gone further to argue for taxation to create public service internet platforms. Coming from a post-colonial African experience (Wedell, 1986), broadcasting has always been a state funded monopoly allied to the 'development' of newly independent countries on the continent, with the boundaries of what constitutes PSB, and what is State broadcasting blurred. Democratization processes on the continent in the 1990's raised the issue of how to convert State broadcasters into genuine 'Public' broadcasters, and the broader problem of regulating broadcasting (Article 19, 1995, 2003). The 1992 4th Republican Constitution of Ghana permitted, for the first time in the country's history, private ownership of broadcast media, but this was not accompanied by any legislation or policies to address GBC's role within the commercial broadcast market enabled by the Constitution. 26 years on, GBC finds itself in a crisis of identity, competition and public appreciation. Its once authority, audience and prestige has been lost to new commercial rivals. And yet governments, in public discourse, continue to imbue GBC with a Public Service ethos, even as its allure among the population is fading. This paper discusses the 'policy silences' during the immediate post 1992 period that have contributed to GBC not having a firm PSB footing in the commercialized competitive broadcast market in Ghana. It also analyses the inadequacies of the policy propositions on the digital migration process which has created further uncertainty about GBC's future and any desire to implant a strong PSB framework within the emerging digital multi-channel broadcast market. Data for this paper has been derived from primary and secondary documentary sources, online publications and broadcast media interviews. The analysis is framed from both a Political Economy of Communication (Mosco, 1996), and a Public Sphere Theory framework (Habermas, 1989). The central argument of this paper is that the historical policy failures over GBC's future, and the current policy uncertainty about the organisation and its PSB remit and role within the emerging digital multi-channel broadcast market, impoverishes the Ghanaian citizen's ability to have access to a constant dependable source of quality, culturally relevant and widely available information for their democratic needs, in the maze of market conditioned information, and thus requires urgent policy interventions to address them.

Id: 22546

Title: High hopes, few achievements: A history of Mercosur's audiovisual policies

Session Type: Individual submission

Authors:

Name: Marina Fernandes

Email: marina.rossato.fernandes-at- vub.be

Country: BE (Belgium)

Affiliation: IMEC-SMIT, Vrije Universiteit Brussel

Name: Jan Loisen

Email: jan.loisen-at- vub.be

Country: BE (Belgium)

Affiliation: IMEC-SMIT, Vrije Universiteit Brussel

Abstract: Considering “profound commitments to policies are generally due to a mix of ideological factors (in the form of ideas and example), interests (as defined by politics and economics), and institutions (as they shape constraints and opportunities)” (Bhagwati, 1989, p. 17), one could argue that Mercosur and the EU share a profound commitment with regard to audiovisual policy. Notwithstanding historical, institutional and budgetary differences among the two regions, the mix of ideas, interests, and institutions concerning audiovisual policy is marked by similarities. In terms of ideas, both players largely dismiss the US-led ‘culture as commodity view’ that stresses the importance of free trade in global audiovisual flows. Both parties are more aligned with a ‘culture as dialogue’ perspective that is more tolerant of government intervention and cultural protectionism (Sauvé & Steinfatt, 2003). In terms of interests, the members of the blocs also share some features and objectives. These include the promotion of production and distribution of audiovisual content among members, while maintaining room for policy maneuver in light of US dominance in the audiovisuals markets. In terms of institutions, Mercosur and the EU established a dialogue in which the latter’s audiovisual policy was seen as a model for Mercosur. This cooperation raised high hopes in South America for a profound commitment to economic integration and growth in the audiovisual sector, while supporting cultural diversity as well (Canedo and Crusafon, 2014).

The main question of this paper is whether the audiovisual policies of Mercosur realized their objectives and to what extent the collaboration with the EU has created value for both policy-making and sector. The paper sets out from a historical-institutionalist perspective (cf. North, 1990) on the interplay between ideas, interests and institutions in audiovisual policy making (Loisen, 2012), and focuses on Mercosur-EU cooperation regarding audiovisual in particular. Guiding ideas and norms, power play and interests of actors involved (Sarikakis & Ganter, 2014), and institutional translation in policy development are analyzed on the basis of a literature review and policy analysis of relevant documents in the history of Mercosur-EU audiovisual policy cooperation. The data analysis is largely focused on the actual policies, the problems encountered and specific results of the collaboration between the EU and Mercosur. Our finding is that Mercosur’s impact on audiovisual policy and sector has been limited and high hopes were not met. Its policies have reproduced deficits of the EU’s audiovisual policies, including

budgetary constraints, the difficulty of aligning cultural and economic objectives, and nation state resistance to losing power in this domain. The policies also did not anticipate the digital turn in the audiovisual landscape.

Id: 22563

Title: Parliament against government and industry: How neutral Switzerland decided to implement net neutrality against all odds

Session Type: Individual submission

Authors:

Name: Natascha Just

Email: n.just-at- ikmz.uzh.ch

Country: CH (Switzerland)

Affiliation: IKMZ, University of Zurich, Switzerland

Name: Manuel Puppis

Email: manuel.puppis-at- unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg, Department of Communication and Media Research DCM

Abstract: Since its first mention in research in the early 2000s net neutrality has become a top policy topic, accompanied by enormous and – for a communications policy issue – almost unprecedented public attention. During its rise to fame the term net neutrality has undergone a tremendous metamorphosis, and stand now for a concept that also touches upon fundamental communication-related rights. Without it, some caution, the right to voice and visibility, and the right of access to information that support individual expression and social participation may substantially be hampered. Policy-makers therefore struggle to keep up with dynamic changes and to reconcile economic and socio-political objectives.

Research on net neutrality has thus far focused mostly on the US and the EU, while smaller countries' policies and regulatory activities have received scant attention. Furthermore, research predominantly focuses on economic and legal aspects, while it rarely investigates policy-making processes and political debates, therefore shedding little light on who precisely exerts influence and how.

With reference to the request of the CPT section for papers on “policies and debates around (...) net neutrality”, this paper investigates the net-neutrality debate and the attendant policy-making process in a small country, namely Switzerland. It addresses the question of what arguments were employed by the actors involved to advocate or prevent particular regulatory solutions. Altogether, it analyzes a decade of debates on net neutrality in Switzerland, from first parliamentary attempts at regulation to the most recent revisions of the Telecommunications Act (TCA).

The study uses a stage-based approach to decision-making and is methodologically based on a qualitative content analysis of all documents relating to net neutrality that were created as part of the policy-making process. These include official documents such as government reports, TCA drafts, parliamentary motions and postulates, select-committee press releases, minutes of parliamentary debates, and 151 comments filed during the public consultation.

Results of the empirical analysis show that early attempts to regulate net neutrality failed, but discussions about its handling were continued in the face of a proposed revision of the TCA, during which telecommunications service providers moved forward and introduced a self-regulatory mechanism to pre-empt regulation.

Regarding the ultimate outcome of policy-making, results show that the Swiss parliament eventually proposed a net-neutrality regulation in late 2018 that is essentially identical to EU legislation and includes exemptions for specialized services. This proposal was against the will of government, which favored a transparency obligation, and the telecommunications industry, which advocated self-regulation. When focusing on positions and arguments of actors in policy-making, it becomes evident, however, that the two opposing camps often discussed in research (CAPs and NGOs for, ISPs against regulation) are only identifiable during early stages of the policy-process. Furthermore, after an initial split along party lines, parliamentary debates showed agreement across the political spectrum. Evidently, the understanding of net neutrality has evolved in a way that allows for gathering very different policy objectives under the term's umbrella. Furthermore, the exemption for specialized services made it potentially feasible for MPs from across the political spectrum to agree to the principle.

Id: 22594

Title: Implications of Data-driven Cities for Citizens' Privacy ' A systematic Literature Review of Impact Assessments

Session Type: Individual submission

Authors:

Name: Jonas BREUER

Email: jonas.breuer-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT-Vrije Universiteit Brussel

Name: Jo Pierson

Email: jo.pierson-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT-Vrije Universiteit Brussel

Abstract: Artificial intelligence, automation, machine learning, platforms and IoT increasingly impact every aspect of our communication and interaction. The roles of such communication systems raise new questions about privacy, also in urban environments. In so-called smart cities, embedded and ubiquitous ICT technologies shape urban environments and public space. Capturing and processing (personal) data becomes essential (Kitchin, 2014). Respective technologies are often controlled by private corporations, which are in a position to cause fundamental reconfigurations of relations between public institutions and citizens by doing so (Zuboff, 2018). Thus, while respective technologies certainly afford benefits for urban life, there also seems to be major potential for subverting the exercise of citizens' rights, if these rights become accepted only as long as economically feasible for those who control the data.

The GDPR (EU Regulation 2016/679) offers appropriate means to consider rights to data protection and privacy in (smart) cities, and to enable participation in the configuration of projects, their objectives and impact. Art.35(9) of the regulation allows an extensive interpretation calling for democratic legitimization by including citizens in decisions that cause a conflict between public interest and fundamental rights. We believe that in particular data protection impact assessments (DPIA), put forward in the same article, can become instruments to do so if orchestrated in the right fashion.

The question this paper therefore seeks to answer is: Which impact assessment approaches are most applicable for fostering privacy in cities, and how can they be expanded to stakeholder participation? Concretely, it consists of a systematic literature review (Jesson, Matheson & Lacey, 2011) conducted on Web of Science with combinations of the search terms impact assessment / cities - municipalities / privacy - data protection. This allows us to analyse the state of the art and to derive criteria and variables of applicable impact assessment approaches; to identify cross-disciplinary synergies that have been overlooked so far; and to assess possibilities for fostering stakeholder participation.

DPIAs are not yet adapted for complex, multi-layered urban contexts. This research can inform the necessary adaptation and support different stakeholders in complying with the law. Also, we go beyond tick-the-box legal compliance by providing first steps in establishing a cooperative multi-stakeholder responsibility for ensuring the right to privacy in the city, including concrete possibilities for participation (Helberger, Pierson & Poell, 2018).

The article is part of an extensive research trajectory on how we can actively shape cities to be places where the exercise of our rights and the achievement of universal dignity is not displaced by business models for maximising revenue.

Id: 22619

Title: Towards a comprehensive perspective on data protection practices in organizations ' an interdisciplinary literature review

Session Type: Individual submission

Authors:

Name: Ine van Zeeland

Email: ine.vanzeeland-at- smitresearch.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Jo Pierson

Email: jo.pierson-at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Abstract: IAMCR section: Communication Policy & Technology + Emerging Scholars Network (joint)

The European Union's General Data Protection Regulation may be the most sweeping trans-national legislation protecting personal data to date, but it is certainly not the only influence on the way commercial, public, and civil society organizations handle informational privacy. As the 'information society' evolved and societal interest in the protection of personal data increased, researchers from various academic disciplines investigated what happens when different kinds of organizations are confronted with new data governance demands. For instance, privacy economists have studied how internet users' perceptions of online data protection influence their consumption behavior (Acquisti & Grossklags, 2005), psychologists have studied how employee training influences compliance with information security policies (Parsons et al, 2014), and scholars in media and communication studies and in management have studied how massive personal data-gathering gave rise to business models in which the audience and predictions of their behavior became the product (Van Dijck, 2013; Zuboff, 2019).

While the subject of privacy protection is clearly an interdisciplinary one, few have crossed the boundaries of their academic disciplines to integrate findings about organizations' data protection practices into a comprehensive view on what influences those practices. Yet, there is a clear need for an all-round perspective on data protection 'on the ground'. For different stakeholders in the digital economy – policy makers, watchdogs, privacy and consumer advocates, industries, technology developers – having a complete model of what actually influences practices means a better understanding of how to reconfigure personal data protection and meet privacy needs. Our main research question is therefore: Which are the dominant theories in various academic disciplines that explain actual practices of personal data protection in organizations?

As a first step towards a comprehensive model of influences on organizations' data protection practices, we have conducted a structured, interdisciplinary literature review, combined with a thematic review of the main theories found in the structured review (cf. Jesson, Matheson & Lacey,

2011). The research is part of the university chair on ‘Data Protection on the Ground’ at the Vrije Universiteit Brussel in Belgium. Our results show that researchers from over 100 different academic disciplines (as categorized by Web of Science) have studied practices of personal data protection, from nursing to robotics and penology, and that those studies vary from small-scale qualitative research to substantial cross-cultural comparisons. The resulting model thus incorporates insights from a large variety of disciplines, offering a holistic perspective to inform policies and hands-on approaches at the macro (societal), meso (sector), and micro levels (organization).

Id: 22676

Title: Geodata: epistemologies of a metahuman presence

Session Type: Individual submission

Authors:

Name: Joan Ramon RODRIGUEZ-AMAT

Email: mon.rodriguez-at- shu.ac.uk

Country: GB (United Kingdom)

Affiliation: Sheffield Hallam University

Abstract: This article explores the epistemology of geodata as a political element that constructs place and reality, identity and belonging. This is an ongoing research that builds and develops theoretical framework from previously applied work on governance of communicative spaces.

To do this, this paper is organised along three levels of discussion that also form its three sections: the first part deals with the philosophical mediation and the epistemological value of geodata; the second, explores the disciplinary transformation activated by geodata both as an empirical opportunity and as a conceptual and heuristic territory; and the third, the four modes of analysis of the communicative spaces: representations and textures of place, and structures and connections of space.

Somewhere along the lines of the Derridean signature, the silent witness by Latour, and Foucault's heterotopia, geodata -a kind of metadata- certifies, translates, mediates and dilocates the human presence in the world in a disguised game of truth and appearance, of substance and footprint. The work by Derrida on the signature as an absence/presence and certificate offers interesting lines of reflection and interpretation to critically understand the weight and the role of geodata; similarly the notion of silent witness attributed to modern objects of scientific exploration by Latour opens a strand of thought that allows to understand geodata as hybrids that quantify and unify the spatial and the human. Finally Foucault, from his explorations of heterotopia can point at the exact spot in which to find geodata in the contemporary episteme.

While cities are flooded by wireless networks of internet access, geolocalization has seduced multiple disciplinary fields producing the so called "spatial turn" that opens seductive lines of research that still try their best name: geomedia, locative media, digital geography, digital urbanism, etc. Within this disciplinary landscape of transformation and fascination, the debate on the governance of communicative spaces emerges as a strand of research that integrates the virtual networked communication platforms and the physical spaces thanks and along a rather problematic notion of geodata.

To enable this discussion, the previous empirical research led by the authors will serve as example and as starting point for the understanding of the political and epistemological value of geodata in the context of the contemporary technological transformations.

Id: 22692

Title: Measuring and profiling for online personalization in media while protecting personal data'

Session Type: Individual submission

Authors:

Name: Ine van Zeeland

Email: ine.vanzeeland-at- smitresearch.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Heritiana Ranaivoson

Email: heritiana.ranaivoson-at- smitresearch.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Jonathan Hendrickx

Email: jonathan.hendrickx-at- smitresearch.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Jaco van der Bank

Email: jaco.vanderbank-at- imec.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Name: Wendy Van den Broeck

Email: wendy.vandenbroeck-at- smitresearch.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Abstract: While measuring and segmenting media audiences is far from a new concept, the practice has taken tremendous flight with the onset of big data applications and the datafication of our social lives. Based on increasingly pervasive online tracking, consumer profiling has become more and more fine-grained in recent years, creating possibilities for advanced personalization in the online environment, both for recommending content and for targeted advertising. Such personalization efforts are often presented as an improvement of service towards consumers: it will be easier for them to find content of their interest and they will not be bothered with irrelevant advertising.

For all that, tracking Internet users also, and rightfully, raises privacy concerns. Privacy protection legislation, such as the EU's General Data Protection Regulation (GDPR), addresses these concerns, but may disproportionately disadvantage smaller players in local media markets. Larger (global) players are generally more resilient to regulatory intervention but can also drive downward price pressures and set standards to their advantage. If smaller competitors drop out of the market, the

consolidation of large personal data stores in fewer hands will increase, and perversely, negatively affect people's rights and freedoms overall.

The main question with respect to the position of these smaller media players is then: Can the advantages of audience measuring and profiling-based personalization be offered in a sustainable manner while protecting personal data to the utmost extent? In order to critically frame this question we integrate insights from audience studies and political economy of platforms, discussing the role of materiality and mediation in communication and technology studies (Turow, 2012; Gillespie, Boczkowski & Foot, 2014).

The findings are based on the outcomes of three research projects with a focus on measuring and profiling in media for personalization purposes: a European project (CPN) and a Belgian/Flemish project (DIAMOND), both studying possibilities for content personalization by news media providers, and a Belgian/Flemish project (EcoDaLo) that investigates challenges faced by smaller players in advertising confronted by market pressure from technology behemoths like Google and Facebook.

Based on the combined results of these three case studies, we will give a multi-level perspective on the specific challenges for national players in the online media market who are facing strong global competition, combined with stricter regulation. We have seen the same key trends develop in all three cases: smaller players struggling to invest the resources needed to compete in personalized online offering, while stricter legal requirements may tip the balance in favor of more privacy-invasive global players. Our analysis will conclude with reflections on new media audience configurations and recommendations for future policy and legislative developments, such as the forthcoming e-Privacy Regulation.

Id: 22695

Title: Audiovisual platforms and content regulation. Long live the quota system'

Session Type: Individual submission

Authors:

Name: Maria Trinidad Garcia Leiva

Email: mtgleiva-at- hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid Department of Journalism and Audiovisual Communication

Name: Luis A. Albornoz

Email: lalbornoz-at- hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: One of the debates that has been calling the attention of scholars and policymakers in the field of communication and culture is the regulation of audiovisual contents offered by transnational online platforms through their catalogues (e.g. Picard et al., 2016; European Audiovisual Observatory 2017). Public intervention is usually invoked to legally guarantee that platforms offer a predetermined percentage of titles or hours of local production in a given market. The aim is to secure that locally produced works are available for domestic audiences.

For instance, a recent firm step in order to impose a quota system within the catalogues of digital platforms has been given by the European Union (EU) countries through the reformulation of the Audiovisual Media Services Directive (AVMSD) in 2018. This new regulation specifies that at least 30% of the contents offered by platforms like Netflix, HBO or YouTube, through its catalogues, must be of European origin. This quota can be filled through locally produced works as well as qualifying titles produced in other EU Member States or European states participating in the European Convention on Transfrontier Television.

The paper aims to analyse the potential implications of this change since some comments can be made in light of this reformulation. For example, it has already been pointed out that (e.g. Lobato, 2018; Albornoz, 2019): a) the imposition of content quotas related to the geographical origin of the works may hinder external audiovisual diversity; b) the obligation to include local or regional audiovisual works in certain catalogues will not automatically translate into their consumption; and, furthermore, c) it will certainly not translate into their visibility either.

Alternatively, it will be argued that more interesting than the obligation to comply with a content quota defined by the geographical origin of audiovisual work is the idea of making platforms part of every national audiovisual production and financing system. Such an industrially oriented approach would aim mainly, on the one side, to create or strengthen the audiovisual sector of a given country and, on the other hand, to secure the number of works produced per year. In line with recent studies (e.g. Albornoz & García Leiva 2019), different national policy responses will be presented and examined to support this idea.

From a methodological point of view, therefore, research will be based on documentary and bibliographical review and analysis (legislation, official and sectorial reports, etc.), as well as on the critical consideration of national policy initiatives.

It will be concluded that there are basically two ways that should be explored in order to involve platforms in national production and financing systems: (a) deriving, totally or partially, the money collected via taxes imposed on them – adapting existing obligations or creating new ones – to a fund dedicated to supporting the development of audiovisual industries, and (b) making them invest directly in the production of works and/or the acquisition of audiovisual distribution rights via the imposition of funding obligations in relation to their income in a given market.

Id: 22750

Title: "Having our say": Strategies for public engagement in responsible AI research and policy development

Session Type: Individual submission

Authors:

Name: Marguerite Barry

Email: marguerite.barry-at- ucd.ie

Country: IE (Ireland)

Affiliation: University College Dublin

Name: Aphra Kerr

Email: aphra.kerr-at- mu.ie

Country: IE (Ireland)

Affiliation: Maynooth University

Name: Laura Grehan

Email: laura.grehan-at- adaptcentre.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: EU and national surveys on attitudes to new technologies, including artificial intelligence (AI), indicate that general confidence among the public in the benefits is tempered by concerns about how some aspects of life might be affected such as health, home life, social relations and employment (Eurobarometer 2015, 2016). Some concerns relate to unforeseen uses but others to the unequal access to the benefits of scientific and technological innovation. However, the most feared aspect is “a lack of control (dependence on technology, complete automation, deskilling), a lack of human contact, of privacy, and unemployment” (ibid). This suggests that public engagement in AI policy and research projects is essential if individual and universal rights and dignity are to be respected and public trust achieved.

Meanwhile, the concept of ‘responsible research and innovation’ (RRI) has taken hold in policymaking throughout the EU and the US. A number of studies explore and critique its potential for truly inclusive deliberation (Genus & Iskandarova, 2018, van Lente et al, 2017). For example, initiatives such as the Futurium platform used by the European Commission to manage public feedback, explicitly aims to combine scientific evidence and stakeholder participation in a new format described as “policy making 3.0” (Accordino, 2013). This configuration places emphasis on ‘visions of the future’ arising from ‘collective aspirations’ of stakeholders as ‘measurable through the social network’, suggesting that technology itself becomes the carrier of RRI, undermining the engagement effect (Genus & Iskandarova, 2018). Elsewhere RRI is seen to reflect discourses of technology assessment which structures the potential form and constitution of public engagement (van Lente et al , 2017), while others suggest that RRI configures the public merely as an approval or impact assessment body (Delvenne, 2017) rather than truly informing research and policy.

So how can citizens become involved and contribute to scientific policy and research? Does a public consultation really inform policy and does public engagement inform research? This paper draws upon the authors' collective experiences deploying two distinct approaches to public engagement in technology and policy development for AI – the public survey and the citizen 'think-in'. We situate these strategies historically in the context of different approaches to public engagement, and we place them on a spectrum from minimally engaged to active critical citizenship. We examine the challenges involved in both of these approaches, and the benefits obtained based on conducting and evaluating two such exercises conducted in 2017 and 2018. While having 'our say' might offer some of the public high visibility, it can have limited potential for inclusive deliberation due to the information and time burden on participants. It can also encounter resistance from researchers. In the conclusion we reflect on the potential for alternative and linked public engagement strategies which attempt to respect human and universal rights while fostering technological and policy innovation.

Id: 22751

Title: How organizations exercise their responsibility to prevent harmful online communication

Session Type: Individual submission

Authors:

Name: Sabine Einwiller

Email: sabine.einwiller-at- univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Name: Sora Kim

Email: sorakim-at- cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Abstract: The vision of the Internet as an electronic forum where a plurality of voices freely engage in rational debates is spoiled as plenty of highly emotional and quite often aggressive and hateful voices get about online. A Pew Research study finds that about four-in-ten Americans have personally experienced online harassment. Various approaches to tackle harmful online communication (HOC), and hate speech as its most severe manifestation, are being debated (e.g., Gagliardone et al., 2015). The debate revolves around conflicting rights and values —above all freedom of speech and the right to be protected against harassment and intimidation. This research focuses on the responsibility of private organizations whose business is based on or supported by people using their sites or platforms for communication. We call these organizations online content providers (OCPs). How OCPs exercise their responsibility in dealing with HOC by moderating user-generated content on their websites or platforms is the overarching research question. We define HOC as ways of expression in online environments containing aggressive and destructive diction, which violate social norms and aim at harming the dignity or safety of the attacked target (person, social group or organization). The notion of content moderation refers to the processes whereby OCPs decide on the boundaries for appropriate speech on their sites (Roberts, 2014). Our research builds on and extends theoretical discussions and frameworks on the possibilities for countering online hate speech from a civil and legal (e.g., Citron & Norton, 2011) and applied ethics perspective (Cohen-Almogor, 2011; Taddeo & Floridi, 2016). To gain a multicultural perspective, the empirical research was conducted in the U. S., Germany, South Korea, and China. In a first step, we analyzed the comments policies OCPs published on their sites (N = 152); secondly we explored how these policies are implemented in content moderation by interviewing representatives of 41 organizations. The most common actions against HOC mentioned in the policy documents are deleting a post without explanation (88%) and deleting or closing the account of a violator (68%). Interviews painted a more differentiated picture. Especially large platform providers mentioned to be cautious not to alienate their users and respect freedom of speech (except for Chinese OCPs that heavily use preventative blocking of so called illegal content). OCPs operating their own platforms (e.g., online communities), on the other hand, mentioned to be rather strict in removing HOC emphasizing their rights as the owner of the space. Regarding identification of HOC, manual inspection emerged as the “gold standard” for decisively identifying HOC regardless of organizations’ size. Even when

OCPs apply machine learning technology, which many large operators do, they all rely on manual inspection in a second step. Small(er) organizations often rely solely on manual inspection, often in combination with simple word filters. Based on our empirical insights, we derive recommendations for the design of written comments policies and their execution. Additionally, our findings can facilitate governmental policy making regarding OCPs handling of HOC.

References: upon request

Id: 22775

Title: Going online on behalf of someone else: Characteristics of internet users who act as proxy internet users

Session Type: Individual submission

Authors:

Name: Darja Grošelj

Email: darja.groselj-at- fdv.uni-lj.si

Country: SI (Slovenia)

Affiliation: University of Ljubljana, Faculty of Social Sciences

Name: Andraž Petrovčič

Email: andraz.petrovcic-at- fdv.uni-lj.si

Country: SI (Slovenia)

Affiliation: University of Ljubljana, Faculty of Social Sciences

Name: Bianca C. Reisdorf

Email: breisdor-at- uncc.edu

Country: US (United States)

Affiliation: University of North Carolina at Charlotte, Department of Communication Studies

Abstract: Early research on the social implications of ICTs focused on the digital divide: the gap between those who have and those who do not have access to the internet. As internet penetration increased, scholarly inquiry moved to examining digital inequalities: inequalities related to equipment, skills, support and scope of use among those online. An important contribution of digital inequalities research has been the discussion of nuances in ways people (dis-)engage with ICTs, which displayed great complexities in peoples' digital engagement.

One such practice is proxy internet use (PIU): indirect internet access by asking others to do things online for them or on their behalf. Although a recent study has reported that people who activate PIU are rarely absolute internet non-users but make some, although limited, internet use (Selwyn, Johnson, & Nemorin, 2016), PIU is predominantly being examined among internet non-users (Dolničar et al., 2018; Friemel, 2016; Grošelj, Reisdorf, & Petrovčič, 2018; Reisdorf, Axelsson, & Maurin, 2012). While these studies provide important insights into demographic, personal and social characteristics of those who activate PIU, little is known about "proxy internet users" who provide PIU (Selwyn et al., 2016). Thus, we examine characteristics of proxy internet users in order to better understand factors in indirect internet access.

Analyses of nationally representative survey data (N=1,047), collected face-to-face in Slovenia in 2018, show that 78% were internet users, of which 51% reported to have acted as proxy internet users in the past year. Most common proxy activities are searching for products or services, sending emails, and buying products and services online. These activities are most often conducted on behalf of proxy users' parents or partners. Preliminary multivariate analyses (binary logistic regression, McFadden's $R^2=0.38$) show that internet users who are younger, better educated, and report higher levels of internet skills are more likely to act as proxy internet users. Considering that

access to online services through PIU may offer an important degree of digital inclusion to non-users and less-skilled internet users, the results of this study have important policy implications, which need to address issues of internet skills and their interplay with the social and socio-economic resources that less digitally included individuals have available.

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Id: 22854

Title: [Panel] Regulación privada de contenidos y concentración en Internet, Panel description

Session Type: Panel Submission

Authors:

Name: Gustavo Gomez

Email: gusgomez-at- chasque.net

Country: UY (Uruguay)

Affiliation: OBSERVACOM

Abstract: La consolidación del poder económico y político en unas pocas plataformas de contenidos las posiciona como gatekeepers privados con gran capacidad de incidir en la diversidad y pluralismo de informaciones y opiniones en Internet. Los aspectos regulatorios tradicionales anti-trust no son suficientes para enfrentar estos problemas, en especial desde un enfoque de derechos humanos, que exigen analizar la cuestión de la concentración no sólo desde la perspectiva económica sino también como un enorme poder que impacta en nuestras democracias y se opone a los principios de acceso, diversidad y pluralismo en Internet. En este sentido, si bien estas compañías tienen un papel clave para el acceso a una Internet abierta y libre por el rol que ocupan como intermediarios entre los usuarios y los contenidos disponibles en la red, este nuevo y vital papel de gatekeepers -paradojalmente- las convierte en un potencial riesgo para la libertad de expresión y la existencia de esa Internet libre y abierta.

Moderadora: Ana Bizberge, Universidad de Quilmes (UNQ) y Universidad de Buenos Aires (UBA), anabizberge-at- gmail.com

Comentarista: Guillermo Mastrini, Universidad de Quilmes (UNQ), gmastrini-at- yahoo.com.ar

Id: 22868

Title: DeNaturalising Digital Platforms: Is mass individualisation here to say'

Session Type: Panel Submission

Authors:

Name: Robin Mansell

Email: R.E.Mansell-at- lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: This contribution will focus on how the prevailing assumptions about the market dynamics in which digital platforms operate work to create the assumption that their dominance and privileging of economic value is somehow inevitable and subject only to the restraints imposed either by the platforms themselves or by policy makers. It will be argued that even within a narrow view of the economic dynamics of digital intermediary companies, there is nothing inevitable about the way they have positioned themselves in the marketplace. In 'denaturalising' the neoclassical interpretation of platform market dynamics, it will be argued that this potentially opens a wider space for a consideration of alternatives to the drive towards increasing datafication of people's lives and for a more open discussion of alternatives even within the constraint of capitalism.

Id: 22882

Title: Digital Dominance and Vampire Squids

Session Type: Panel Submission

Authors:

Name: Dwayne Winseck

Email: pheasant42-at- gmail.com

Country: CA (Canada)

Affiliation: Carleton University

Abstract: With public inquiries around the world are casting a critical eye on the economic and political clout of digital platforms such as Google, Facebook, Amazon, Microsoft and Netflix, there has been a great deal of consideration to describing the scale and scope of these entities' operations and what—if anything—should be done to bring them under effective regulatory control. Many observers have blamed them for, for example, decimating the commercial basis of journalism and much of the entertainment media and their corrosive impact on democracy and public culture. There have also been groundswell of voices calling for the internet behemoths to be regulated as publishers/media companies.

This contribution will focus on Google and Facebook and make five points. First, that these two internet giants significant economic and political clout continues to consolidate amidst the shift from the desktop internet to the mobile internet, as they vertically integrate up and down the internet stack, and leverage their control over technical interfaces/protocols to dominate multisided markets. Second, however, the scale of their reach and the effects of propaganda attributed to them is greatly overwrought. Third, claims about the economic scale and scope of the “digital duopoly” are also greatly exaggerated. Indeed, other than market capitalization, these companies, while huge, are not the colossal entities many assert based on revenue, the value of their assets, size of their labour force, etc. For example, the combined global total revenue in 2017 for Google (\$110.9 billion) and Facebook (\$47 billion) was less than AT&T's revenue of \$168 billion in the US alone (including Time Warner)! Their combined 71% share of the \$88 billion US online advertising market does mean that they have a duopoly in this market, but they control less than a third of total ad revenue spend across all media. The total ad market is not concentrated by any conventional measure. Their combined share of the total \$970 billion US media economy is even less: 7%. A similar story applies to Canada and, I suspect, other countries, too. Fourth, blaming the “vampire squids” for decimating journalism and “the media” ignores the fact that most media are growing, that the centre of the media economy is subscriber fees not advertising dollars, and that whatever advertising dollars have been lost to some media began way before Google and Facebook arrived. Therefore, the blame for their woes lies elsewhere. Fifth, the platform as publisher/media companies analogy neglects other, probably better analogies that would give us a much sturdier regulatory framework with which to bring the very real power that the digital giants do have to heel. Drawing an analogy to banks instead opens a pathway to an even stronger regulatory framework that would: recognize that the platforms's businesses are built on a new source of wealth, data; require that, like multinational banks, they establish national branches; impose line of business restrictions on them; require regular audits that would open up their black boxes infrastructures and algorithms to regulatory scrutiny; and impose information fiduciary responsibilities, i.e. privacy and

data protection rules, on them—all without bestowing speech rights on the platforms that would make them stronger and less vulnerable to attempts to reign in the power.

Id: 22885

Title: Artificial intelligence and the anthropocentric outlook: an investigation of the European Commission policies on IA

Session Type: Individual submission

Authors:

Name: Antonella Napoli

Email: antonella.napoli-at-ymail.com

Country: IT (Italy)

Affiliation: University of Salerno, Italy

Abstract: Artificial Intelligence (AI) is a key issue in contemporary debate (see, among others, Tegmark 2018) and scholars largely examine it throughout the imaginary's products, from literature to fiction to art. The aim of the present research is to investigate instead the way the public discourse develops AI's frame by considering a specific corpus consisting of the European Commission documents about AI policies – ethical guidelines, communications and other documents.

The present research starts taking up the classic work of Langdon Winner (1978) about the relationship between power and the technological development and other works recalling the classical theme of the autonomous technology in order to discuss – by means of the European Commission policies – the discursive construction of AI and the representational strategies that transform it into a socio-technical artifact (Latour 1998; Bijker 1997) in the light of the political and economic scenario surrounding AI's research and the power over data.

The selected corpus is investigated according to the Critical Discourse Analysis (Van Leeuwen 2008) with the aim to find the policies' discourse topics about AI and observe the ethical and political issues which arise from them – such as reflections on the border between subjects' identification and tracking, between individual surveillance and mass surveillance, or the distinction between human and non-human (Madary & Metzinger 2016; Floridi 2015, 2018). The research findings return representational strategies moving between the two poles 1) of the risk of power loss over the technology and the consequent need to control AI aims through the algorithmic design and 2) of the idea of an AI as a new tool of the technological solutionism providing it is beneficial and trustworthy.

Thus the research findings seem to suggest that the ethical and political issues that are at stakes of AI policies show up in representational strategies of AI, which let emerge a specific idea of human being. Hence, throughout these strategies, the public discourse seems to show which is the cultural stakes: a reaffirmation of Humanism over the Technocracy and the need for a development of AI, which is human-centered. Indeed these policies seem to promote an intense anthropocentrism, which is legitimized by means of key concepts: security or human rationality among others. It seems to assist to the defense of an almost unrealistic image of humans, which appears to be anachronistic in the time of digital metamorphosis.

As it will be discussed, the heated debate on IA could indeed represent an occasion to discuss about a decentralization of the man questioning on the opportunities that AI could offer in delivering an increased but not undermined humanity: since AI evolution is ineluctable, it is perhaps more fruitful to discuss about the relationships between humans and AI throughout different perspectives, such as the post-human approach, which seems to suggest an idea of man as a hybrid integrated with

technology with the attempt to overcome the anthropocentric positions that however collapse in this world of digital experience (Marchesini, 2018; see also Coeckelbergh 2017).

Id: 22888

Title: Gigantes de Internet: regulación privada y nuevos 'gatekeepers'

Session Type: Panel Submission

Authors:

Name: Gustavo Gomez

Email: gusgomez-at- chasque.net

Country: UY (Uruguay)

Affiliation: OBSERVACOM

Abstract: Los gigantes de Internet ya no son solamente soportes técnicos y “carreteras de paso”, sino que muchas veces afectan los contenidos que por ellas circulan. De hecho, no sólo son capaces de monitorear todos los contenidos producidos por terceros sino que pueden intervenir en ellos, ordenando y priorizando su acceso y, por tanto, determinando qué contenidos y fuentes de información un usuario visualiza y cuáles no. También filtran, bloquean, eliminan o desindexan contenidos –que pueden ser discursos protegidos por el derecho a la libertad de expresión-, así como cuentas o perfiles de usuarios, “generando riesgos para la libertad de expresión”. Esas acciones muchas veces son obligadas por presiones externas de autoridades gubernamentales u otros actores privados, pero también por decisiones propias.

Los algoritmos son responsables de decisiones fundamentales sobre los contenidos a los que podemos acceder efectivamente, facilitando u obstaculizando el acceso a los contenidos disponibles en Internet. Una arquitectura de algoritmos y el uso de formas de inteligencia artificial que seleccionen los contenidos que podemos visualizar en función de las predilecciones de las personas y que tenga como objetivo dejarlo “satisfecho” y “confortable” podrá tener buenas intenciones y ser una exitosa estrategia comercial para atraer clientes, pero no es necesariamente compatible con la diversidad y el pluralismo, un requisito fundamental para el buen funcionamiento de una sociedad democrática.

Id: 22941

Title: Perceptions of Cybercrime within the Turkish Judicial System: A Crisis of Internet Governance'

Session Type: Individual submission

Authors:

Name: Nazli Bulay Dogan

Email: bulaydogan-at- yahoo.fr

Country: TR (Turkey)

Affiliation: Graduate School of Social Sciences and Humanities, Koç University

Abstract: This presentation explores the meaning-making process within the Turkish judicial system about cybercrime and asks how this perception shapes Turkish state's policy towards internet governance. Internet governance became a critical issue in Turkey in parallel with the authoritarian politics of Justice and Development Party (AKP), the political party in power since 2002. Several political crises during AKP government showed how digital media can be influential to make public political conflicts and dissidence. Mass popular uprising of the Gezi protests in 2013 and the political conflict between Gülen Community and AKP between 2013 and 2016 are the milestones of this history. The increasing importance of digital media provoked an impulse to control internet, especially social media. Legal and extra-legal methods were used by the Turkish government to control digital media, and especially social media. Alongside this strict control, criminalization methods are still used against the residual political activities in digital media. A specific digital activism type, political hacking, is also affected by this criminalization process in Turkey. I problematize this criminalization process in Turkey about cybercrime with a special focus on political hacking, based upon my field study. In this study, I conducted interviews with 25 people who worked in cybercrime related judicial processes in Turkey, including experts, law enforcement agents, and lawyers. In the analysis of this data, I followed works critically engaging with cyber-threat and cyber-warfare framings (Bowman-Grieve, 2015; Jarvis, Macdonald, & Whiting, 2016) and analyses focusing on crime frames about hackers (Nissenbaum, 2004; Vegh, 2005; Vlavo, 2015; Steinmetz, 2016; Tanczer, 2017). In this perspective, I question how the Turkish state perceives cybercrime and cyber-warfare through their framing of (political) hackers. Based upon the preliminary findings of the study, a repetitive expression of vulnerability from cyber-threat is highly observable within the discourse of the actors from the Turkish judicial system. This framing reflects the crisis of internet governance caused by the lack of knowledge about internet and computer technologies. I claim that this risk framing of cyber-threat is a rationalization for a more repressive policy for internet governance in the case of Turkey. Examining crime framings concretizes how nation-states – actors remaining to be non-negligible components of the global political system, make meaning out of the concepts belonging to the digital age. They are also important to exhibit how nation-states construct the risk of cyber-threat with different tools from the use of older crime frames, like terrorism, to the drawing of analogies between actual crimes and imageries of crime from popular culture products. In sum, meaning making processes among state-related actors are substantial because they deeply influence power relations through their control to shape the concepts of knowledge and “truth about crime” (Comaroff & Comaroff, 2016) in the digital age. I wish to be considered for a joint CPT/ESN session.

Id: 23005

Title: Contested truths, affordable truths and the boundaries of state intervention: how should policy makers respond'

Session Type: Individual submission

Authors:

Name: Steven Barnett

Email: s.barnett-at- westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of WestminsterUniversity of Westminster

Abstract: New technology platforms have created huge problems around the world for one of the fundamental norms of a healthy democracy: promoting an informed citizenry armed with factual information, thus empowered to make considered decisions in democratic elections and referendums.

More specifically, the dominant aggregator and social media platforms – in particular Google and Facebook – have been primarily responsible for inhibiting access to accurate, verifiable information in two separate ways: first, facilitating circulation of demonstrably false or unsubstantiated rumours through unchecked algorithms; and second, extracting vast revenues from traditional publishers and broadcasters whose journalism is bound by long-standing professional norms, making their business models increasingly unsustainable.

While the first of these problems poses difficult regulatory and definitional issues in the quest to curb fake news”, the second raises even more difficult questions around the terms on which governments can or should intervene. Democracies throughout the world have been grappling with the policy dilemmas inherent in promoting sustainable models of professional journalism while simultaneously protecting independent, fearless journalism. This paper examines some of the policy interventions being advanced, and suggests ways in which these dilemmas can be reconciled.

Its theoretical roots lie in the contrasting approaches to press freedom and regulatory intervention across mature democracies. While libertarians generally support First Amendment arguments against any intervention in “free speech” (including the press), critical political economy theorists contend that mainstream media speech is dictated by dominant corporate interests, which inevitably compromises the policy agenda.

Other perspectives, particularly rooted in European traditions of social democracy and public service broadcasting, have encouraged public interest interventions to promote plurality and diversity of content, or to cater for a spectrum of political perspectives and demographics. Explicit subsidies for journalism, however, have been unusual, particularly in emerging democracies (such as eastern Europe) where government initiatives risk being equated with State-sponsored censorship.

These interventions are now being much more widely canvassed as a means of addressing the failing business models of professional journalism. In the UK, a government Review established

last year is about to report, with recommendations for new policy initiatives and “opportunities for innovation” in journalism. In Canada, the government has committed \$50 million over five years to support journalism in under-served communities. But all such interventions pose awkward questions about the regulatory and administrative frameworks required to implement decisions on where subsidies, tax exemptions or other corporate or organisational benefits might be directed; what definitional criteria are applied and by whom; and how accountability for expenditure of public money might operate.

This paper will first examine some of the intervention models being proposed in different jurisdictions, how and by whom contested journalistic “truths” can be properly assessed, and – on the basis of recent policy innovations in the UK – will outline a policy approach that can reconcile the conflicting demands of a free press and state intervention.

Id: 23011

Title: Negotiating the digital boundaries of Russian public space. Journalists and publishers in Russia and abroad

Session Type: Panel Submission

Authors:

Name: Olga Bronnikova

Email: bronnikova.olga-at- gmail.com

Country: FR (France)

Affiliation: Université Grenoble Alpes

Name: Bella Ostromoukhova

Email: ostrob-at- gmail.com

Country: FR (France)

Affiliation: Sorbonne Université

Abstract: Since the beginning of the 2010s, new laws aimed at regulating public speech have been applied to both journalists and publishers in Russia (Daucé, 2017). Justified by the moralization of the Russian public space, these new norms develop in parallel with increasing and varied political control for the digital space (Nocetti, 2015). Professionals of the public space comply with these new requirements but also distance themselves by subversive practices. In this presentation, we will study the transformation of the publishing practices of journalists and publishers, both in Russia and those located abroad (EU countries), questioning the construction and negotiation of moral boundaries of the Russian public space.

We conceive the « abroad » as an extension of the Russian public space which allows circulations of professional practices. Journalists who come from Russia and work for online media (Meduza in Letonia, Grani.ru in France, journalists of OpenRussia in London and those of Opendemocracy Russia) are not exiled in the sense of being excluded from Russia's political life and media space. Internet and digital media have profoundly changed the way these journalists work by granting them more flexibility in determining their geographic location (Mercier, Pignard-Cheynel, 2014). While expatriated journalists actually escape the danger of being physically persecuted, as well as of being subject to arbitrary decisions taken by shareholders close to the country's political leadership, but they remain subject to Russia's law regarding the blocking of access to online contents. Actors staying in Russia who consider publishing abroad (for example, publishers selling translation rights) as a strategy of economic development and, at the same time, as a political escape route are also facing legal and moral rules influencing their ways of doing things.

Relying on approaches in sociology of migration, media and culture, including interviews with professionals of Russian public space and ethnography in their workplaces and during international forum and conference bringing together these professionals and international NGO and foundations, as well as the platforms of the professional interactions of Russian and abroad publishers (book fairs and surrounding events), this presentation examines the trajectories and justifications provided by these actors about the transformation of their work and their expatriation. Do they adapt the rules and values of the journalistic and publishing profession to this new political context ? Do they play

a role of mediator in the diffusion of new media models and technological innovations, both in Russia and in the countries where they are registered?

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Id: 23148

Title: [Panel] Rethinking Dignity, Technology, and Power with Disability: New Frontiers in Rights, Representation, and Social Being, Panel Description

Session Type: Panel Submission

Authors:

Name: Gerard Goggin

Email: gerard.goggin-at- sydney.edu.au

Country: SG (Singapore)

Affiliation: Nanyang Technological UniversityDepartment of Media and CommunicationThe University of Sydney

Name: Lorenzo Dalvit

Email: ldalvit-at- gmail.com

Country: ZA (South Africa)

Affiliation: Rhodes University

Name: Katie Ellis

Email: katie.ellis-at- curtin.edu.au

Country: AU (Australia)

Affiliation: Curtin University

Name: Vered Seidmann

Email: seidmann-at- ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Name: Nick Couldry

Email: N.Couldry-at- lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Abstract: Panel Chair: Gerard Goggin

Respondent/Discussant: Nick Couldry

An excellent contemporary example of the state of the art, and stakes, in communication, rights, and dignity when it comes to technology can be found in the area of disability — still relatively new to communications and media research.

The 2006 United Nations Convention on the Rights of Persons with Disabilities (CRPD) extended to people with disabilities key rights adumbrated in the 1948 Universal Declaration of Human Rights, as well as other rights articulated in other key treaties. At the heart of the CRPD and the present struggle to achieve rights for people with disabilities are rights relating to information, communication, media, and cultural technologies.

At the same time, over the past thirty years at least, disability has been in transformation across many global societies. Central to this process of disability transformations has been the role of digital technologies — where there has been a teeming range of new cultures of use, adapted social practices, everyday innovation, and work on inclusive design and accessibility of formats, practices, content, and policy. Highly diverse, often contradictory and ambiguous, disability has become a signature area for consideration of the role of technology in opening up and underpinning communication, social participation, and justice.

Across many scholarly disciplines researchers and theorists have responded with important conceptual, methodological, and other breakthroughs that go deeper still, and make it clear that disability calls upon us to rethink the nature of the human, and especially to require us to reconsider concepts of underpinning ideas of dignity, society and individuals, and indeed life itself — especially given the pervasiveness now of technology, which has an especially intimate and powerful set of relationships with disability.

Against this backdrop this panel considers disability and communication technology across different global, regional, and national settings, showcasing the ways in which questions raised by issues of rights, representation, social practices, and affordances concerning disability urgent require general consideration by communication and media researchers, as well as policymakers, media and technology organizations, governments, and civil society.

Id: 23164

Title: The unbearable coloniality of being disabled: old and new media examples from South Africa and beyond

Session Type: Panel Submission

Authors:

Name: Lorenzo Dalvit

Email: ldalvit-at- gmail.com

Country: ZA (South Africa)

Affiliation: Rhodes UniversityDepartment of Media and CommunicationThe University of Sydney

Abstract: South Africa boasts an independent media system, a progressive Constitution and sophisticated regulation of digital communication. Overt discrimination against people living with disabilities, considered unacceptable in mainstream media, finds a space in the comments section of online platforms, blogs and social media. A limited set of local examples is analysed in terms of critical models of the digital public sphere in relation to an African context. In particular, I draw on the concept of coloniality of being, i.e. the persistent invisibility, dehumanisation and objectification of members of subaltern groups resulting from the colonial encounter. These can be overt (e.g. through derogatory language) or covert (e.g. through representation via tropes such as that of victim, hero or villain.). Reference to the scholarly tradition of decolonial studies is appropriate for the discussion of (digital) media and disability in South Africa, where the legacy of the colonial encounter and subsequent institutionalised racial segregation still affects every aspect of public life. Notable examples such as the murder case involving para-Olympic runner Oscar Pistorius and the fake interpreting into Sign Language during the memorial service for late former president Nelson Mandela highlight the blurred boundaries between the local and the global.

Id: 23168

Title: Access and Representation: Disability and Australian Television

Session Type: Panel Submission

Authors:

Name: Katie Ellis

Email: katie.ellis-at- curtin.edu.au

Country: AU (Australia)

Affiliation: Curtin University Department of Media and CommunicationThe University of Sydney

Abstract: The United Nation's Convention on the Rights of People with Disabilities (UNCRPD) recognises the importance of television to the human rights of people with disability. According to this convention, both access to (Article 30) and representation on (Article 8) television are a human right for people with disability. This intersection is therefore an important site for analysis in disability and media studies (Goggin & Ellis, 2015, Ellcessor 2017, Ellis & Kent, 2015). This paper focuses on the embodied, contextual and lived experience of both stigmatisation and digital media usage by disabled Australians, and their intersection as television transitioned to digital formats. While disability analysis within media studies has historically focused on representation and the way this is shaped by policy and history, more recent theorisation recognises the mutually important area of access to digital platforms. This paper brings these two approaches together to discuss: 1, the approach taken to television within the UNCRPD; 2. the representation of disability within a sample of Australia television drama; 3, the way people with and without disability access television in personalised ways.

The paper begins by addressing the connections between disability, television and human rights. A human rights approach to disability proceeds from the assumption that people with disability have the same rights as everyone else but acknowledges that environmental, attitudinal and organisational barriers create obstacles to the enjoyment of these rights. The media is central to the creation of the social environment in which these rights are not realised (Dimopoulos, 2017) and, as such, documents like the UNCRPD play an important role in reducing these barriers. For example, in addition to Articles 30 and 8, Articles 4, 9 and 21 of the UNCRPD all make specific connections to the media.

Secondly, the paper addresses consistent criticisms of television for perpetuating stereotypes, prejudices and representing disability outside the boundaries of normality. Indeed, many theorists have noted the way disability is stigmatised, underrepresented and portrayed in stereotypical ways on television (Kirpatrick & Ellcessor, 2017, Ellis & Goggin2015, Schatz & George, 2018, Koppers, 2013, Haller, 2010). Drawing on both a content analysis of representations of disability in Australian television drama and research conducted by the Australian funding body Screen Australia, I argue that representations of Australian identity are mostly based on the concept of a strong, masculine, fighting body. As such, it is sometimes hard to imagine where – or even if – disabled images fit in, both in an historical context and also in today's understandings of national character.

Finally, the paper considers the notion of web capable devices to watch television as a way for everyone, not just the disabled, to personalise, and improve, their television access. The digitisation of television offers a unique opportunity to recast personalisation as an opportunity for cultural accessibility. Cultural accessibility (Ellcessor, 2017) refers to a multifaceted interaction among representation, alternative methods of access, and an environment that facilitates the telling of diverse stories.

Id: 23173

Title: Internet, Neurodiversity and the Rise of Autistic Culture

Session Type: Panel Submission

Authors:

Name: Vered Seidmann

Email: seidmann-at-ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University Department of Media and Communication
The University of Sydney

Abstract: The autistic community, which started to form in the mid-1990s, was one of the earliest online communities. The evolution of the Internet was a turning point for the emergence of autistic communities, autistic culture and the formation of distinctive autistic identity. Technological development and the growth of social media provided new means and new opportunities to communicate and to socialize. The Internet provided tools that facilitated communication and created opportunities for social interactions and sociality among individuals on the autism spectrum, as well as between them and the non-autistic world. Furthermore, the Internet enabled the evolution of different forms of communities that created spaces for self-exploration and communal exploration that expanded the conceptualization of geographical boundaries (Davidson, 2008; Davidson and Henderson, 2010) to social geographies (Bertilsdotter Rosqvist, Brownlow, and O'Dell, 2013) and opened possibilities for marginal groups in society to form communities and to express their own voice.

The neurodiversity movement was originally established by online groups of autistic people and later expanded to include other neurological and neurodevelopmental conditions. Neurodiversity calls for “recognition and acceptance of (valuable) difference” (Runswick-Cole, 2014, pp. 1120-1121) and strives for neuro-equality based on the understanding that neurodiverse or neurotypical are both human variations and ways of existing. Neurological difference is as significant as one's skin color, gender, or sexual orientation and the autistic community is another example of marginalized groups in society.

Proponents of neurodiversity challenge the medical model by providing an alternative representation of autism through making, at least, two fundamental inter-related claims: First, autism is a natural human variation and therefore focus should be on neurological differences rather than brain pathologies. Second, the rights of autistic people derive from their specific needs and demands for acceptance and inclusion. Overall, then, the neurodiversity movement forced us to acknowledge the existence and versatility of neurological differences, and consequently, that the ‘normal’/‘abnormal’ (or pathological) dichotomy needs to be re-examined. Gannon (2007) challenges existing diagnostic labels of ‘pathologies’ and ‘mental disorders’, claiming that instead of focusing on the pathologies, researchers need to ask what counts as mental disorder and when the deviation from the general population becomes ‘neurological difference’ rather than ‘disability’.

This presentation examines the role of the internet in the evolution of a distinctive autistic identity through the neurodiversity movement and the rise of collective symbols that transcend space, time and culture.

Id: 23179

Title: Disability Confronts AI

Session Type: Panel Submission

Authors:

Name: Gerard Goggin

Email: gerard.goggin-at- sydney.edu.au

Country: SG (Singapore)

Affiliation: Nanyang Technological University Department of Media and Communication
The University of Sydney

Abstract: Disability has emerged as a highly significant area of focus in contemporary work on technology, society, and culture (Roulstone, 2016). Waves of technology development — especially in areas of media, information, communication — have taken disability as a focus, and these relations have finally been receiving the kind of attention and critical reconsideration from researchers across a range of disciplines, especially cultural, media, and science and technology studies, they deserve.

In the last few years, the questions of equality, inclusion, participation, diversity, justice, and rights raised by disability have been increasingly articulated in relation to emergent technologies and their constitutive role in and challenges concerning social life. We see this in the Australian Human Rights Commission's 2018-2019 project on human rights and technology, which puts disability at the heart of its approach (Australian Human Rights Commission, 2018).

Against this backdrop, in this talk I explore the area of disability as it 'confronts' artificial intelligence (AI), and related developments (such as data and automated decision-making) (cf. Judy Wajcman, *Feminism Confronts Technology*, 1991).

AI has been hailed as a potential 'game changer' for people with disabilities, not least across various areas where accessibility is a problem (e.g. in work, communication, social connection, and so on) — with significant investment being put into new initiatives in this area by a range of powerful actors. Yet the deployment of AI is also raising issues of bias, discrimination, and insidious forms of 'automating Inequality' (Virginia Eubanks, 2018) concerning disability, as the infamous Australian government 'robodebt' scandal (automated welfare debt recovery program) illustrates.

In this paper, I analyse the ways that disability is being explicitly framed in relation to AI, and the ways in which emerging AI discourses and technologies are involved in social relations of disability — without this being widely realized. In particular, I look at emerging global policy norms and 'best practice' recommendations in AI to see to what extent they capture issues in disability, and threats to rights and dignity.

Id: 23332

Title: Digital marginality in the city: Technology access and use among the homeless in Los Angeles

Session Type: Individual submission

Authors:

Name: Hoan Nguyen

Email: hoannguy-at- usc.edu

Country: US (United States)

Affiliation: University of Souther California

Abstract: Prior research found that innovative uses of communication technologies could facilitate marginalized populations in enhancing their livelihood, responding to social injustice, and more importantly, to achieving empowerment and agency. However, highly vulnerable residents might experience digital exclusion, facing struggles in gaining access to technology in the first place. This is especially problematic in the context of advanced cities where economic growth and high-tech infrastructure are associated with upward mobility for some but mean statis for others.

This paper examines the reality of digital access and use among homeless people in Skid Row, an urban ghetto located in downtown Los Angeles, California. I conducted a grounded field research that employed ethnographic approaches and in-depth interviews with 28 people in order to understand their lived experiences and digital practices. The study focuses on homeless adults mainly from the African-American communities who have resided at sidewalks and/or transitional housing in Skid Row. The study finds that while communication and the technologies facilitating it were highly valued by the marginalized, manifested in various communication practices employed to facilitate their daily lives, the condition of homelessness in a hostile living environment deprived from urban network infrastructure gave rise to a considerably precarious digital life. Specifically, with minimal financial resources, the homeless could only afford low cost phones acquired from assistance programs from the government or telecommunication companies. Also, they constantly struggled with protecting their phones amidst daily occurrences of mobile theft, searching for power to charge their digital devices, and finding Wi-Fi hotspots in public spaces that actively discouraged their presence. These struggles led to the frequent interruptions of their daily communication processes.

The dynamics of mobile phone ownership, phone charging practices and Internet access thus reveals insights into the digital precarity among the lives of the have-less. The study further highlights the broader social context that underlines these situations, particularly discussing forms of social inequalities, and the fragmentation of urban technology infrastructure that marginalizes underserved communities. Taken together, I comment on possible recommendations for communication and technology policies that aim to acquire reliable and equitable technology access and use for the digital have-less including but not limited to the homeless and communities of color in urban spaces.

Id: 23335

Title: IRC is not dead: The role of "old" digital media in the contemporary communication technology landscape

Session Type: Individual submission

Authors:

Name: Maxigas .

Email: maxigas-at- lancaster.ac.uk

Country: GB (United Kingdom)

Affiliation: Lancaster University

Name: Guillaume Latzko-Toth

Email: guillaume.latzko-at- gmail.com

Country: CA (Canada)

Affiliation: Laval University

Abstract: In this paper we reflect upon the role “old” digital media that are still in usage today play in the current media and communication technology landscape. For that purpose, we focus on the case of a real-time chat protocol with a long history: Internet Relay Chat (IRC). Using media ecology and infrastructure studies as theoretical frameworks, we adopt a multi-method case study approach to understand the role and significance of protocol, infrastructure and communities in online communications, informational capitalism and communication policy.

Our empirical material is comprised of use cases, ethnographic vignettes and user testimonies gathered within a variety of communities. We look at how the Internet Engineering Task Force (IETF), free software developers, hackerspace members, Wikipedia editors, Anonymous hacktivists, and criminals who operate botnets use IRC. We find that in fact IRC underpins many current innovations in technology development, knowledge production, community organisation, political protest and market making. We close with an overview of currently fashionable design proposals, prototypes and projects for multi-party encrypted chat systems, noting that they take many cues from IRC.

Our findings have important implications for both policy making and communication theory. First, a use-centered approach has to counterbalance emphasis on innovation-centric narratives in understanding communications policy and technology. Second, it follows that communications policy has to support maintenance and repair, when the situation is that promises of breakthroughs get more funding than incremental improvements and infrastructure upkeep. Third, community operated communication alternatives are not impossible to implement, deploy and nurture in the contemporary media landscape: a finding that goes against current assumptions that new ideas need new business models to be sustainable. Finally, in order for them to be relevant for addressing the burning questions of the day, proposals and projects in communication policy and technology have to be informed by empirically grounded narratives based on historical experiences, as well as ethnographic data on actual use cases, rather than merely speculative visions of the future based on technological determinist imaginaries.

Id: 23350

Title: Between free speech and public interests: Examining Taiwan's regulation proposal on fighting fake news from a global perspective

Session Type: Individual submission

Authors:

Name: Chen-Ling Hung

Email: hungchenling-at- gmail.com

Country: TW (Taiwan)

Affiliation: Graduate Institute of JournalismNational Taiwan University

Abstract: Joining the global action fighting against fake news, Taiwan, the full democracy sovereignty in Asia, proposed regulation on social media and arouse the debate between the protection of free speech and public interests. This study analyzes Taiwan's case from a global perspective. What are the regulation strategies Taiwanese government propose? In what context and with what rationale? What are the contested discourses around the proposal? To answer these questions, this study sort document including official report, research papers and public discussion appeared in media.

From the global perspective, western countries have changed their laissez-faire attitude toward social media since information manipulation a significant tendency over the online platforms. Niklewicz (2017) proposes that social media platforms should be considered media companies and should be regulated by modified versions of existing press laws, adapted to suit the new technology. The approaches of western countries can be identified as the European public interest model and the American free speech model. The European countries such as Germany and France take active actions by requiring online platforms to notice and take down unlawful content, when it counters hate speech or during election period. On the other hand, Canada and the US require transparency of the fund of political advertisements instead of intervening into content (Posetti & Matthews, 2018).

This study finds that Taiwan follows the strategy of European countries. In December 2018, the government introduced amendments which proposed punishments for people who disrupt social order or threaten another person's safety through false information. The most controversial one is the amendment to the Digital Communications Bill, that would reportedly require internet companies to take down disinformation within 24 hours or be fined.

The government argues that the nation has been threatened by a host of fake news including the election period. The online companies should take responsibility for public interests in addition to making money. Regulating social media to fight fake news is national security issue since Taiwan's tension with China (Lin, 2018).

On the other hand, critics from the oppositions and internet corporations argue that some rules would infringe on freedom of speech and the Manila Principles. The internet corporations argues that the obligations would add the heavy costs of screening fake information. Some scholars argue only when there is sufficient evidence that certain disinformation is from abroad and would affect national security,

While the amendments are waiting for the congress to prove, the debate shows the difficulty to regulate social media. There are still other strategies a country can apply. For example, Council of Europe Report (Wardle, 2017) suggests national governments to do research and regulate ad

networks. In addition, nations should support public service media and local news outlets and enforce minimum levels of public service news on to the platforms. However, it's vital that countries craft rules appropriate to their particular domestic social, legal and political contexts. (Tusikov & Haggart, 2018)

This study fits the conference theme. It also fits CPT section with its concerns on “;Media and Online governance regarding "fake news", social network bots, etc”. the study also fit the scope of Global Media Policy Working Group, therefore it can considered for a joint CPT/GMP session.

Id: 23352

Title: Affective Targeting: Social Media Monetization and the Rise of the Influence Economy
2011-2018

Session Type: Individual submission

Authors:

Name: Jeremy Shtern

Email: jshtern-at- ryerson.ca

Country: CA (Canada)

Affiliation: Ryerson University

Name: Stephanie Hill

Email: steph.hill-at- ryerson.ca

Country: CA (Canada)

Affiliation: Ryerson University

Abstract: Two prominent 2018 English-language documentaries interrogate the controversy around the Fyre Festival and the role played by prominent social media personalities whose seemingly authentic and personal- but nonetheless paid- endorsements ended up effectively selling a global social media audience on an essentially fraudulent product. The practices of social media influence marketing are suddenly the topic of heightened levels of public conversation and ethical scrutiny. Yet absent from these discussions, and largely from academic literatures on social media and platform monetization as well, are empirical accounts of the history and context in which this social media influence economy emerged rapidly, but deliberately, as a significant and problematic part of the political economy of contemporary media and communications. By drawing on a series of interviews with digital advertising executives, with social media creators, and with representatives from platforms and other intermediary services conducted between 2011 and 2018, this paper will ask about the conditions and choices that supported the rise of this influence economy and reflect on what this history and context suggests about existing theories and understandings of social media monetization.

Social media influencers are individual creators with large followings who produce personal content for various online platforms and monetize that content at least in part through marketing partnerships with brands and advertisers. The brand sponsorship of media content production that is achieved through the work of social media influence is emerging as a significant, but ethically murky, driver of the advertising industry's evolving global investment in the production of content for electronic media. Analyses of the practices involved in social media influence are increasingly both consequential and generative to normative understandings of the emerging social media entertainment industry and the monetization strategies of social media platforms themselves

This paper will use interview data from more than 50 interviews to outline how certain advertising professionals and industry practices began to pivot away from excessive reliance on data intensive targeting in digital advertising work and search for alternative approaches that would allow for greater application of their creative media skills and opportunities for them to differentiate their services. It will examine how both creators and advertisers viewed the influence transactional

relationship and its advantages to brands, impacts on content and implications for the audience/customer as these practices emerged, developed an industrial ecosystem and began to stabilize. We draw on this empirical historical narrative to theorize influence as a form of what we call affective targeting, and argue that it represents a crucial and normatively troubling form of social media monetization that warrants careful consideration from scholars of platforms and internet governance, from the public authorities and from internet users and media literacy specialists. As the motivations, editorial practices and monetization strategies of platforms are increasingly being called into question on a variety of fronts, this paper makes the novel and empirically-grounded case that seeming new controversies related to the influence economy can be traced back through the entire recent history of platforms and their monetization strategies and are in fact integral to understanding the political economy of platforms.

Id: 23354

Title: Can data activism strengthen the agency of 'common' users' An empirical study of oppositional affordances and use positions toward Facebook

Session Type: Individual submission

Authors:

Name: Venetia Papa

Email: papa.venia-at- gmail.com

Country: CY (Cyprus)

Affiliation: University of Cyprus

Name: Dimitra L. Milioni

Email: dimi.milioni-at- gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Name: Costantinos Djouvas

Email: tziouvas-at- gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Abstract: Data mining techniques in social media are on the rise, turning many aspects of users' social life into algorithmic relations (Bucher, 2012). Data activism, as a grassroots response to (top-down) datafication, attempts to empower 'ordinary' users to reflexively modify their practices and affect the very algorithms that produce them as datafied subjects (Baack, 2015; Milan & van der Velden, 2016). In our previous work, we showed that data activism tools endorse oppositional use positions, by facilitating user actions that can modify designed affordances and encompass a subversive potential. However, a question that still bears empirical study is whether 'common' users will come forward to play the roles envisaged by data activists.

Situating data activism within Actor-Theory Network and affordance theory, this article attempts to address this gap through a user study of two data activist applications: a in-house built application that functions in similar ways to Data Selfie and Go Rando. The first uses Facebook user data and reveals to users the data traces they leave behind and the inferences that can be made about users' interactions, habits, interests, personality predictions and so on. In our prior research work, we argued that Data Selfie enables users to discover hidden affordances of Facebook's key functionalities directed at other types of users (e.g. owners, marketers) and reconstruct the meaning of Facebook's perceptible affordances. Go Rando is a web browser extension that randomizes the selection of the Facebook 'Reactions' (the extension of the Like button) to obfuscate the emotional profiles of Facebook users. Providing users with a tool to obfuscate their feelings on Facebook, it obscures the expression of Facebook users' feelings by removing its more valuable, in terms of their commercial value, quality, namely its authenticity, with a potentially disruptive effect. This function was conceptualized as negative affordance or anti-affordance, in relation to social media's intrinsic affordances.

Our current empirical study extends our previous work posing two questions: First, to what extent the oppositional affordances of these data activism tools, when used by 'common' users, enable the

construction of oppositional attitudes (i.e. increased awareness about Facebook's function in terms of the construction and manipulation of algorithmic identities)? Second, to what extent these tools enable the construction of oppositional use positions (Shaw, 2017) evident in users' subsequent use of Facebook? To explore these questions, 30 Facebook users (15 for each application) were invited to use the selected applications for one week. Next, we collected use data and conducted in-depth interviews with the users to investigate their impressions and experiences with the use of these tools. Our findings reveal the actual agentic possibilities of data activism for users other than activists, namely their ability to 'de-inscribe' (Akrich and Latour, 1992) Facebook's hegemonic affordances. At the same time, the limits of data activism for non-skilled or lay users are revealed, which relate to the embeddedness of Facebook sociality in users' everyday live and social relations as well as data activist tools' restricted ability to weave personalized acts of defiance into a collective representation of 'we-ness'.

Id: 23421

Title: Critical analysis of communication policies in the European Union: the incidence of audiovisual subtitling in the protection and promotion of minority languages.

Session Type: Individual submission

Authors:

Name: Margarita Ledo-Andión

Email: margarita.ledo-at- usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

Name: Enrique Castelló-Mayo

Email: enrique.castello-at- usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

Name: Antía María López-Gómez

Email: antiamaria.lopez-at- usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

Name: Silvia Roca-Baamonde

Email: silvia.roca-at- usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

Abstract: The University of Santiago de Compostela Research Group "Estudos Audiovisuais" (<https://estudosaudiovisuais.org/en/home/>), proposes in this manuscript a critical and comparative analysis between the Communication Policies in the European Community and the practices that are common in the audiovisual subtitling sector.

Starting from the research project entitled «EU-VOS. Intangible Cultural Heritage. For a European Program of Subtitling in Non-Hegemonic Languages», funded by Spanish Research Agency (Ref. CSO2016-76014-R), we intend to demonstrate the economic, social and cultural links that exist between audiovisual subtitling and the protection of minority languages in EU.

Our analysis focuses on identifying how culture is located in this political and economically-deterministic project which tries to come to terms with the European cultural manifestations. Our analysis takes into account the logic of the EU in this regard and the logic of the small European communities that have their own cultural identity, developed small-scale audiovisual media markets, and refuse to adhere to standardised cultural models: is the case of several European "Stateless Nation" (Schlesinger, 2000: 19-20).

Indeed, although Europe should sustain its material and immaterial heritage value over the rich mosaic of languages and cultures, the pressure of globalization (and its need to eliminate all kinds of barriers, especially linguistic and cultural) leads to the generation of "liquid content" (Bauman, 2007) and a narrative and cultural impoverishing.

As part of a wider research project that examines current European digital space (and, particularly, the role of audiovisual subtitling in minority-language film industries), this paper presents an examination of the ways in which the European Union has promoted its cultural development model for the 2014-2020 period. In order to achieve these objectives, we'll use in-depth interviews to experts and EU publications as sources of information and, in the same way, our work aims to highlight the need to promote the visibility and the access to audiovisual works in their original-language version, based on the case studies of several European audiovisual markets. Likewise and due to the European academic and professional outcry, it is urgent to address a complex issue: the redefinition of the "Europeanness" of the audiovisual work (an essential qualification, which gives an option to community subsidies), regulated by «European Convention on Transfrontier Television» (1989) and «Audiovisual Media Services Directive» (2010): regulations based on a calculation of percentages of territorial allocation of its financing and equipment, while ignoring elementary cultural elements such as linguistic choice. Regarding the methodological approach of our paper, our starting point is an intensive documentary analysis methodology, involving a critical and exhaustive review of essays, legislations and reports, as a result of applying controlled hermeneutics through inference, in the manner of Bardin (2013), Chevrier (2009), Krippendorf (2013) and López-Noguero (2002), in which we have sought to infringe standard deviations such as the «fetishism of empirical data» (Zunzunegui, 2007), to elaborate on linguistic and cultural diversities themselves (Ledo-Andión & Castelló-Mayo, 2013).

Id: 23515

Title: A Smarter Toronto: Some Reassembly Required

Session Type: Individual submission

Authors:

Name: Bob Hanke

Email: bhanke-at- yorku.ca

Country: CA (Canada)

Affiliation: York University

Abstract: In 2017, the Toronto Region Board of Trade's "Framework for a Smarter Toronto" called for "collaborative action" to shape a smarter Toronto vision and respond to the Canadian government's "Smart Cities Challenge." On October 17, 2017, Waterfront Toronto announced that it had selected Sidewalk Labs, a subsidiary of Alphabet Inc. and sibling company to Google, to be its "innovation and funding partner" in the development of "Quayside," a 12-acre site on Toronto's eastern waterfront. Together, they formed "Sidewalk Toronto" and began a public engagement process. My research explores how the "smart city" vision has played out amongst various urban stakeholders in the initial phase of planning and consultation leading to a Master Development and Innovation Plan. "Quayside" is a site of contestation over the production of a future neighbourhood "code/space" (Kitchen & Dodge 2011) and global hub for the urban innovation industry in the age of "surveillance capitalism" (Zuboff 2019).

Aligned with recent scholarship that goes "inside smart cities" (Karoynen, Cugurullo & Caprotti, 2019), I take an assemblage approach (Haarstad & Wathne 2019) to this "project" (Picon 2018), actors, technologies and resources. The articulation of technological innovation and testbedding (for products, digital infrastructure, neighbourhood-scale software-defined networks, software-mediated systems and urban data architecture) and the political (data governance, government policy and regulation, citizens) is complex because it is contextual and contingent. On the one hand, there is a surging field of "urban informatics" that projects can draw on to help solve urban challenges (Barns 2017). On the other hand, selecting an Alphabet Inc. private company that could commit US \$50 million before having a plan risked solution misalignment and raised concerns about data governance and democratic principles of urban design, planning and development.

As Haarstad & Wathne (2019: 104) note, "actually existing smart city projects are negotiated (assembled) using resources and materials that already exist locally." From the beginning, this project to make Toronto smarter has provoked criticism. Due to various issues and concerns, there have been calls to slow down or pause the planning process. The initial year-long process leading to a draft plan has been extended into 2019. If we accept the idea that a smart city project is a "frame under which a whole range of interests, agendas and projects are continuously negotiated" (Haarstad & Wathne 2019: 105), what is the role of media in representing the actors, the process, opportunities and benefits, risks and consequences?

Rather than examining smart city discourse (Harrstad 2017), this paper focuses on the media discourse surrounding this project. What has been the media discourse and framing? What thematic issues have been emphasized, obscured or neglected? What visual representations of the project

have shaped the socio-technical imaginary? To supplement analysis of an archive of mixed media materials, I also draw on fieldwork of the public engagement process and the Digital Strategy Advisory Panel to understand the push-and-pull movement between Sidewalk Labs's project vision, solutions, strategies (including lobbying and "building influencers" to ensure support), and mounting criticism from various perspectives. The public debate reveals that some reassembly is required.

Id: 23562

Title: The Materiality of Social Media-Based Payment Transactions

Session Type: Individual submission

Authors:

Name: Dhiraj Murthy

Email: Dhiraj.Murthy-at- austin.utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

Name: Amelia Acker

Email: aacker-at- ischool.utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

Abstract: Increasingly, social media technology is transforming payment technologies into social payment platforms. Networked payment technologies like US-based Venmo and Facebook's friend-to-friend payment involve layers of software updating, rolling out new social/platform integration features, security features, and mobile device operating system updates. The networked materiality of payment transactions is then increasingly a phenomena of importance for internet researchers to examine. While most previous studies about social payments focus on payment function, how users store value on devices, trust the technology rollout, make sense of social ratings (such as rating your Uber driver), or the financial practices of mobile banking in development contexts of the majority world, our research is concerned with the emerging social practices in the specific case of Venmo payments.

Payments on Venmo appear in a public transaction feed and a user must opt out of the public feed in order to make payments notifications private. While the public feed never includes the amount of money requested or paid between users, it will include user names and a memo field that usually includes a description of the transaction or charge. Early in the public feed, users began to use emoji in the memo field to indicate the purpose of payment (e.g., "thanks for the...[pizza], [beer], [gas]").

We are interested in the unfolding emoji/inscription practices of users and tracing the platform affordances for these ideographic notations that make Venmo payments social and by extension, a new kind of writing and networked data inscription. By following these changes historically, we can examine how users interact with the strong hand of the platform's autocomplete algorithms. "Listening to infrastructure" allows researchers to understand the hidden, ways in which these standards and how technology is made through users. Our study asks how are Venmo payment transactions a new form of social media data and what do they tell us about the distributed materiality of mobile networks? Many researchers have explored how cashless payments can impact the social function of transactions and can lead to emotional stress and fear about surveillance and control over personal data. Most research on Venmo has studied social network ties and types of payments. However, we are specifically interested in discussing how the Venmo public transaction feed makes mobile payments and receipts of those transactions unique social

media data traces documenting how people annotate and build a sociality around these payment memos in the public feed. As such, this case study specifically examines the platform ‘affordances’ including the public feed. Following Ellison’s vanguard work on social networking site classification, we approached the Venmo payments platform as a diverse but coherent category of social media that involves a user account with icon (i.e. Profile), platform integration with other networks such as Facebook, and a user network with a friends list. Our larger argument is that Venmo transaction feed with a variety of memo types gives internet researchers a broader perspective of theorizing how network technology is made in and through unfolding social networking features such as the distributed materiality of receipts.

Id: 23574

Title: Developing a methodology for understanding urban behaviour: putting citizens in the focus by integrating urban data and urban citizenship dimensions

Session Type: Individual submission

Authors:

Name: Olga Tsoumani

Email: olga.tsoumani-at- imec.be

Country: BE (Belgium)

Affiliation: imec-SMIT-VUB

Name: Shenja van der Graaf

Email: shenja.vandergaaf-at- imec.be

Country: BE (Belgium)

Affiliation: imec-SMIT-VUB

Abstract: The key aim of the present paper is to introduce a methodology for understanding vast amounts of urban behavioural data by taking into account both the context in which behaviour unfolds and the citizen as the actor of behaviour. More specifically, it proposes a process map for integrating urban behavioural data as captured by various digital technologies, sensed contextual data and information about the broader, underlying dimensions of citizens' behavioural engagement with their urban space. Such a methodology serves the double purpose of minimizing the risk of addressing citizen needs and preferences based on purely quantified behaviours, disconnected from their context and actors, as well as maximizing the information granularity needed for better-informed city decision making and urban policy design.

In the present era of 'urban intelligence', the pervasive presence of ubiquitous and digital communication devices transforms the urban space into a system which aspires to be highly 'intelligent' and 'responsive' to citizen behaviour. In such urban settings, data on citizen behavioural patterns are being captured and communicated in massive quantities. Supported by innovative artificial intelligence analytics, the information included in such data serves as heavily weighted decision criteria in various sectors of urban life, including healthcare, mobility, safety, nature sustainability, and commerce.

Based on the assumption that such big data-driven knowledge is sufficient for understanding citizen needs and preferences, an array of services, technological solutions, urban policies and behavioral change interventions are developed accordingly. We content that over-reliance on quantified behavioural patterns, disconnected from their context and actors, is an inadequate approach to utilizing the vast amounts of data offered by digital communication and information technologies. As a result, the above developments fall short of fulfilling the goals of enhancing citizens' experience of their space and interactions, strengthening their inclusion in urban governance and improving their overall well-being.

As a solution, a process map is created towards a more comprehensive and coherent interpretation of urban data. We start by developing a method to assess and gain insights into citizens' broader,

underlying behavioural dimensions. The term ‘urban citizenship’ is used to describe these underlying dimensions, drawing upon the discourse of citizenship in terms of interaction with the urban space and the strong focus of ‘urban intelligence’ on citizen behavior. Next, we map the combination of domain-specific behavioural and contextual data (for example, mobility behaviour and weather conditions) on urban citizenship dimensions. As a final step, the knowledge derived from this multifaceted citizen approach is incorporated in recommendations to city governments and public institutions on how to address relevant urban questions. The application of this proposed methodology has the potential of bringing the urban citizen, whose behavior is now understood in a synthetic way, back to the focus of city decision making, urban policy development and ‘intelligent’ technological design.

Keywords

Data; behaviour; urban; citizen; citizenship; context; city governance; urban policy; city decision making

Id: 23590

Title: Exploring ethics and values in data science training

Session Type: Individual submission

Authors:

Name: Aphra Kerr

Email: aphra.kerr-at- nuim.ie

Country: IE (Ireland)

Affiliation: Maynooth University, Ireland.

Abstract: Data science is the study and application of data to inform decision-making, often in the belief that it can improve outcomes. While much attention is paid to artificial intelligence, sensors and computing, less attention is paid to the humans who work with the technologies – apart from a range of policies to increase the number of them. Yet, as Beer (2018) points out, the power of data is in the hands of those who can interpret it. Data is not neutral and outcomes depend on what data is being used, how it is gathered, who is making the decision, why they are making the decision, who the decision is being made about and who else may be affected, issues which lie at the core of big data and algorithmic culture debates (Kitchin, 2014; Kelleher and Tierney, 2018). As recent data scandals involving Facebook and Cambridge Analytica reveal, data science workers can create services which introduce new social and political inequalities with little to no recourse. Despite a visible increase in discourses about ethical frameworks, and the need for legal frameworks to protect data privacy, in Europe it is far from clear if these policy solutions are adequate to protect individual and collective rights from such behaviour.

To date there has been little exploration of the ethical or value based education and training of data science workers as they begin their professional formation. Emerging out of statistics and computer science staff and students have not traditionally had to concern themselves with human subject type ethical oversight in their research or training (Metcalf and Crawford, 2016). In this paper we examine the training and curriculum of a sample of formal and informal data science curricula to explore the attention given to ethical values, including human rights and dignity. We are particularly interested in the practical ‘real world problems’ and ‘creative solutions’ used to ground their ethical education. To what degree can their work be made accountable and transparent? To what extent does the social good and ‘bottom-up’ uses of data influence the agenda? Existing research highlights the highly contextual nature of the ethical concerns raised in practice (Kennedy, 2016, Turow, 2012). Are data scientists prepared to take on the mantle of data ethicists in the workplace, or in the academia? If not we may need more radical policy solutions.

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Metcalf, Jacob, and Kate Crawford. 2016. "Where are human subjects in Big Data research? The emerging ethics divide." *Big Data & Society* 3 (1):

Id: 23592

Title: Is All Extremist Content Online Created Equal'

Session Type: Individual submission

Authors:

Name: Kate Coyer

Email: coyerkc-at- spp.ceu.edu

Country: HU (Hungary)

Affiliation: Central European University

Abstract: “Countering Violent Extremism” has become a sweeping term for a broad array of activities ranging from grassroots initiatives, to civil-society campaigns, to corporate responses, to governmental strategic communications. UN Special Rapporteur for Freedom of Expression David Kaye argues: “By ‘balancing’ freedom of expression and the prevention of violence, the programmes and initiatives aimed at countering ‘violent extremism’ have – often purposely, sometimes inadvertently – put at risk or curtailed the independence of media,” calling CVE programs that monitor content online for removal themselves forms of surveillance. For better or worse, CVE has become an industry unto itself, and a global framework for considering the different – and often contradictory – responses from governments, companies, and civil society.

Internet companies are under increased pressure to counter extremism online. Most of these efforts at the platform level have fallen under the realm of content and account removal. Other efforts focus on counter narratives- neither of which are supported by sufficient evidence as to their effectiveness. The Institute for Strategic Dialogue (ISD) defines counter-narratives responding to extremism as messages that offer “a positive alternative to extremist propaganda, or alternatively aims to deconstruct or de-legitimise extremist narratives” (see Tuck & Silverman, 2016). Counter-speech itself is as varied as the kinds of extremism it responds to. The assumption underlying counter messaging programs is that exposure to an alternative set of facts or interpretations, debunking myths, and exposing lies will alter attitudes and behaviors. These are long term impacts being sought that are not easy to measure or quantify. But what does that look like at the platform level? Google and Facebook have trained NGOs working in anti-extremism how to use keyword advertising, but current initiatives go much further by adding targeting, curating and video promotion.

One other avenue being explored is redirection. This paper explores the Redirect Method, a project of Moonshot CVE and Google’s Jigsaw, which uses Google’s Adwords targeting tools to deliver curated local content when internet users search for selected keywords identified as extremist. The project poses a wide range of critical questions, as well as exploration of the possibilities for alternative interventions from content and account removal. The Redirect Method also cycles back to the question of whether or not exposure has an impact when evidence points to the social network around exposed content is at the heart of informational power. However, the Redirect Method also subverts the model of advertiser driven search, presenting further challenges to Google’s claim of neutrality in its search algorithm. The method also raises a number of serious privacy and data protection concerns, as well as core questions about information access and online search, and fundamental questions of information freedom online.

Id: 23631

Title: Uncertain Infrastructures and Volatile Territorial Formations: State Capture in Neoliberal Times

Session Type: Individual submission

Authors:

Name: Angela Arias Zapata

Email: aaz273-at-nyu.edu

Country: CO (Colombia)

Affiliation: New York University

Abstract: In this paper, I analyze the distinctions between rural and urban areas in Colombia in terms of their articulation around broadcasting and mobile telephony infrastructures. Official narratives indicate that the distinction between urban and rural is something municipalities decide -a consequence of the democratization process in the late 1980s and early 1990s and the subsequent recognition of regions' political and administrative autonomy. Further investigation on the matter (based on archival research and in-depth interviews) reveals that there is an awareness on the part of central national-level authorities that illegal economies and corruption make impossible to know what is the real state of communication infrastructures in rural areas. Electoral politics gets in the way of a genuine interest for accuracy and problem resolution in the context of vulnerable rural areas. Moreover, the definition of rural and urban is unstable and follows the convenience of local political elites, allied with illegal economies and corporate interests.

Based on these findings, I argue that, rather than being a force opposed to the state, illegality and cronyism associated with corruption in the context of electoral politics are a form of State power. Specifically, a neoliberal reformed State, instrumentalized by corporate power. In the wait for the market to arrive, market-friendly legislation appears as a volatile discourse that disavows the capture of state economic resources on the part of corporations. This reinforces a colonial notion of territorial formations; the idea that rural areas are wild lands and their inhabitants are either criminals or uncivilized communities, still disconnected from the Colombian nation. In this case, the illusion of wildness and uncertainty about what happens in rural areas is necessary for capital accumulation under Neoliberalism; it obfuscates the existence of precarious labor, as well as the connection between communities and their territories, portraying the latter as empty.

As a young scholar, I would like to be considered for a joint CPT/ESN session.

Id: 23709

Title: #ViolentosComoAMLO: las semánticas de la insurrección ante la guerra sucia y las noticias falsas durante el proceso electoral mexicano en 2018

Session Type: Individual submission

Authors:

Name: Enrique Chaparro

Email: e_iturralde-at- comunidad.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: Los sitios de redes sociales son, entre otras cuestiones, espacios de disputa narrativa entre los diferentes sectores de una sociedad. Por ellos cruzan lo mismo las estrategias coercitivas desarrolladas por grupos de poder gubernamental y político que tienen el fin de manipular a la opinión pública, que los contra discursos de la protesta ciudadana.

En el presente trabajo se hace una revisión sobre una de las tendencias que circuló en Twitter durante el Proceso Electoral 2018 en México y cuyo título fue #ViolentosComoAMLO, Hashtag concertado desde múltiples cuentas de políticos y agrupaciones del entonces partido oficial, el Partido Revolucionario Institucional (El PRI) para atacar al candidato a la presidencia de México que entonces encabezaba las encuestas de popularidad, Andrés Manuel López Orador.

La pregunta que originó la presente investigación es:

¿Cuál fue la reacción de los usuarios de una red sociodigital como Twitter ante los ataques al candidato a la presidencia de México que más popularidad tenía en las encuestas?

Mediante un análisis de contenido de una muestra de los tuits del hashtag #ViolentosComoAMLO, trending tópic los días 15 y 16 de abril de 2018, se encontró que, paradójicamente, quien fuera el candidato más mediáticamente atacado durante el periodo de campañas, al mismo tiempo contó con el apoyo de muchos usuarios en esta red social.

Ellos lograron tener una participación activa en los ataques contra López Obrador en Twitter, en un fenómeno que, en este trabajo se denominó semánticas de la insurrección: giros semánticos en los que se cambió el sentido negativo original programado por quienes lanzaron los ataques en contra del candidato, para tornarlo en mensajes en su defensa o desestimando la legitimidad de sus atacantes.

Tal comportamiento fue análogo a la popularidad del candidato que mostraban las encuestas de periódicos y medios electrónicos, lo que permitió tener un panorama sobre la preferencia de los votantes.

Los simpatizantes de AMLO actuaron de forma crítica y organizada ante cuestiones como la guerra sucia y las noticias falsas en Twitter. Esta situación parece ser una constante que continúa en fechas recientes, en el terreno de Internet y las redes sociales, donde el ahora Presidente de México parece contar con una base de apoyo en usuarios del sitio, por lo menos mientras mantenga niveles altos de popularidad.

Crisis, Security and Conflict Communication Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19506

Title: Surgical Strikes: How Indian mainstream media and Kashmir's local media reported the border conflict

Session Type: Individual submission

Authors:

Name: Samartha Srivastava

Email: samarthasrv(at) gmail.com

Country: IN (India)

Affiliation: Jamia Millia Islamia

Abstract: India and Pakistan have been in a geopolitical tussle since independence from the British in 1947. One of the biggest issue of contention since the beginning has been the territorial dispute regarding Kashmir. This has led to multiple wars, agreements and pacts, and has constantly been raised at the United Nations. The rise of militancy since 1989 has led to many acts of cross-border violence. The most notable of these in the recent times are the 2016 Uri attacks perpetrated by Pakistan-based militant factions, and the subsequent retaliatory surgical strikes by India in Pakistan-Occupied Kashmir. This paper aims to study and compare the reporting trends by the Indian national media and Kashmir's local media in reporting the September 2016 surgical strikes. As media is the mirror of the public beliefs and also has the power to build opinions, the study will serve as an attempt to better understand the differences between the general public opinion of the State of Kashmir and that of the rest of India through a study of media consumed by the people of the region. This study is based on the Agenda setting theory (McCombs & Shaw, 1972), and Bernard Cohen's observation that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. The world will look different to different people depending on the map that is drawn for them by writers, editors, and publishers of the paper they read." This will also help us comprehend how this territorial dispute affects the local populace of the region. This research will study the reporting styles of Greater Kashmir (Kashmir's most widely circulated local newspaper), and Times of India (India's most widely circulated national newspaper) in a comparative perspective.

The study uses quantitative and qualitative data analysis for comparison. Quantitative analysis of the news stories involves recording down the number of Front page stories, Inner page stories and editorials that are carried out by both the newspapers and tabulating the results.

Qualitative research here involves data analysis through constant comparative analysis technique, which was first articulated by Glaser and Strauss (1967) and has subsequently been refined (Lincoln & Guba, 1985).

Keywords: Surgical strikes, conflict communication, crisis reporting, Kashmir, agenda setting

Id: 19802

Title: Mediatization of Conflict in the Social Media Era - A Case Study of Sino-Indian Border Crisis in 2017

Session Type: Individual submission

Authors:

Name: Shixin Zhang

Email: shixin.zhang(at) nottingham.edu.cn

Country: CN (China)

Affiliation: University of Nottingham Ningbo China

Abstract: Please note that this article is currently under review at an academic journal for publication. Do not disseminate.

Inspired by the concepts of Arrested War and ANT (Actor-Network Theory), this study has traced and analyzed three main actors in the wars and conflicts in the social media age: social media platform, the mainstream news organizations and online users. These three human and non-human actors associate, interact and negotiate with each other in the social media network surrounding specific issues. The central argument is that social media is playing an enabling and constraining roles in contemporary wars and conflicts. Both professional media outlets and web users employ the functionalities of social media platforms to set, counter-set or expand the public agenda. Social media platform embodies a web of technological and human complexities with different actors, factors, interests, and power relations. These three actors and the macro social-political context are influential in the mediatization of conflict in the social media era.

In recent years, there have been growing researches and literatures that adopt the concept of mediatization of conflicts/wars. Cottle (2006: 8-9) emphasized the complex ways in which media are implicated within conflicts. McQuail (2006) pointed out that the historical conditions for war have changed. Hoskins & O'Loughlin (2015) argued that the process of mediatization is uneven and they divided the process into three phases: Broadcast War, Diffused War and Arrested War. Arrested War is 'characterized by the appropriation and control of previously chaotic dynamics by mainstream media and, at a slower pace, government and military policy-makers' (ibid). However research on mediatized conflicts is still at an early stage, awaiting theoretical and conceptual development (Mortensen, et al, 2015). And most researches in media and conflict are confined to the western democracies. To fill in these research gaps, this study will address two research questions:

RQ1. How do the professional media outlets frame the conflict/crisis on social media in China?

RQ2. How do the different actors in relation to crisis negotiate, act and interact via social media?

This study adopts both quantitative and qualitative research approaches on the basis of case study, content analysis and textual analysis. The Sino-Indian border crisis in 2017 refers to the Sino-Indian standoff in the Doklam region of the Himalayas where the borders of China, India and Bhutan converge. The target research subject is Global Times' (GT) news posts and users' comments on Weibo. Unit of analysis is each post/comment. The sampling time period was set for two months from 26 June to 28 August 2017. A total of 71 GT posts and 1,409 users' comments were collected.

This research has significant implications for the study of mediatization of conflict. Theoretically this project has proposed and tested a new analytical model by integrating mediatization of conflict concepts with ANT. It also provides up-to-date empirical evidence through non-Western lens.

Id: 19900

Title: Eye tracking study of participant attention in Simulated Virtual Intergroup Contact as predictor of change in emotions, perceptions and positions toward the outgroup

Session Type: Individual submission

Authors:

Name: Nili Steinfeld

Email: nilisteinfeld(at) gmail.com

Country: IL (Israel)

Affiliation: Ariel University

Name: Ohad Shaked

Email: shakohad(at) gmail.com

Country: IL (Israel)

Affiliation: Haifa University

Abstract: One of the most influential theories in the field of intergroup relations is the Contact Hypothesis, according to which interaction between individuals of conflicted groups can reduce stereotypes, cultivate mutual understanding and lead to change in emotions, perceptions and even political attitudes (Allport, 1954; Dovidio, Gaertner & Kawakami, 2003; Jolly & DiGiusto, 2014; Pettigrew & Tropp, 2006). However, geographic, cultural and social segregation often set obstacles to coordinating positive physical contact sessions (Amir, 1969; Ellis & Maoz, 2007; Maoz, 2009; McKenna, Samuel-Azran & Sutton-Balaban, 2009). Recently, a new methodology was developed- Simulated Virtual Contact (SVC) (Author), in which participants watch prerecorded video messages by an outgroup member in a closed Q&A structure. SVC enables participation anytime, from anywhere, narrows psychological barriers preventing individuals from participating in a face-to-face contact and helps overcome complexities of gathering participants to a contact session, offline or online.

The study employed this methodology in an eye-tracking experiment, to measure participants' attention during the session. Previous research demonstrates that the eyes are drawn to informative areas in a scene and that cognitive processes influence and are influenced by ocular behavior (Boyer, Maouene & Sethuraman, 2017; Hoffman & Subramaniam, 1995; Rayner, 2009, Richardson & Dale, 2005; author, 2016; Velichkovsky, 1995). This has led researchers to study eye movements as a measurable marker of attention (Marquart, Matthes & Rapp, 2016; Williams, 2013).

89 Israeli students were requested to watch several video recordings of a Palestinian sharing his life story. Participants' eye movements were recorded throughout the experiment. 14-10 days prior to the experiment, and again after the experiment, participants filled a questionnaire measuring emotional and perceptual attitudes toward Palestinians and the Israeli-Palestinian conflict.

Several significant differences were found in participants' pre and post-session positions toward Palestinians: Negative emotions and lack of trust in Palestinians decreased, belief in Palestinians' ability for change increased.

Participants' eye movements reflected prior attitudes toward acquiring new information on Palestinians and will to engage in contact: The more will participants expressed to engage and learn about Palestinians prior to the experiment- the more they focused their gaze directly on the character on screen.

Furthermore, important correlations between participants' ocular behavior and change in positions toward Palestinians were found: Participants who tended to look straight at the Palestinian character expressed increased positive change in attitudes toward Palestinians after the session in questions concerning belief in Palestinians' ability to change, acknowledgment in a shared identity between Israelis and Palestinians and empathy, and increase in willingness to compromise in the context of the Israeli- Palestinian conflict.

Finally, the more participants perceived the interaction as realistic and interesting, the more they focused their gaze directly on the character.

The paper discusses the effectiveness of SVC and what can be learned from participants' eye movements on their attitudes toward the outgroup and the session itself. This study is a pioneer in applying eye-tracking methodology to the field of conflict resolution, as a measurement of participants' attention and experience of the session, and as a possible predictor of session effect.

Id: 19999

Title: Sustaining Public Support in War on Terror: A Case Study of Pakistan's Military's Use of Social Media

Session Type: Individual submission

Authors:

Name: Muhammad Khalil Khan

Email: khan(at) zju.edu.cn

Country: CN (China)

Affiliation: Zhejiang University, Hangzhou

Abstract: The 21st century offers an illustration of a landscape for a new battle of winning hearts and minds. Insurgents, terrorists, and nonstate actors are more competent and more active than ever before in creating a master narrative to challenge the state's strategic narrative, political credibility and legitimacy of a public war. Therefore, the state and military must uphold the widespread public support in their struggle against adversaries to counter their virulent propaganda against the state. Strategic military narratives presumably influence public perception of the causes and prospects of wars. Such perception plays a central role in attracting public support and in reining in hostile national segments.

This study examines Pakistan's military's strategic use of social media in encouraging and sustaining public support for the fight against terrorism in Pakistan. Twofold methodology is used: analysis of the contents of military Facebook posts and public engagement analysis to answer the research question: how are different strategic patterns (frames and formats) used on social media to engage the Pakistanis in their institutional efforts to counter the master narrative (a narrative of Islamic jihad against infidels that is deeply rooted in Islamic culture) of terrorists in Pakistan? Its findings indicate that Pakistan's military used significantly different types of strategic patterns in response to a fast-changing security situation in the country. Patterns (both frames and formats) are used strategically to facilitate public-military and people-to-people engagement. Motivational frames and video posts are the most dominant patterns of communication used to enhance public participation in and to generate dialogue between military and public in the war against terrorism in Pakistan. This study also indicates that different formats and frames used by Pakistan's military on social media significantly mediated the public-military engagement among different segments of society during the critical phases of Pakistan's ongoing war against terrorism.

Keywords: social media, strategic patterns, Facebook, public-military engagement, Inter-Services Public Relations, terrorism

Id: 20112

Title: The role of ICTs in Community Building and Reconciliation in post conflict Northern Uganda: A case of #Let'sTalkUganda

Session Type: Individual submission

Authors:

Name: Juma Kasadha

Email: jkasadha2-c(at) my.cityu.edu.hk

Country: HK (Hong Kong)

Affiliation: City University of Hong Kong

Abstract: There are relatively few studies that examine the use of ICTs media as tools that can be used or have been used to bring about reconciliation in war torn or conflict prone regions in Africa. In particular Uganda, that has positioned itself as a lead troop contributor to the UN-AU Regional Task Force in different conflict management and reconciliation initiatives. The #Let'sTalkUganda was a 2016 initiative that aimed at engaging people of northern Uganda and Kampala in dialogue, with a focus on the youth, on issues faced by post-conflict societies in order to promote understanding and reconciliation, to further transitional justice process in Uganda. In this study, we examine how use of ICTs such as social media platform of twitter was and is being used in post conflict societies to contribute towards community building and reconciliation processes in once war ravaged northern Uganda. Started in 2016 during the trial of Dominic Ongwen trial at the International Criminal Court (ICC), #Let'sTalkUganda has enabled post conflict societies in northern Uganda to share different viewpoints and also contribute to how best the community can recover from suffered war atrocities. Using NodeXL a social media analysis application, data of 27 months (June 12, 2016-September 9, 2018) was extracted to analyze how social media platform of twitter was and is being used by reconcile and build a post conflict community of Northern Uganda. Findings from a semantic analysis evidence that from the 1625 users/nodes present in the data collected, the interconnectedness of users was 0.00103 and modularity evidencing the separation of clusters at 0.681. The interconnectedness and modularity evidence that the use of twitter platform in the #Let'sTalkUganda enabled communities in Northern Uganda to follow ICC proceedings in the trial of Ongwen and also contribute on issues of transitional justice and reconciliation in Northern Uganda

Id: 20116

Title: "Community of difference' in contemporary urban places: Tales of three areas in Seoul

Session Type: Individual submission

Authors:

Name: Yong-Chan Kim

Email: yongckim(at) yonsei.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Yonsei University

Name: Yeran Kim

Email: yeran(at) kw.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Kwangwoon University

Name: Younggil Chae

Email: chaeyounggil(at) gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Hankuk University of Foreign Studies

Abstract: Contemporary metropolitan cities are built on differences. The capacity to understand and deal with differences has become even more critical for individual and collective well-being in metropolitan cities. The purpose of this study was to develop a communication perspective (termed community-of-difference perspective) that will guide our understanding of various ways in which metropolitan city residents experience and manage (or fail to manage) differences in their residential places. As more specific aims, we discuss (1) types of differences and conflicts urban residents have experienced; (2) communication strategies leveraged to solve problems related to various types of differences and conflicts in urban places; and (3) how to classify urban local communities based on the ways in which differences and conflicts were dealt with through communication.

For this study, we conducted in-depth personal interviews (n = 30) and 12 focus group interviews (n = 96) between December 2018 and March 2019 from three study areas in Seoul—Sungmi-san, Haebang-chon, and Daerim-dong—as places experiencing unique issues related to differences.

Key findings:

- 1) Differences in urban local communities can be categorized into at least four types: identity-based (who they are and where they belong), value-based (what they believe), action-based (whether and how they participate), and socio-spatial (where and how long they have been in a place) differences.
- 2) Two types of conflict exist in urban local communities: (1) difference-reduction conflicts produced to reduce, avoid, or eliminate differences ultimately for one's own benefit; and (2) difference-management conflicts arising from concerns about how to find ways to live with and manage differences.

3) We can conceptualize two different types of communication for dealing with conflicts: (1) difference-reducing communication (communication among those sharing identities, values, and action plans as resources to find and strengthen in-group connectedness while reducing, avoiding, or eliminating differences between groups); and (2) difference-managing communication (communication among those with differences that does not avoid, reduce, or ignore differences among local residents).

4) Four different types of communities were determined that correspond to the ways in which differences were addressed by various types of communication strategies: (1) denial (top-down, repressive relationship between powerful and weak groups); (2) agonistic (competitive relations among different groups); (3) cohabitation (safe distance from different others for survival); and (4) coexistence (preserving singularities while recognizing the other's differences). The differences relate to perception, relation, behavior, and communication. Each type was not predetermined or fixed but constantly experiencing dynamic, complicated processes of changing, overlapping, and transitioning. These processes depended on the forms, functions, and contexts of the communicative activities taking place among different community groups and their capacity to utilize communication infrastructure to identify and solve problems arising from differences.

Id: 20189

Title: Information disorder and Political Polarisation in a deeply divided society: The case of post-conflict Northern Ireland

Session Type: Individual submission

Authors:

Name: Paul Reilly

Email: p.j.reilly(at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Abstract: Much of the research on ‘fake news’ to date has focussed on how elections and referenda between 2015 and 2017 were affected by disinformation manufactured in ‘fake news factories’ in countries such as Macedonia, amplified by bots on social media in order to sow confusion and disunity (Shao et al, 2017; Woolley and Howard, 2017). In contrast, there has been relatively little discussion of the impact of mis-and disinformation within deeply divided societies. This paper deploys Wardle’s theoretical framework of information disorder, rather than the unhelpful term ‘fake news’, in order to examine these issues within the context of post-conflict Northern Ireland. Two decades after the Good Friday Agreement, there remains a ‘negative peace’ in the contested polity; while there has been an overall reduction in intercommunal violence, little progress has been made on the resolution of conflict legacy issues, with zero-sum perceptions of politics and space held by Catholic and Protestant communities largely undisturbed. In this context, moral panic discourses about social media have emerged after information flows on Facebook and Twitter were linked to the intercommunal violence seen during contentious episodes, such as the street protests that erupted in December 2012 after Belfast City Council voted to alter its protocol on the flying of the union flag over City Hall. Yet, there remains very little empirical or theoretical investigation of these information flows, or the contextual factors that explain why disinformation propagators use these platforms to inflame sectarian tensions during such incidents. This paper sets out to address this gap in the literature by exploring the distinctive characteristics of dis-and misinformation within the Northern Irish information ecosystem. Drawing on the key findings of a qualitative study of the role of Facebook, Twitter, and YouTube in the union flag protests and the Ardoyne parade dispute (2012-2015), it explores how these platforms were used to share mis-and disinformation that had the potential to increase the likelihood of violence surrounding such incidents. The contributions of so-called ‘Shinnerbots,’ volunteers mobilised on Twitter to drown out criticism of Sinn Féin, and parody accounts such as Loyalists Against Democracy (aka LADFLEG) to these partisan political debates will also be examined. Finally, the paper will analyse public opinion data, such as the Northern Ireland Life and Times Survey, to explore whether information disorder is a symptom of the decline in public confidence in both the news media and the dysfunctional power-sharing institutions in Northern Ireland. Results indicate that online information flows relating to mis-and disinformation have a very short lifespan due to the factchecking of citizens and professional journalists. While there have been few incidents of sectarian violence thus far attributed to false information shared online, the contestation of contentious political issues on social media is typically antagonistic and sectarian in nature. The high levels of political polarisation that persist in the deeply divided society mean that information disorder is likely to remain an ingredient of these contentious episodes for the foreseeable future.

Id: 20300

Title: Personal and Social Risk-Taking as Survival Tactics: Conceptualizing Risk and Risk-taking Among Koreans

Session Type: Individual submission

Authors:

Name: Yungwook Kim

Email: kimyw(at) ewha.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Name: Nari Kim

Email: narikim(at) hotmail.com

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Abstract: Generations that lived through the Korean War still dwell, not forgetting the horrors they were exposed to, while the new generations live in fear of being secretly filmed by strangers. Young or old, financial difficulty is still one of the risks feared by most people. There is no doubt that historical, cultural and social factors play significant roles in building perceptions of risk among Koreans. Not only that, these factors would be the key elements used to differentiate comprehension of 'risk' by people from other cultures, which is why definition of 'risk' can only be subjective. Therefore, finding out how Koreans perceive risk is meaningful academically, as it will contribute in development of risk communication.

Despite Koreans' vulnerability of being exposed to various types of risks with repeated occurrence of risk-related fatalities, there are still lack of sensitivity on risks among Koreans. A phenomenon called 'safety frigidity' describes Koreans' numbness to danger or risks near them. In other words, Koreans response to risks is poor. Safety frigidity is one of the few words the Korean media use when describing the Korean society. Such phenomenon can affect people's risk-taking behaviors, as insensitivity in acknowledging risks could encourage people to take dangerous activities. These tendencies have been studied extensively in the scholarly area of risk-taking and edge-work.

There is an extensive literature done about Western people's perceptions of risk by Western experts, yet little empirical study has attempted to investigate how risk is perceived by Koreans. Definition of risk is dependent on cultural and social environments. Understanding people's perception on risk is a key element in comprehending individuals' risk-taking behavior. This study has two research goals. First, investigating Koreans' perceptions on risks, and second, based on the findings, examining why Koreans continue to take the risks that could possibly lead to life-threatening consequences.

In this paper we present findings from our qualitative investigation on a group of Koreans' risk and risk-taking knowledge and experiences using in-depth interviews. Interview content analysis to find out the roles played by risk epistemology in participants' daily lives following the open-ended coding is conducted using descriptive thematic analysis. Qualitative interpretations allow to understand components shaping concepts of risk by people. The analysis focuses on key

themes, narratives, definitions, discourses, rhetorical, expressive devices and personal histories, emerging from the transcribed interviews.

By doing so, we explore how Koreans define risk and the views used to express ideas about risk-taking. To find out perceptions on risk among Koreans, we tentatively conceptualized three major aspects of risk: physical, financial and social. Based on these aspects we tentatively found four dominant ideas on risk-taking in our interviewees' accounts: to be an in-group, to save face, to boost self-efficacy and for their livelihood. We then assessed how these lead to survival tactics as a consequence. Theoretical ramifications and practical applications will be discussed further based on the interview results.

Id: 20306

Title: Victims or Intruders' A Comparative Analysis of Refugee Portrayals in the News in Turkey, Bulgaria, and the UK

Session Type: Individual submission

Authors:

Name: Emel Ozdora Aksak
Email: emel.ozdora(at) bilkent.edu.tr
Country: TR (Turkey)
Affiliation: Bilkent University

Name: Daniela Dimitrova
Email: danielad(at) iastate.edu
Country: US (United States)
Affiliation: University of Iowa

Name: Colleen Connolly-Ahern
Email: cuc15(at) psu.edu
Country: US (United States)
Affiliation: Penn State University

Abstract: As one of the worst humanitarian crises in modern history affecting millions, the Syrian refugee crisis has been studied by scholars from various disciplines. This qualitative study adopts “a social perspective in the cross-cultural study of media texts” (Shirazi, 2013 p. 36), and utilizes Critical Discourse Analysis (CDA) to examine the discursive representation of refugees by newspapers in three countries, the UK, Bulgaria and Turkey between the years 2011-2014 to uncover and compare discourses within national contexts. The authors believe that such a qualitative study will help to gain a deeper understanding of the discursive media representations and coverage of Syrian refugees within a human rights perspective. The escalation of the numbers of migrants and refugees due to political pressures and conflicts poses new challenges for the representation and mediation of migrants and refugees' rights and human dignity. Thus, how journalism and communication can empower individuals to reinforce their rights, challenge stereotypes and discrimination, and foster acceptance of migrants and refugees needs to be studied extensively. Study of language is important to understand the representation of refugees by the media as language does not merely describe but in fact constructs versions of identities and social groups (McKinlay & McVittie, 2011).

The study covers the years 2011 to 2014, starting with the stories that cover the beginning of the civil war in Syria and include the most active first three years of the crisis. Two popular and highly reputable daily newspapers from Turkey (Hurriyet and Cumhuriyet), Bulgaria (Dneven Trud and Standard), and the UK (The British Guardian) were analyzed qualitatively to reveal the discursive representation of refugees and compare the major discourses utilized by media in the three countries. Van Leeuwen's (2008) discourse as social practice discursive categories were used in the analysis, which may be listed as collectivization vs. individualization, spatialization, nomination, relational identification, and classification. In addition, van Leeuwen's (2008) recontextualization of

social practice categories were used to further study the news stories about refugees, which included: substitution, rearrangement, deletion, and lastly addition. A total of 205 news stories (83 from Bulgaria and 65 from Turkey, 57 from the UK) have been analyzed.

Results reveal that although the discursive strategies used in the coverage of the Syrian refugees varied across the three countries from more positive and accepting to more negative and polarizing discourses, the significance of media's role for facilitating communication-related rights such as the right to voice and visibility and to have one's experiences and ideas fairly represented is paramount for protecting basic human rights and ensuring universal equality, dignity and mutual respect.

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Id: 20400

Title: FRAMING THE CONFLICT NARRATIVES: UNCOVERING THE VISUAL SEMIOTICS IN MEDIA REPRESENTATION OF KASHMIR'S UNREST

Session Type: Individual submission

Authors:

Name: Nookaraju Bendukurthi

Email: nookarajub(at) gmail.com

Country: IN (India)

Affiliation: Central University of Kashmir

Abstract: Kashmir based media generally perceives oft-repeated civil resistance in the Indian side Kashmir region as a political expression of Kashmiris for their self-determination. While, Indian mass media reports the same as an issue of national security, integrity, foreign policy, insurgency and cross border terrorism. However, every cycle of street protests in the Kashmir valley since the beginning of the present century precipitates/advances certain semiotic markers that remain to be powerful symbols of the season. They reflect the deep-rooted anger and long standing aspirations of Kashmiris. Images and slogans are the cultural paraphernalia and are integral part in any mass/social movement. In the given context, this paper attempted to delineate how agonising are the media images of pellet-bullet ridden faces/bodies of civilians vis-à-vis how print media visuals of the year 2016 unrest have come to symbolise as cultural artefacts in the region. It aimed to trace how regional and national print media, particularly the way the photojournalists embedded the journalistic and authorial intentions while framing the pellet victims of the season. With the help of Frame Analysis this paper explored to understand how different visual techniques of photojournalism signified the images of pellet victims and how such techniques have been instrumental in constituting such images as iconic, indexical and symbolic representations of collective suffering/expression of Kashmiris. This paper concluded by outlining how (photo) journalistic practices of signifying and signification of images authoring the dichotomous media narratives of both India and Kashmir on Kashmir conflict. In the context of dearth of literature on semiotic meaning of Kashmir conflict, this study finds its relevance in understanding the visual semiotic significance of both Medias' Agenda Setting and Medias' Framing of conflict.

Keywords: Pellet victims, Media, Kashmir, Conflict, Semiotics, Framing, Agenda setting, Authorial intentions

Id: 20499

Title: Examining Selected Newspapers' Framing of the Renewed Biafran Agitation in Nigeria (2016 ' 2017)

Session Type: Individual submission

Authors:

Name: Victor Eze

Email: viccjohnson(at) gmail.com

Country: NG (Nigeria)

Affiliation: University of Ibadan

Abstract: The renewed Biafran agitation headed by Indigenous People of Biafra (IPOB) and partly other groups, such as Biafra Independent Movement and Biafra Restoration Citizens, have been in the news since 2016. This is surprising when one considers the fact that the Nigerian-Biafran war was fought over 50 years ago with no victor and no vanquished stance. This research examines how selected newspapers (Punch and Daily Trust) frame the Biafran agitation from January 2016 to December, 2017 – a period which recorded a spike in the activities of Biafran agitators who called for a referendum to carve out the Republic of Biafra. Framing theory will be employed as the theoretical frame work for this research. Two hundred issues of selected newspapers will be sampled through Critical Case sampling technique. Frame analysis will be employed in analysing the issues of selected newspapers. Findings of this research will show how selected newspapers frame the Biafran agitation from political, economic, separatist, human right and conflict frames. The frame sources will also be examined. This study will highlight how concerned media perceive the Biafran agitation and how such media try to serve a conciliatory role or create more division in the face of reporting the crisis. The way the media frame the Biafran struggle, which has led to the loss of several lives, maiming of agitators and destruction of properties, has strong implications on the right and dignity of the agitators and an ethical judgment for the Nigerian government.

Keywords: Biafra, Activism, Framing, Nigeria, Agitation, Secession

Id: 20508

Title: Beyond organization and reputation: A case study of government responses and resulting online word-of-mouth by multiple stakeholders to post-Fukushima food imports

Session Type: Individual submission

Authors:

Name: Yi-Hui Christine Huang

Email: yhuang(at) cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: School of Journalism and Communication, The Chinese University of Hong Kong

Name: Christine Hiu Ying Choy

Email: christinechoy(at) link.cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: School of Journalism and Communication, The Chinese University of Hong Kong

Name: Xiao Wang

Email: xiaowang(at) link.cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: School of Journalism and Communication, The Chinese University of Hong Kong

Name: Yuanhang Lu

Email: njuluyuanhang(at) gmail.com

Country: HK (Hong Kong)

Affiliation: School of Communication, Hong Kong Baptist University

Abstract: We examine the formation of thematic patterns embedded in online governmental crisis response strategies and the resulting online word-of-mouth over food imports after the Fukushima nuclear disaster. We ask: How did major themes embedded in each strategy and online word-of-mouth form, evolve, and reach closure? What are the semantic characteristics of the online word-of-mouth across social media publics, online news media, and search engines? Following Hallin and Mancini (2004), we compare results from Hong Kong, a “democratic corporatist” society, with those from Mainland China, a “polarized political” society, and Taiwan, a “liberal model.”

Using a mixed-method case study, we identified 1) themes underlying governmental crisis response strategies using thematic analysis; and 2) the network of associations between concepts expressed in texts online word-of-mouth through computer-assisted semantic network analysis focused on debates on online news, search-based contents and social media messaging among different stakeholder groups over imports of Japanese food. We compiled an organizational corpus which included 17 Centre for Food Safety press releases from Hong Kong, 21 from Mainland China’s National Center for Food Safety Risk Assessment, and 20 Taiwan Food and Drug Administration press releases. The word-of-mouth corpus included more than 10,000 online comments from each region.

By following Braun and Clarke (2014)'s guidelines to thematic analysis in health risk and well-being research based on grounded theory tradition (2006; p.87), we 1) transcribed and re-read data for initial ideas; 2) generated codes to identify key features; 3) searched for themes by collating into potential categories; 4) reviewed themes to align coded data with themes; and 5) defined and named themes. Semantic network analysis (SNA) is a form of content analysis that identifies the network of associations between concepts expressed in texts. By taking advantages of network analysis software UCINET and Gephi, SNA was conducted to provide a representational framework to identify the relational structure of specific associations between the expressed language.

This study extends SCCT (Coombs, 2007; 2016) to interpret constructions of meaning in crisis response strategies and by incorporating a multi-stakeholder perspective and suggesting SCCT outcome variables beyond reputation.

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Id: 20763

Title: Humanitarian crisis and public opinion. Treatment of immigration in the Spanish media

Session Type: Individual submission

Authors:

Name: Aimiris Sosa Valcarcel

Email: aimirissosa(at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Andrea Leticia Quintana Pujalte

Email: leticiaquintanap(at) gmail.com

Country: ES (Spain)

Affiliation: University of Malaga

Name: Antonio Castillo Esparcia

Email: acastilloe(at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Abstract: Even when the right to free movement of persons is included In the Universal Declaration of Human Rights, many States do not guarantee their full recognition. In the context of the current humanitarian crisis, this research is focused in how Spanish media frame immigration in the Mediterranean Sea, and how it shapes public opinion on the subject.

According to several authors (Entman, 1993, Goffman, 1986, Gitlin, 1980, Snow et al. al, 1986; De Vreese and Claes, 2005; Reese, 2007; Scheufele, 1999) framing is a process of generation of emphasis on a certain piece of information in news. For the theory of Framing (Entman, 2003) sources of information are a key element in the construction of the frame. Thus, the analysis deals preferentially with the presence of institutional and social actors who appear in the news and the values they appeal (Allen and Blinder, 2018).

Through a mixed method of content analysis in more than 2000 news a comparison is made between the last five months of the administration of former President Rajoy and five months of current President Sanchez's. From an inductive type approach we look for the frames which propose the selected media and the average treatment for the generation -or not- of a debate on public policies that seek face the alarming situation (Dekker and Scholten, 2017).

The results indicate that in the most read media in Spain the frame of the coverage changes between both Administrations. In addition, the topics are focus more on the information aspect of irregular immigration than in the political, economic and / or humanitarian conditions of migrants. The political actors present in the news are mostly governmental institutions or NGOs, and the presence of the voice of the protagonists is low. The framing on immigration as a problematic issue is hegemonic, and the potential benefits of the processes of circulation of people lack of presence in the media object of study. It is concluded that the role of the media in the construction of these minorities is detrimental to the responsibility of the systems media to ensure social integration and the recognition of immigrants.

Id: 20857

Title: The role of audiovisual media versus social media for communications on catastrophe. A lesson for experts, authorities, and journalists.

Session Type: Individual submission

Authors:

Name: Soledad Puente

Email: spuente(at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile, Faculty of Communication

Name: Sebastián Valenzuela

Email: savalenz(at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile, Faculty of Communication

Name: Silvia Pellegrini

Email: spellegrini(at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile, Faculty of Communication

Abstract: At the time of this abstract, the Chilean people are facing floods in the north and fires in the south of the country. It has become a trend, as experts suggest (Altay and Green, 2006; Bouwer, 2011; Coumou and Rahmstorf, 2012), in the nation. It became in 2010 when an 8,8 Mw earthquake and tsunami shocked the population. Since then, these events challenge the authorities, experts, and journalists (Puente, Pellegrini, Grassau, 2013 a, b). This paper presents some of the main conclusions related to media consumption, primarily social and audiovisual, and points the importance of considering the people attached to the information given by journalism (Valenzuela, Puente, Flores, 2017). The results can be related to what Nicholls, Sykes, and Camilleri, (2010) after the Canberra fires at 2003, who point that the data from the press is not innocuous for the communities. Even the audiences may show psychological effects (Holman, Garfin, and Silver, 2014, Sugimoto et al., 2013, Nogami and Yoshida, 2014).

The data presented is part of the results of a census survey of 1621 people who live in the Chilean regions that suffered the 2010 and 2014 earthquake and tsunami and the 2014 fires. The universe was 166 experts and disaster managers, 254 journalists and 1501 audiences and done between 2015 and 2017. Most of the people surveyed had experienced the 1985 earthquake (53, 8%), the 2010 earthquake, and tsunami (81,2%) and the 2017 fires (34,9). On the question asked upon the media used for information during a disaster the answer was the audiovisual media (radio during the first moments and then television) with a 67,1 percent versus the responses on social media with 22 percent. The less valuable was the institutional sites (6,5%) and the newspapers (3,6%).

This result puts significant pressure on authorities and journalists. The official sources to value the importance of their communication through the audiovisual media represented by their journalists and journalists and authorities to realize that, even though social media can be a vital tool to have a voice, the message should have an intermediary call journalist from radio and television. For these

reasons, leaders should consider journalists to show their preparedness for the crisis and this way may contribute to the safety, health, and well-being of those affected by a disaster (Francis, 2015)

Id: 21166

Title: Between Telling the Story and Publicizing the Terror: Ethics, Media and the 2019 Riverside Terror attack in Kenya

Session Type: Individual submission

Authors:

Name: Jacinta Maweu

Email: mwendejacinta(at) yahoo.co.nz

Country: KE (Kenya)

Affiliation: University of Nairobi, Kenya

Abstract: This paper examines the ethical challenges journalists often face as they strive to professionally break the terror story and avoid publicizing the terrorists' agenda. Kenya has been a victim of acts of terror and violent extremism in recent years. The killings of hundreds of innocent people and destruction of property at Westgate in 2013, Mpeketoni in 2014, Garissa University in 2015 and now the January 15th, 2019 attack in Riverside, Nairobi are some of the most recent examples. Acts of terror attract extensive media attention and coverage locally and internationally. Terror provokes fear and anxiety and the public expect the media to give timely information as the terror story unfolds. But terrorism also relies on the same media coverage to gain publicity for their heinous acts. There is always therefore an inherent tension between the journalist's search for the story and the terrorist's search for publicity to instill more fear in the midst of media coverage. There have been concerns and allegations that in the process of covering and reporting terror events, journalists often become the terrorists 'best friend' by giving them the much needed publicity thereby instilling more fear among members of the public. Maintaining professional ethics in such times is often difficult as journalists try to balance between sensational reporting, accurate reporting, respect for victims and breaking the story.

The advent of social media platforms has compounded these ethical challenges for journalists further. Terror attack news now breaks on social media. The public is then bombarded with all sorts of information on the terror attack some of which is fake and false engineered by the terrorists themselves. This puts more pressure on journalists to get their facts right from such sea of facts and fiction. This paper examines the ethical challenges that journalists face as they cover terror attacks in the era of social media using the January, 2019 Riverside attack as a case study. Data will be collected through a textual analysis of some of the visual and textual messages circulated on Twitter, Facebook and WhatsApp to establish the narratives spread through social media. The front pages of the leading daily newspapers for the three days following the attack will also be analyzed to establish how these papers framed the story. I will also conduct Semi structured interviews with journalists in Kenya to get their insights on the ethical challenges they face. The Key research questions are: What are the key ethical challenges that journalists face as they cover and report on terror attacks in Kenya? How has social media impacted on journalists' coverage on acts of terror? Key words: Terrorism, social media, Kenya, ethics, journalists

Id: 21443

Title: Defining NDT-communication: between risk and crisis

Session Type: Individual submission

Authors:

Name: Dmitrii Gavra

Email: dgavra(at) mail.ru

Country: RU (Russian Federation)

Affiliation: St-Petersburg State University

Name: Ekaterina Akimovich

Email: akimovich.k(at) gmail.com

Country: RU (Russian Federation)

Affiliation: St-Petersburg State University

Abstract: Study of public authority's crisis communication in cases of natural disasters has become especially important in recent decades due to a number of factors. Firstly, because of the unfaltering growth of natural disasters as a consequence of the climate change. Secondly, because modern media landscape has constructed the conditions, in which victims and stakeholders are more likely to provoke political crises via social media. Thirdly, new communication technologies made media landscape more transparent: today every event is available on the net and well seen for the public. Consequently, practical urgency of the paper is defined by necessity of working out effective communication technologies for preventing a transition of a natural disaster into crisis for the government or public authorities.

Although there is a wide range of studies focusing on crisis communication, a significant part of the research is devoted to organizational crises solely. Among the classics here it is necessary to mention Coombs, Holladay, Heath, Fink, Benoit, Sturges, Fearn-Banks. The problems of public authority's crisis communication are less examined. Nevertheless, these subjects are studied by Ulmer, Sellnow, Seeger, Martin, Boyntone, etc. Crisis communication during natural disasters is analyzed in works of Quarantelli, Bazerman, Watkins. Theoretical insights concerning governmental communication in case of disasters are presented by Littlejohn, Stromback, Nord, Quenette, Cohen, etc. However the majority of up-to-date studies concerning governmental crisis communication are based on theories and models designed for organizational sphere. Our presentation is aimed to delete the gap and develop a public authorities' crisis communication model in natural disasters.

Basing on the approaches of Coombs and Quarantelli, the authors suggest new approach and the new term – NDT communication. It is based on the distinction and still similarities between classical crisis communication and disaster communication. In this regard a new designation of a natural disaster communication is proposed - NDT-communication (from "Natural DisasTer"). In the majority of theoretical publications these terms are often used as synonyms, while a firm differentiation would provide a basis for the improvement of theoretical schemes as well as the advance in solving real cases. Every natural disaster has a strong potential to trigger crises, but not all crises are instigated by natural disasters. Key point in the transformation of a natural disaster into a crisis is the upraise of critique and accusations against the government from political opponents, opposition or even media, functioning in public sphere.

SCCT theory and classical 3-staged approach to crisis management process were taken as a foundation of suggested NDT-communication model. SCCT model was modified and adopted to a political sphere by diversifying clusters of crisis communication strategies, adding such parameter as a duration of a natural disaster (dividing disasters into long-ripening and fast-developing types) and specification of a situational subtype «challenge» with a variant «government illegal activities». The authors are going to present based on our model empirical study of the Russian Federal Government communication strategies in case of the disastrous flood in Krasnodar region in 2012. Methods of the empirical analysis include content and frame analysis.

Id: 21493

Title: Dominating the information sphere through violence and scrutiny in the 2014 Gaza war

Session Type: Individual submission

Authors:

Name: Michael Tasseron

Email: memrt(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: The 2014 Gaza war was a contest between Israel and Hamas militarily and in the media. The military outcome of the war was one-sided, as was evident by the devastation and death the IDF (Israeli Defence Forces) inflicted on Gaza. In contrast Israel suffered far fewer casualties and little damage to its civilian infrastructure. I argue that this military asymmetry extends to the information sphere. The sophistication of the Israeli government's communications apparatus has been documented in research on media coverage of the Palestinian-Israeli conflict (Philo and Berry 2011). During the war in 2014 this was evident as well. This was relayed to me by media professionals I interviewed for my research on the coverage of the war by select news organisations in Britain and South Africa. I am also using multimodal critical discourse analysis to analyse the news coverage produced during the war. The preliminary findings show extensive use of Israeli official sources, and images which depict the IDF largely as passive actors. Palestinian official sources are less pronounced, while the suffering of the civilians in Gaza is foregrounded.

Efforts by the Israeli government to control the flow of information about the war transcended all levels of society. Officials availed themselves at all times to the media organisations covering the conflict. Official statements were also communicated to the media by email and text messages. The IDF permitted extensive media access to its military operations in Israel. The Israeli government was also highly attuned to the English language coverage of the war. If coverage was deemed to transgress military censorship laws, media organisations faced the possibility of being sanctioned. Supporters of Israel have also established organisations which scrutinise the coverage of the conflict. Journalists producing coverage judged as unfavourable to Israel are targeted by these groups through email, blog posts and on social media. Those reporting on the conflict view this scrutiny as helpful at times. In other instances they see it as time consuming and a distraction. What I argue is that it deflects attention from some of the core issues of the conflict, which include Israel's occupation of Palestinian land and its blockade of Gaza. Israel's sophisticated media apparatus has been able to successfully sideline the Palestinian perspective in the mainstream media. What has emerged is what I refer to as an asymmetrical information context. The Israeli narrative thus dominates media coverage at most levels. The Internet and social media has to an extent disrupted the Israeli narrative. However, it has by no means provided an equal platform for the Palestinians to contest the media narrative projected by Israel. Furthermore, Israel has demonstrated its willingness to use violence to enforce its domination of the information sphere. During the war it targeted the Hamas leadership, and they thus had limited means to present their perspective to the news media. I argue, therefore, that technology in this context largely threatens communication processes.

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Id: 21657

Title: Power to Pronounce: Multivocality and contestation in television news representations of crime and policing in Australia

Session Type: Individual submission

Authors:

Name: Kathryn Higgins

Email: k.c.higgins(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: The power of police to unilaterally pronounce local security problems and prescribe their remedies, if ever it truly existed, is now facing a moment of significant and unprecedented disruption. In the context of the 'media manifold' (Couldry & Hepp, 2016) and hypertextual television news, the police voice, once the authoritative source in journalistic representations of crime and criminality (Mawby, 2003), now must reckon with the voices of others as it seeks to exercise its historical power of pronouncement (Loader, 1997): among them, that of the technologically-equipped citizen journalist, the Twitter-savvy politician, the Facebook-using criminalised Other, and journalists and editors themselves who, in the context of a renewed culture of public distrust of institutions (and particularly of the press), are struggling to discursively reposition themselves as 'of and for the people.'

Using multivocality (Bhaktin, 1983) as an analytical entry point, this paper interrogates recent television news media representations of 'Sudanese gang violence' in Melbourne, Australia, as sites of discursive struggle at which competing and often agonistic (in)security claims encounter one another and are dialogised into conflictual yet seemingly coherent accounts of (in)security 'truth'. Through application of audio-visual CDA, this paper unpacks how competing voices of security are both hypertextually and interdiscursively called together in television news narratives of criminal threat, with particular attentiveness to how the police voice struggles to retain legitimacy over others seeking to pronounce the 'reality' of (in)security in Melbourne.

This paper enriches our understanding of the role that mediated communication, and particularly multi-vocal television news narratives, play in the construction and reproduction of dominant (in)security knowledges in two key ways. First, it tempers more optimistic accounts of the 'new visibility' of crime and policing (for example, Goldsmith, 2010) by revealing how, within the confines of the television news genre, competing (in)security accounts – and in particular those articulated by criminalised Others – are limited in their capacity to meaningfully disrupt dominant institutional claims about the 'reality' of threats (as diagnosed by the press) and the necessity of police intervention (as prescribed by the police). Secondly, the paper excavates new tensions in the historically ambivalent relationship between the police and the press; specifically, an institutional contest for public trust fought through discursive struggles over the power to legitimately pronounce (in)security realities which, in the case of the so-called Sudanese gang 'threat' in Melbourne, presents in surprisingly zero-sum terms.

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Id: 21953

Title: Crisis Communication by Paid Professional Trolls through Memes: Disinformation and History Revisionism of the Ukrainian Famine (1932-1933) in the Context of the Ukraine-Russia Conflict (2013-2019)

Session Type: Individual submission

Authors:

Name: Ekatherina Zhukova

Email: ekatherina(at) hum.ku.dk

Country: DK (Denmark)

Affiliation: University of Copenhagen, Department of Media, Cognition and Communication

Abstract: This paper looks at crisis communication made by paid professional trolls for the sake of disinformation and confusion. It uses an example of the Ukraine-Russia conflict since 2013 and how the context of this conflict enabled history revisionism of the Ukrainian famine of 1932-1933. The focus is on visual crisis communication; that is, image-memes created, distributed, and engaged with by trolls in the Russian Internet (RuNet) to reinterpret the contested historical crisis (i.e., famine) in the context of the current crisis (i.e., conflict).

The empirical material consists of 98 memes selected from the comments section on posts (i.e., the habitat of trolls) from the Russian information website rusvesna.su between 25-30 November during 2015-2018. The analysis of memes is three-fold and focuses on cross-platform links created between memes on RuNet, user (troll) interaction when memes are posted on rusvesna.su, and common themes that memes convey.

The paper shows that by visually and discursively playing with the theme of hunger in memes, paid professional trolls have created a narrative that the “real” Ukrainian famine was not in 1932-1933, but is happening today, after the 2013 Maidan revolution, and that the West and the Ukrainian politicians are responsible for it. This narrative was created by posting humorous memes and memes imitating science. Memes imitating science correlated hunger to the population decline in Ukraine using pseudo-scientific tables, figures, maps, and infographics without sources of reference. Humorous memes linked hunger to the policies on welfare reduction in Ukraine by the European Union, International Monetary Fund, and Ukrainian politicians, as well as to hypocrisy and immorality of the Ukrainian people in demanding recognition of the famine and its commemoration.

The paper argues that disinformation and history revisionism created by paid professional trolls through memes represent the phenomena of subverted visuality (understood as an imperial country’s resistance to de-imperialisation of the subordinate state; Mirzoeff, 2013), subverted critique (defined as an antipode of critique in participatory culture used against the structures of power and domination; Bennett and Segerberg, 2013), and post-truth soft power (implied as an exercise of power in the cyberspace rather than on the battlefield; Surowiec, 2017).

Theoretically, the paper combines the studies from media and communication on memes (Milner, 2013; Miltner, 2018; Shifman, 2013) with research on disinformation and propaganda (DiResa et

al., 2018; Marwick and Lewis, 2017; Paul and Mathews, 2016). It aims to bring a novel way of looking at crisis communication by focusing on the problem of trolls and disinformation and the role of the visual (I.e., memes) in rewriting historical crisis.

Id: 22119

Title: Sourcing political debates about war: A comparative analysis of information sources used in five European Parliaments when discussing violent conflicts

Session Type: Individual submission

Authors:

Name: Rosa Berganza

Email: rosa.berganza(at) urjc.es

Country: ES (Spain)

Affiliation: Rey Juan Carlos University

Name: Beatriz Herrero-Jiménez

Email: beatriz.herrero(at) urjc.es

Country: ES (Spain)

Affiliation: Rey Juan Carlos University

Name: Eva Luisa Gómez

Email: evaluisa.gomez(at) urjc.es

Country: ES (Spain)

Affiliation: Rey Juan Carlos University

Name: Miguel Ángel Rodríguez García

Email: miguel.rodriguez(at) urjc.es

Country: ES (Spain)

Affiliation: Rey Juan Carlos University

Abstract: As central political institutions in Western democracies, parliaments have gained importance concerning foreign affairs issues in recent years. Specifically, parliaments have become key institutions with respect to wars and violent conflicts, given their increasing role as moral tribunals and discussion forums on conflict prevention and resolution and also, on democracy and human rights. Empirical research has proved that media's agenda has an impact on parliamentary agenda. However, particularly in wars and conflict situations, where traditional media usually have difficulties to develop their work on the ground, NGOs and other actors via social media play an important role in providing information to Members of Parliaments (MPs) and in shaping the parliamentary agenda, debates and resolutions.

This research identifies the sources of information used by MPs from five European parliaments when discussing violent conflicts in Africa, a very relevant question especially when information gathering is not an easy task for members of Parliament, as it happens when addressing peripheral international violent conflicts. Specifically, we study two specific cases: the post-conflict in the Democratic Republic of the Congo (between 2012 and 2015) and in Burundi (between 2010 and 2015). Given its unobtrusiveness, foreign affairs issues are a knowledge field where there is an obvious need for external sources of information. However, this need is particularly marked in the cases of Burundi and DRC's post-conflicts, situations which usually remain outside the public, media and political agenda.

Only very few researches have studied the information needs of parliamentarians from specific developing countries or from cases different from the European Parliament and the House of Commons. Much of this literature is interested in the role of parliamentary libraries, the sources MPs consult, or the information needs and services available to them. However, the research on the sources of information MPs actually use during the debates and questions to Government and its quality have not been enough addressed. This issue is crucial in the post-truth age where misinformation reigns in politics. Neither there are comparative studies available as the one we present.

For this research, we created a multilingual dictionary in five languages and we content-analysed all the debates from the European, British, French, German and Spanish Parliament including topics related to the post-conflict situation affecting the DRC and Burundi in the studied period. We carried out a computer assisted quantitative content analysis of 450 Parliamentary debates. Preliminary results show that NGOs and media are used as information sources in parliamentary debates in a similar level, and both of them are quoted more often than social media. Specifically, NGOs and media appear as more significant sources of information in EU Parliament's debates, compared with all the other four parliaments. Moreover, African media appear more often as a source of information than international media. However, with respect to NGOs, the presence of international NGOs is higher than African ones. In particular, Human Rights and Women NGOs are the most used sources of information.

Id: 22149

Title: From 'Sofa' to Frontline: The Digital Mediation and Domestication of Warfare

Session Type: Individual submission

Authors:

Name: Gregory Asmolov

Email: gregory.asmolov(at) kcl.ac.uk

Country: GB (United Kingdom)

Affiliation: Russia Institute, King's College London

Abstract: Questions of dignity and human rights are particularly significant in times of military conflict. Information technologies can increase transparency around human rights violations, but they can also proliferate disinformation and engage people in warfare. So-called “sofa warfare” – an ironic description of Internet users who take a part in conflict without leaving their own sofas – became one of the major notions related to the role of the Internet during the recent Russia-Ukraine conflict. A literature concerning “remote warfare” (Crawford, 2015) highlights how digital mediation allows us to take part in conflict from a distant location. However, digital mediation not only increases the distance of participation. Laptops and mobile phones allow us to participate in warfare from our bedrooms or living rooms. The ways in which digital platforms can change the locations from which warfare is managed have so far remained almost outside the scope of discussion.

This paper explores the social and normative consequences of new digitally mediated forms of participation in warfare. The meaning of “sofa warfare” goes beyond an increase in the scope of participation in conflicts (Merrin, 2019). The paper offers an analysis of the notion of “sofa warfare” in the Russia-Ukraine conflict, presenting three datasets concerning: the representation of “sofa warfare” in online discussions, digitally mediated conflict-related practices, and semi-structured interviews with users who have participated in conflict-related activities online.

Relying on data analysis, the paper offers the notion of a “domestication of warfare”. This notion builds on the concept of domestication (Silverstone & Haddon, 1996), which discusses how technological artefacts transit from public to private spaces and have been appropriated within the home as a part of everyday routine. While the domestication concept is focused on the role of artefacts as physical objects and content providers, this paper highlights how domestication is related to what technology affords us from home (Bucher & Helmond, 2018) and how these affordances are realized through digitally mediated activity (Kaptelinin, 2014). In this light, domestication is related to the appropriation of various forms of activity mediated by an artefact in the user’s private space.

The phenomenon of “sofa warfare” also highlights the need for a more nuanced approach to private space. The concept of “mediated mobilism” (Hartmann, 2013) underlines the mobile nature of technological artefacts. Accordingly, the location of appropriation is not the household, but the “sofa” – a space that is commonly linked to relaxation and entertainment. Digital mediation allows the convergence of domestic environment and battlefield, through offering opportunities for participation in warfare without leaving everyday spaces and with minimal risk to participants.

The paper considers “sofa warfare” both as a discursive structure that offers a form of relationship between users and conflict, and as a set of digitally mediated domesticated practices that contribute to the convergence of everyday life and a conflict-related environment. It discusses

the moral implications of the digitally mediated militarization of domestic space, where warfare becomes a part of daily routines.

Id: 22208

Title: Understanding War Reporting through Social Network Analysis

Session Type: Individual submission

Authors:

Name: Kaberi Gayen

Email: gayenkaberi(at) gmail.com

Country: BD (Bangladesh)

Affiliation: Department of Mass communication and Journalism, University of Dhaka

Abstract: In this paper the aim is to demonstrate how social network analysis (SNA) can be used to undertake a historical analysis of war reporting. Networks are constructed of proxy relations between journalists to explain how reporting at the time of the cold war and the hot war of Vietnam a 'constructed truth' about a war of independence in the global south changed to report not what the state machinery intended but what actually happened. It is shown that reporting on the Bangladesh War of Independence, which was started on 25th of March 1971 and ended on 16th December 1971, began as a 'communist inspired plot' changed to a 'heroic struggle for freedom' in the US Television news media. To undertake analysis, reporting by in studio and in field journalists of three major US TV news media (ABC, CBS and NBS) is followed and social network analysis is applied to explain how reports changed from reporting the insurrection of people in East Pakistan to increasingly questioning the legitimacy of rule by West Pakistan. To understand the process of change, social network ties between journalists were constructed on a monthly basis. The input data was short video clips of the TV news coverage of the war. The ties between journalists were measured by the similarity of reporting content, taking multivariate measures of bias to one side or another, degree of blame for the insurgence (East Pakistan), degree of sensationalism and degree of humanity displayed in the report. The measures from daily clips were aggregated to give monthly reports. From these, monthly sociograms were generated using the NetDraw package, and key network measures of centrality, power and cohesion were computed using the UCINET software. The monthly reports were then used to conduct a longitudinal analysis of network change over the ten month period. In this analysis it became apparent that although initial reporting views were diverse, perhaps explained by institutional ownership, regardless of initial views and media ownership, as the war moved on, a consensus or similarity of reporting emerged. This was not expected and challenged notions of institutional resistance to change. This, we interpret, endorsed journalistic integrity. This historical analysis contributes to social network methods and demonstrates the added insights that SNA gives in explaining the changing visions that the media presented of distant political and societal strife.

Id: 22290

Title: What's Happening': The Effectiveness of Twitter as a News Disseminating Platform During The Super Typhoon Ompong in Baguio City

Session Type: Individual submission

Authors:

Name: Dessa Burca

Email: dessaburca(at) gmail.com

Country: PH (Philippines)

Affiliation: Creative Communicators Society of Adamson University Falcon Radio Station Adamson University

Name: Carmela Bravo

Email: carmelabravo16(at) gmail.com

Country: PH (Philippines)

Affiliation: Adamson University Creative Communicators Society of Adamson University Falcon Radio Station

Abstract: As communication on social media become a part of our daily lives, it plays a vital role in communication between communities here in the Philippines especially when there is an occurrence of disasters. Philippines is one of the countries in South-East Asia which is vulnerable to typhoons. The researchers of this study focus particularly on how useful and effective Twitter, a social networking site, is regarding news dissemination during disasters. The vital part of this research examines the effectiveness of Twitter as a news disseminating platform during the Super Typhoon Ompong in Baguio City which hit the Philippines in 2017, leaving a massive destruction in the said area. Moreover, the study seeks to assess the positive impacts Twitter has brought to the community of Baguio City, in terms of communication before, during, and after the disaster. Associating a quantitative approach, specifically, creating a structured survey questionnaire and interview guide questions to further understand the effectiveness. The researchers used Media Dependency Theory to evaluate the dissemination of information amongst the respondents. Gathering a total of 400 Baguio residents as respondents in this study, the proponents found out that Twitter was effective in giving out essential and informative information/updates during the typhoon, to its users. Therefore, the proponents believe that Twitter has the ability to be used as a legitimate news disseminating platform.

Id: 22651

Title: Funds, Flights, Affects: Conflict reporting in South Sudan

Session Type: Individual submission

Authors:

Name: Richard Stupart

Email: r.j.stupart(at)lse.ac.uk

Country: ZA (South Africa)

Affiliation: London School of Economics and Political Science

Abstract: This paper explores the practices of journalists working in contexts of armed violence, via a case study of South Sudan, in order to develop various responses to existing understandings of how the work of conflict journalists is changing. Specifically, I argue that the existing literature on reporting war and armed conflict is deficient in at least three respects. In the first, to extend a more general critique by Hanitzsch (2019), I argue that the canonical history of conflict reporting is still largely an Anglo-American, male history in which the practices and motivations of conflict journalists from in-conflict countries have not as yet been sufficiently considered. Second, accounts of the structural shifts in contemporary conflict reporting, such as those which emphasise the decline in funding for full-time conflict reporters and the role of technology in democratising access to conflict spaces bear further analysis in terms of actual cases. Research from South Sudan suggests that the effects of these shifts in practice may be different, and differently felt, to what may be conventionally expected. Third, the study of conflict reporting has not yet developed an account of the role of affect in structuring practices in conflict contexts. Without such an account, research on the work of journalists in dangerous environments risk 'looking past' one of the features of the social environment which most immediately affects both the work of conflict journalism and processes of forming an identity as a conflict journalist. I argue that Wright's (2016; 2018) moral-economic approach can be productively adapted to take into account affective dimensions of life in 'Aidland' in order to more usefully theorise the experiences of journalists working in it.

This paper is based on a combination of 48 semi-structured interviews with journalists covering the conflict in South Sudan who were based in Juba, Kampala and Nairobi, as well as ethnographic fieldwork observing the everyday activities of South Sudanese and foreign journalists in Juba and accompanying journalists to the Malakal protection of civilians site in Upper Nile state as they completed a project documenting potential war crimes by the South Sudan People's Liberation Army (SPLA). I explore structural constraints on the work of journalists that include the economics of the profession (and differences between South Sudanese and 'foreign' journalists), travel infrastructure, risk, and state regimes of control including the country's National Security Service (NSS) and Media

Authority. Theoretically, this critique is derived from empirical work exploring the material and discursive factors that enable and constrain the work of reporting on the suffering of others in the social context of South Sudan's 'AidLand' (Mosse, 2011; Autesserre, 2014a; Roth, 2015) and related

spaces. Additionally, I draw on a mix of work on the micro-sociology of humanitarianism and conflict management (Autesserre, 2014b; Roth, 2015) as well as work on moral economies in journalism (Wright, 2018, 2016) and affect theory (Massumi, 2002; Mazzarella, 2009) in an attempt to understand the material factors enabling and constraining the work of conflict journalists and the interactions of such structures with the affective experiences of those reporting from conflict environments.

Id: 22864

Title: '(Re)think before Acting': Designing a Research Project that Tackles Violent Extremism

Session Type: Individual submission

Authors:

Name: Claudia Alvares

Email: claudia.alvares(at) ulusofona.pt

Country: PT (Portugal)

Affiliation: CICANT - Lusofona University

Abstract: This proposal gives a panoramic view of the ongoing 'Re(think) Before Acting – Alternative Narratives to Violent Extremism' research project, financed by the H2020 Civil Society Empowerment Programme of the European Commission (CSEP - ISFP-2017-AG-CSEP) (November 2018-November 2020). The project aims to carry out seven social media campaigns to dissuade communities vulnerable either to Jihadi Extremism or to the Far Right from violent action. As regards the experimental design of the social media campaigns to be created within our project, this project will attempt to construct film narratives that visually and discursively cater to the profile of the imagined audience (Nielsen 2009: 24) of extremist website contents. This is in synchrony with Tokar's suggestion that one ought to analyse the content of websites so as to understand who is being targeted (2007: 111), a particularly important objective taking into account the difficulty in carrying out ethnography in the context of violent and secretive groups (Eijkman & Schuurman 2013: 1). In this respect, we posit that the preferred encoded meanings of extremist website contents enable us to understand how recruiters try to impart their message to certain cohorts, thus shedding light on visual and verbal discursive strategies that cater to specific audiences.

The concept of valence frame – how any particular aspect is emphasized in a positive or negative light (Boomgaarden & De Vreese 2003: 362) – is important for the production of the film narratives and complements Moral Foundations theory (Wolsko, Ariceaga & Seiden 2016: 7), which is used in Social Psychology to understand how framing any particular issue in ideological and moral terms is of greater import to message persuasiveness than the issue itself. In this perspective, frames tend to cater either to an individualising frame of morality, associated with liberal values (harm/care, fairness/reciprocity) or to a binding frame of morality, associated with a conservative (ingroup/loyalty, authority/respect, purity/sanctity) values.

An interesting aspect that should be foregrounded is that despite emphasis on fairness and justice (both of which figure high among liberal values) by both Jihadi Extremist and Far Right groups, either group does so within a context of binding morality, reinforcing the ingroup loyalty which characterises a conservative outlook. This means that the emphasis on justice is framed as a need to seek atonement for past wrongs committed against the group, and not so much against any particular individual. Among the commonalities that were observed in the website contents of the two groups, the following stand out: righteous appeals for the restoration of a natural order, a 'chosen' people or community, as well as the legitimation of authority in the form of a greater force. While we propose to analyse the valence frames of these themes, we will simultaneously explore a conspicuous difference among these two Extremist groups: while the Far Right heavily privileges the Nation-State, Jihadism emphasises the importance of a supranational Ummah, or community of believers, which surpasses national borders, the latter being regarded as an invention of the 1916 Sykes-Picot agreement to divide the Muslim community.

Id: 22896

Title: A Critical Discourse Analysis of 'Youth Radicalisation': A Case of the Daily Nation Kenya Online Newspaper

Session Type: Individual submission

Authors:

Name: Miraji Mohamed

Email: miraji.mohamed4(at) mail.dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: The purpose of this study is to critique 'radicalisation' and more particularly 'youth radicalisation' by exploring how it is used in online newspapers. 'Radicalisation' and 'extremism' have become the most common terms in terrorism studies since the 9/11 attacks. Regardless of the geographic location, when the word terrorism is used the terms 'radicalisation' and 'extremism' always follow to attempt to explore the journey of the perpetrators towards violence. Notably, 'radicalisation' and 'extremism' have been closely conflated with the term youth to form 'youth radicalisation' to refer to a discourse of 'youth at risk'. These terms have come to represent a discourse of dominantly pejorative traits often used to describe spaces, groups, and processes identified as problematic. Even though ambiguously defined the terms feature widely in government documents, political statements, newspapers, academic research, social media platforms, religious gatherings, and public discussions. This study is timely in the Kenyan context where there has been a proliferation of academic and expert research on 'youth radicalisation' (used as a neutral label) without considering the political, cultural and socio-historical contexts that inform this label. To fully understand these nuances this study focusses on a corpus of 283 Kenyan online newspaper by The Daily Nation between 2015 and 2018. The study employs a genealogical approach that historicises and deconstructs 'youth radicalisation'; then, uses NVivo software to analyse labels, narratives, assumptions and stereotypes deployed and the theoretical and political narratives they draw upon. Subsequently, the findings were subjected to a Critical Discourse Analysis which proceeded in two stages. The first-order critique focused on identifying inconsistencies, and internal-contradictions and used these to critique the discourse itself and identify perspectives the discourse fails to acknowledge with an aim to expose the political nature of the discourse. The second-order critique used the concept of representation to assess the political, ideological and lived consequences of the dominant perspectives. This study reveals that the use of 'youth radicalisation' as a discursive strategy disproportionately affects young people especially those from cultural/ethnic/religious minority groups. Also, the ambiguous use of 'radicalisation' and 'youth radicalisation' by the media reinforces the discourse of 'youth at-risk' which has become the major framework underpinning Countering Violent Extremism (CVE) interventions. Similarly, the findings indicate that the uncritical use of 'youth radicalisation' has served political interests; and has become an instrument of policing young people, thus contributing to their cultural shaping. From this, it is evident that the media could thwart rather than assist CVE efforts. By exposing the political nature of the three terms through evidence-based research, this study offers recommendations on how critical reflective reporting by the media could help to make CVE more nuanced.

Keywords— Discourse, Extremism, Media, Radicalisation, Terrorism, Youth.

Id: 23013

Title: Communicative acts of citizenship: Contesting Europe's border in and through the media

Session Type: Individual submission

Authors:

Name: Ludek Stavinoha

Email: l.stavinoha(at) uea.ac.uk

Country: GB (United Kingdom)

Affiliation: University of East Anglia

Abstract: Situated at the intersection of media and communication and critical citizenship studies, this paper explores how refugees assert themselves as political subjects through "communicative acts of citizenship" – everyday forms of resistance against the EU border regime enacted and circulated through diverse media networks. How are refugees' communicative practices of claims-making mediated or silenced, online and offline, and to what effect? How are the possibilities of performing acts of resistance shaped by the shifting micro-politics of securitized humanitarian care at Europe's border? To what extent do these acts of resistance, and in particular those enacted within digital media spaces, carry the potential for interrupting dominant media and humanitarian discourses?

Empirically, the paper draws on 42 interviews with refugees and volunteers conducted on the Greek island of Chios between March 2016 and July 2018, as well as 12 weeks of participant observation during which I joined volunteer teams that play an integral role in the provision of humanitarian care. Taking part in daily activities such as shore patrols, sorting donations in the warehouse, and distributions in refugee camps facilitated a wide array of encounters and informal conversations with multiple actors on the ground. Furthermore, I was able to overcome some of the barriers to access which typically reinforce refugees' "invisibility" in academic research.

Conceptually, the paper takes Chouliaraki and Georgiou's (2017) work as the starting point of analysis, yet suggests that by neglecting the agency of refugees their framework effectively empties the "communicative architecture of the border" of a major source of political contestation. In response, the paper seeks to bring to the fore the ways in which social media in particular create spaces for claims-making and allow some refugees to circumvent the mechanisms of erasure or outright vilification whereby they are denied political voice.

The paper concludes, firstly, that despite their limited legal or policy effects, taking refugees' communicative acts of citizenship seriously is methodologically, analytically and politically imperative if we wish to avoid inadvertently reifying the figure of refugees as mute victims so deeply embedded in the humanitarian imaginary. Secondly, the findings pose a challenge to communications research which excludes the voices of refugees by methodological design.

Id: 23081

Title: A Transatlantic Exploratory Online Media Analysis on the European Migration Crisis between 2013 to 2015

Session Type: Individual submission

Authors:

Name: Maria Avraamidou

Email: mariaavraamidou(at) gmail.com

Country: CY (Cyprus)

Affiliation: University of Cyprus; Vrije Universiteit Brussels

Abstract: European media discourses, perceptions and interpretations on migration during the so-called 2015 refugee crisis remained largely the same as before (Krzyżanowski, Triandafyllidou and Wodak 2018) and media coverage moved from an emphasis to humanitarianism, that is measures to help the refugees, to an emphasis of securitization, that is measures to protect us (Chouliaraki, Georgiou, Zaborowski, and Oomen 2017). All in all, migrants appeared as a largely de-humanized outgroup (Chouliaraki and Zaborowski 2017). While the literature vividly demonstrated migration othering in European media, it did not delve into the representations of the actors of the crisis or the ideological role of the seemingly pro-migrant content and did not pay attention to media content outside Europe. The study presented aims to contribute to the literature on the media/refugee nexus taking a transatlantic view and exploring how powerful media in the liberal spectra in the US and the UK represented the so-called European refugee crisis. Then it will elaborate on preliminary findings on how the readership read and subsequently reacted to these representations online. A transatlantic media analysis to the issues under consideration is important because international migration is de facto a global issue related to the world system, capitalist expansion and the power of coloniality (Rodriguez 2018). Additionally, the liberal media's ideological role in the meaning-making processes around migration, especially of those media with an international, transatlantic online readership, needs to be properly problematized because, unlike the often-self-evident role of the populist and extreme right-wing media, their role could go unseen in diffusing information content and shaping ideologies on global migration that could sustain existing world inequalities. After presenting a thematic analysis with reference to the empirical data under examination, the presentation will conclude with a discussion of a liberal media aporia of why Europe did not abide with human rights and democratic values and a subsequent nostalgia for a European past of democracy and human rights and transnational unity that never really existed. The argument made is that this media aporia although sympathetic towards migrants, it helped reproduce the existing repressive, restrictive global migration regime exactly because it did not see the summer of 2015 as a continuation of its coloniality but as an unfortunate rupture.

Id: 23381

Title: Social Media and Politics of Representation: migrants and refugees in Libya

Session Type: Individual submission

Authors:

Name: Sara Creta

Email: Sara.creta(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: In August 2018, dozens of Ethiopian and Eritrean asylum seekers and refugees commenced a rare protest in a detention center, 20 kilometres away from Tripoli, Libya. Trapped in a country devastated by civil war, at daily risk of human trafficking, they asked for help to get out of Libya, as their requests to UNHCR were unheeded. Among them there was a 21 year old boy who was kidnapped, sold and exploited before ending up in detention after escaping from traffickers. The group posted photos and videos of the protest on Facebook on Sunday, August 12, with the hope that they would be shared widely. They articulated their message using UNHCR vocabulary: “human right”, “refugees”, “assistance”, “protection”, “justice”. In a few hours, their post reached activists and journalists around the world. A few days later they were transferred. For refugees and migrants in Libyan detention centres or in the main cities across the country, a phone marks the difference between life and death. This article explores the possibilities of interaction and connectivity among migrants and refugees in Libya and the new forms of ‘digital existence’ currently emerging through digitally supported processes of narrative. Theoretically, the article draws on concepts such as hybrid media, affective publics, networked framing, and voice. Little is known about the transnational communication used among those who are stranded or outside the European fortress. Digital media provide the means to recognise migrants and refugees in new ways as active narrators of their individual lives and struggles. Today a “narrative authority” is shifting the border of self-representation of migrant and refugees in digital platforms (Chouliaraki and Zaborowski 2017) and there is great need to explore these boundaries of connectivity and explain how new technologies enhance new forms of connectivity between the countries of origins and destination, but also across diasporas, in the context of the Libyan refugee crisis.

Id: 23435

Title: A laboratory of censorship ' filtering of online media in Russia and Crimea during the 2018 presidential elections

Session Type: Individual submission

Authors:

Name: Kseniia Ermoshina

Email: ksenia(at) citizenlab.ca

Country: FR (France)

Affiliation: Center for Internet and Society, CNRS and Citizen Lab, University of Toronto

Name: Igor Valentinovitch

Email: ivalentovitch(at) gmail.com

Country: CA (Canada)

Affiliation: eQualit.ie

Abstract: In March 2018, Russians went to the polls to elect a president. This event can be classified as nothing less than “significant” as its outcomes traditionally influence affairs on national, regional and global levels. As previous research has shown, critical political events tend to influence information control operations, by increasing the amount of Internet censorship and changing the practices of traffic control and regulation (Deibert, Rohozinski, 2010). The elections provide an opportunity to study if battles on the political field will influence the "battle for cyberspace" (Deibert, 2013) by limiting the freedom of access to critical content online, and whether strategically important territories, such as Crimea, would be subject to different patterns in terms of information control operations, as compared to the Russian mainland.

Our interdisciplinary study on the intersections of STS, political science and network measurements, aims at investigating if and how Russian presidential elections affected Internet freedom in the country, and the territory of Crimea annexed in 2014. The following questions guided our research: is blocking of critical platforms in Russia and Crimea consistent or exclusive across the board? If there are differences in the filtering approaches, what factors account for them? How Internet filtering studied remotely is different from the actual experience of people on the ground?

To answer these questions, we conducted a comparative study of the Internet filtering in Russia and Crimea during the elections. To determine the quality of access to select critical platforms, we carried out extensive Internet network measurements in the region with the help of OONI Probes, developed by the OONI Project. Our goal was to collect measurements on a daily basis before, during and after the elections (February to April, 2018). In March alone, more than 200,000 measurements were collected. A secondary method was used to validate or contest our hypotheses, and get more details about experiences of censorship on the ground. For that we have used qualitative ethnographic method, in-depth semi-guided interviews with journalists, activists and IT experts working in or with Crimea. 45 interviews were conducted over the period between December 2017 and May 2018. These interviews, coupled with other qualitative methods, such as media analysis and web-ethnography (analysis of forums and chats where communities actively

discussing Internet censorship are gathering) helped us, on one hand, to improve our test list of URLs for measurements, and on the other hand, to obtain more detailed information about the actual application and experience of censorship.

Digital Divide Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19443

Title: The Internet and Spanish children with learning and behavioural problems and other disabilities

Session Type: Individual submission

Authors:

Name: Carmelo Garitaonandia

Email: carmelo.garitaonandia(at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Name: Maialen Garmendia

Email: maialen.garmendia(at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Name: Miguel Angel Casado

Email: miguelangel.casado(at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Abstract: This communication describes the uses, opportunities and online risks for children with learning and behavioural problems, and other disabilities. The data corresponds to a part of the sample used in the Spanish fieldwork for the European project Net Children Go Mobile. In this project 500 Spanish children who are Internet users aged between 9 and 16 were surveyed, together with either their father or mother. Within our sample, a group of 61 children with behavioural and learning problems, physical difficulties or, mental illnesses were recognized. Although the problems identified were very diverse, we can assume that they all share a common characteristic, i.e. the vulnerability that these problems generate. We have no knowledge of any specific diagnoses, the only information we have is that their parents stated that children had learning, behavioural or health problems.

Research about this type of children shows that the use of the Internet as a social medium allows them to communicate with others, thereby promoting their personal relationships and creating or safely participating in virtual communities (Raskind et al. 2006). Nevertheless, these children are often rejected by their peers and have more difficulties establishing and maintaining friendships, and, in turn, are at greater risk of experiencing loneliness, low self-esteem, anxiety and depression (Margalit et al., 2002; Wiener, 2004). Regarding the risks which these minors may face online, a study by Yen et al. (2014) showed that adolescent boys, those specifically suffering from attention deficit and problems of hyperactivity, were more frequently either victims or perpetrators of cyberbullying than those without these problems. Moreover, Ryhueli (2017) showed that these deficits and disorders, among others, are themselves risk factors for Internet addiction.

Parental mediation is essential to prevent and manage Internet risks and inappropriate uses.

Deficiencies detected in this area are due, in many cases, to the low level of computer literacy of the parents (Palacios-Cruz et al., 2011).

Our evidence shows that these children also lack the necessary digital skills and computer equipment in their homes to enable them to successfully complete some of their homework and

school tasks. They also frequently visit websites with potentially harmful content and claim their friends usually help them when something upsets them or that they provide them with advice much more often than do their parents.

Although there are no very pronounced differences in the number of unpleasant online experiences that children with problems have in comparison with those who do not, there is a significant difference in the harm caused by these experiences. As 32% of children in the vulnerable group have been either very or slightly upset by these experiences, whereas only 22.3% of children without problems have been adversely affected. Regarding the level of exposure to sexual content (words, drawings or videos), it is higher in the case of vulnerable children (41.5% versus 30%).

Id: 19456

Title: The third digital divide and Pierre Bourdieu: Dialectic transformation between economic, cultural and social capital into and from digital capital among young people in Madrid.

Session Type: Individual submission

Authors:

Name: Daniel Calderón Gómez

Email: danielcalderon(at) ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Abstract: In this presentation we will focus on the third-level digital divide, regarding offline outcomes of Internet use, in relation with the Bourdieu's theory of capitals. Digital divide theory has traditionally focused on how social stratification affects both accessibility to digital devices – first-level of the digital divide– and people digital practices –second-level digital divide–. Therefore, third-level digital divide is concern about the dialect process of feedback between social and digital inequality, focusing on how people use of digital technologies can be transformed in tangible outcomes that improve their living conditions. Therefore, Bourdieu's perspective is appropriate to fulfil the lack of sociological theorization among digital divide research, because the operationalization of the concept of digital capital allow us to connect social structure with micro-social interaction, as well as structural forms of inequality with the three levels of the digital divide.

Using a qualitative methodology based on 30 in-depth interviews among young people living in the region of Madrid, we will analyze the mechanisms of transformation between the three main forms of capital –economic, cultural and social– into digital capital, as well as the feedback mechanisms of conversion of digital capital into economic, cultural and social capital. We conceptualize the concept of digital capital as a specific form of cultural capital associated with the digitally mediated social world and with a dual dimension: (1) as objectified digital capital, related to digital devices, technological services and platforms; and as (2) incorporated digital capital, including people's dispositions, perceptions towards technology and digital skills.

Regarding conclusions, we state that economic capital is the most basic and original form of digital inequality, imposing material barriers to technological devices and spaces in which digital technologies are commonly used. Cultural capital is transformed into digital capital by people processes of technological socialization, in which motivation and previous dispositions towards ICTs are extremely important. Finally, social capital is converted into digital capital by means of social spaces of Internet use and social support provided by people around the subject. On the other hand, digital capital can be transformed into economic capital by means of job searching practices, professional promotion and by digitally buying and selling goods and services; it can also be transformed into cultural capital, specifically in terms of granting direct access to information and knowledge; finally, it can be converted into social capital by generation new social connections, aiding to maintain previous social relations beyond physical communication barriers and enhancing subject's presence in the digital realm.

Id: 19513

Title: Inequalities in data literacy - some initial findings

Session Type: Individual submission

Authors:

Name: Simeon Yates

Email: simeon.yates(at) liverpool.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Liverpool

Name: Elinor Carmi

Email: Elinor.Carmi(at) liverpool.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Liverpool

Name: E Lockley

Email: E.Lockley(at) shu.ac.uk

Country: GB (United Kingdom)

Affiliation: Sheffield Hallam University

Name: Bridgette Wessels

Email: Bridgette.Wessels(at) glasgow.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Glasgow

Abstract: This paper reports on the initial statistical findings from the recently awarded “Me and my big data project” funded by the UK Nuffield Foundation. The project seeks to understand the levels of and variations in UK citizens “data literacy”, and to develop policy and educational materials to support improving this. A key component of citizens data literacy is an understanding of the uses of their personal data. Unfortunately, evidence indicates that many citizens have limited understanding of the data they share, its use by organisations, nor basic data protection behaviours. Nor are they aware of how they can utilise publicly available data to undertake both personal and civic action. This lack of data literacy opens citizens up to risks and limits their ability to operate as active citizens in a digital society. Also, evidence is growing of inequalities in data literacy that mirror broader social inequality. This paper reports on the project baseline findings from the re-analysis of UK Ofcom and UK Department of Digital, Culture, Media and Sport (DCMS) data sets. This analysis focuses on the differential levels of data literacy across a range of socio-economic and demographic variables to explore the intersectional aspects of data literacy. The paper will conclude with an outline of the next stage survey and focus group field work that build on these results. This work is the first element of four broad project activities: 1] exploring through survey data and citizen workshops the extent of citizens’ data literacy; 2] analysing the social basis of variations and inequalities in data literacy across a range of factors; 3] developing training and support materials for schools, universities and third sector groups in order to enhance citizen’s data literacy; and 4] developing policy recommendations for stakeholders on enhancing citizen data literacy.

Id: 19754

Title: Digital divide as both technological and social problem: The case of Russian regions

Session Type: Individual submission

Authors:

Name: Anna Gladkova

Email: gladkova_a(at) list.ru

Country: RU (Russian Federation)

Affiliation: Lomonosov Moscow State University, Faculty of Journalism

Name: Massimo Ragnedda

Email: massimo.ragnedda(at) northumbria.ac.uk

Country: GB (United Kingdom)

Affiliation: Northumbria University

Abstract: Despite the fact that the problem of digital divide in different national contexts has been in the spotlight of many academics across the world (e.g. Chipeva, Cruz-Jesus, Oliveira, & Irani, 2018; Dilmaghani, 2018; Fuchs, & Novak, 2008; Ragnedda, & Muschert, 2013; Ragnedda, & Kreitem, 2018; Smirnova, 2017; Vartanova, 2002, 2013), little attention has been given so far to the problem of digital inequality in Russia (e.g. Bykov, & Hall, 2011; Delitsyn, 2006; Vartanova, 2018; Volchenko, 2016). The number of research on digital divide in Russian regions – federal districts, oblasts, okrugs, kraia and other territorial formations of different sizes – is even lower (e.g. Deviatko, 2013; Nagirnaya, 2015; Rykov, Nagornyy, & Koltsova, 2017). This study aims to fill in this gap by analyzing digital divide in eight federal districts of Russia (Central, Southern, Northwestern, Far Eastern, Siberian, Ural, Volga and North Caucasus), discussing their regional specifics together with the general trends, and approaching digital inequality in Russian regions as both technological and social problem.

While conducting research, we looked at three levels of the digital divide in Russia (access; skills; and benefits people can get through using ICTs) to ensure digital inequality in Russia is treated as a complex and multifaceted phenomenon. For this purpose, we examined such key criteria as the number of Internet users in Russia in general and in particular federal districts of Russia, monthly Internet audience, Internet penetration rate (broadband and mobile), the cost of Internet access, average speed, etc. Furthermore, we analyzed digital literacy in Russia in a comparative interregional perspective, analyzing similarities and differences across eight federal districts of Russia in this respect. Last but not least, in order to shed light upon digital inclusion process, we studied the index of Internet ‘openness’ of Russian regions (a measuring program implemented since 2017), and key directions of the state policy aimed at decreasing digital inequality in Russia on both federal and regional levels (Digital Russia Program, Digital Government Program, the Program of Eliminating Digital Inequality in Russia, etc.), as well as the availability and use of e-services in Russian regions.

As our research shows, Russian federal districts considerably differ on all three levels of the digital divide, with some regions (Central, Northwestern, Ural and (in a number of cases) Volga federal districts) taking up leading positions and other regions more or less lacking behind. We argue thus

that digital inequality in Russia is still on place and will require more time for complete elimination. However, the number of state and public initiatives aimed at creating a more balanced digital environment across federal districts and territorial formations, and overall positive dynamics of digitalization processes in the Russian regions make us believe that the process is going towards the right direction.

Id: 19866

Title: Formations of the Unequal Subject in the Online Platform Economy

Session Type: Individual submission

Authors:

Name: George Maier

Email: g.maier1(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: The London School of Economics and Political Science

Abstract: The specificity of subject formation in the online platform economy is blurred into dominant progressions of subject formation in society more generally; The neoliberal turn since the 1970s has surely catalysed the entrepreneurial self, geared towards market success (Brockling, 2016), as well as the indebted self in an increasingly financialised and credit focused economy (Lazzarato, 2012, 2015). However, I argue that the mediating properties of sharing/gig economy platforms bring such formations into a particular moment of focus. These platforms emerge free from the restricted velocity of traditional industry (Srnicek, 2017) and often expand into unmapped regulatory space faster than policy can react (Katz, 2015). The result is capitalist interaction untethered from traditional labour relations and often beyond regulatory politics, approaching the neoliberal ideal of the freed market. I argue that this hyper-economisation extends to the subject who participates by seeking income in the 'Sharing Economy'. This subject is evaluated, assessed, ranked and categorised through platform algorithms and systems of rating acting on behalf of platform operators; but also, directly with 'the customers' in the context of their economic interactions where value judgement is persistently encouraged through rating functionality and, on some platforms, competitive pricing between income seekers; what results is a subject constantly aware of their market value. I therefore bring forward Bourdieu's (1986) conceptions of symbolic capitals to explain which different forms of capital become recognised as valuable within the fields of the sharing economy. But I also go further by calling upon the critiques of Bourdieu offered by Skeggs (2004) to ask who has the ability to be seen as a subject of value, reflecting dominant hierarchies of class, gender and race. This paper therefore interrogates the mechanisation of dominant normative expectations of subject value in mediatised environment of the platform economy and, secondly, how these normative horizons interact with offline inequalities in the perpetuation of outcomes (adding to the established digital inequalities "outcomes" debate (Helsper, 2012; van Deursen & Helsper, 2015, 2017)).

This paper constitutes a theoretical contribution arising from a PhD thesis focused on people who earn money using Uber, AirBnB and Amazon Flex within London, UK.

Id: 19923

Title: Second Order Digital Divide: A case for Digital Social Capital

Session Type: Individual submission

Authors:

Name: Uma Shankar Pandey

Email: mailusp(at) gmail.com

Country: IN (India)

Affiliation: Surendranath College for Women University of Calcutta

Abstract: Digital Divide Research over the years has focused on the inequalities in the use of the information and communication technologies. However many recent experiences in the Information and Communication for Development (ICT4D) projects have busted the myth that information and communication technology access would lead to a linear attainment of the stated development goals. One of the reasons of the failure of the ICT4D paradigm is the design-reality gap between the information systems of the developed countries and the developing societies that they were sought to be transferred. The second order digital divide looks beyond the inequality in access and concentrates on the differences among users' skills and motivations for usage. The interaction between culture and technology and individual user and technology hence become important considerations. This has led to recommendations for digital literacies for all citizens encompassing the theoretical, operational and evaluational aspects of ICT literacy. One of the major theoretical paradigms for the digital literacy approach has been the Capabilities Approach which posits the importance of the freedoms or valuable opportunities (capabilities) for individuals to achieve the functionings they consider important. Digital Literacy thus looks at the capabilities and its corresponding functionings that users are able to achieve. It is no longer a question of access but more of what people can or cannot do with the information and communication technologies made available to them. Other recent theoretical approaches are concerned with both access and participation. The network society theory on the other hand maps how the information and communication technologies have constituted new social paradigms in which new social relationships are based. A similar theme has been that of the Digital Human Capital which sees investment in human capital as being analogous to investing in other forms of capital for social development. A related concept in some ways is the 'social capital' concept. According to Bourdieu, social capital is the cumulative resource from the possession of a network of 'relationships of mutual acquaintance and recognition'. The amount of social capital depends not only on the breadth of the network of connections, an individual has but also on the pool of resources possessed by those to whom the individual is connected in the network. Bourdieu further believes that social capital, cultural capital and economic capital can be converted from one type to another. Drawing on Bourdieu's theory, the present paper suggests a digital social capital paradigm as an index for second order digital divide. It goes beyond the traditional digital human capital arguments of digital literacy and considers social capital from a capability perspective. In other words it indicates the social capital an individual deliberately chooses to acquire is reflective of the functionings he desires from the digital world, and the connectedness which would entail other forms of symbolic and cultural capital as well. People with more digital social capital have both more freedom to access other social networks and more control over others' access to their network resources.

Keywords: Digital Literacy, Human Capital, Second Order Digital Divide, Capabilities, Digital Social Capital

Id: 20047

Title: Impacts of the digital divide on e-government portals of Nepal

Session Type: Individual submission

Authors:

Name: Bhanu Acharya

Email: acharya.bhanubhakta(at) gmail.com

Country: CA (Canada)

Affiliation: University of Ottawa

Abstract: Nepal is a landlocked country in South Asia with 29 million population (Zuberi et al., 2018). According to the Internet Live Stats (2016), less than 20% of the population in Nepal have accessed on the Internet. The Capital city and other major urban areas have a higher concentration of the Internet facilities with 3G and 4G Internet services, but most of the rural areas rely on limited access to the Internet with slow 2G Internet in GSM and CDMA technologies (Nepali Telecom, 2018). Most of the Internet users have access to the Internet through mobile devices and primarily used for social networking and interactions (Nepali Telecom, 2018).

Nepal is struggling to cope with the rapid evolution of information and communication technologies (ICTs) since the country has been facing a severe energy crisis (electricity shortages) for decades (Poudyal, Khadka, & Loskot, 2017). Most of the people in the country have limited access to ICTs due to low income, and they hardly find access to the high-speed Internet due to poor and limited infrastructure (Pun, n.d.). By introducing a number of ICT policies and programs, the Government of Nepal (GoN) want to provide government services through e-government platforms and contribute to the national economy by 2030.

There are, however, several barriers to Nepali users in accessing and using Internet services, including low income, illiteracy, limited digital literacy skills, and reluctance to new media. Consequently, Nepal's digital presence in terms of providing government services and opportunities to the public, participating e-government program, and creating digital content is very limited. Nepal's e-government service, among 193 UN member countries, is ranked 117th position that signals very poor progress in the ICT infrastructure and government service delivery through digital platforms (UN Survey, 2018). Each of the 22 federal government ministry websites, according to Lyane and Lee's (2001) categorization, are in the preliminary stage of development, meaning the websites display government intended information with limited interactive features and financial transaction facilities.

In this presentation, I would argue that the digital divide seriously affects Nepal's efforts of government service delivery through digital platforms, and consequently, efforts of government service delivery through digital platforms are inadequate and ineffective. By employing Layne and Lee's four-stage model of e-government development, this study observes the official websites of 22 ministries of the federal GoN that are expected to deliver government services to the public effectively.

After nearly two decades of political ups and downs, Nepal currently has a stable government with more than a two-thirds of parliamentary majority (Shakya, 2017). One of the major political agendas during the last election campaign was to transform Nepal into a digital nation by building a number of smart cities, making free Wi-Fi available across cities, developing digital infrastructure, and providing government services and opportunities through online. In this context, this presentation will be very relevant in assessing the state of the digital divide in the country, and the services and opportunities provided to the public through e-government portals.

Id: 20135

Title: Digital Inequality, Education Heterogeneity and Human Rights. The Conectar Igualdad Programme in rural and urban working-class schools of Salta (Argentina)

Session Type: Individual submission

Authors:

Name: Alejandra Garcia-Vargas

Email: alegarciavargas(at) gmail.com

Country: AR (Argentina)

Affiliation: UNJU / UNSA (Argentina)

Name: Golovanevsky Laura Andrea

Email: laugolo(at) gmail.com

Country: AR (Argentina)

Affiliation: CESDE, FCE, UNJu / CONICET

Name: Chachagua Maria Rosa

Email: mariach208(at) gmail.com

Country: AR (Argentina)

Affiliation: CONICET / CIITED UNJU / UNSA

Abstract: Does the level of promotion and protection of education -as part of human rights and dignity- have any relation to the level of technological development of the society? Is there any correlation between digital inequalities and social inequalities when it comes to the rights to education in social and geographical marginalised areas? This paper bridges both questions in order to answer them via quantitative and qualitative data referred to a specific context and on a specific educative policy: the Conectar Igualdad Programme (CIP) as a social policy applied in an urban and a rural secondary school located in Salta (Argentina).

In this way, this case study allows us to generate evidence on digital-inequality issues facing adolescent citizens among social and geographical marginalized communities; and promotes evidence- informed policy change for the improvement of the access, the use, and the implementation of ICTs for educational, social and cultural development (van Dijk, 2005).

Both in Latin America and in Argentina, inequality is a historical and severe structural condition (Kessler, 2010). In turn, the social uses of technology constitute an important field of debate in the area, and the technological equity conditions during childhood and adolescence are part of most of the political and educational agendas (Becerra, 2015; Morales, 2015; Reygadas 2008; Rivoir, 2009). We ask ourselves: What features does inequality acquire when questions are asked on the grounds of educational policies aimed at digital equity from a human rights perspective? To what extent is technological inequity part of wide and historical geographies of social inclusion/exclusion? How do digital inequalities relate with the public educational system and to what extent do they impact on the living conditions of the youth in diverse Latin American contexts?

First we work with comparative public statistical information, which allows us to address the presence/absence of various technological devices in Argentine households, pointing out the differences between regions and specifying the situation for the province of Salta. Said statistical

information is combined with an inclusive approach on the role, the valuation and the differential use of technologies according to contexts, regions and diverse socio-economic conditions. Our analysis indicates that CIP seem to have had a relevant impact in the educational system, though differences persist between sectors of different income levels and of rural or urban localizations. Positive variations indicate the extent to which public policies may positively influence the reduction of the material dimension of access. Fieldwork indicates that, even if the digital gap is narrower among the youth than among older-age groups, and among male students than among female students, it persists. Furthermore, the analysis shows that there are regions and sectors which remain disconnected, that there are digital services that are only accessed by the most favoured sectors, and that this disconnection has a growing weight in the general configuration of social inequality in Salta. Thus, the availability of a specific device incipiently reduces the structural fragmentation between incipiently connected and disconnected people, while it neither solves the connectivity issue nor those issues derived from digital literacy processes and the social uses of such technologies.

Id: 20209

Title: e-Inclusive education in the Netherlands: A customized approach framed within 8 media profiles

Session Type: Individual submission

Authors:

Name: Ilse Mariën

Email: ilse.marien(at) vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT Vrije Universiteit Brussel

Name: Axelle Asmar

Email: axelle.asmar(at) vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT Vrije Universiteit Brussel

Name: Monique Korenhof

Email: M.Korenhof(at) leeuwenborgh.nl

Country: NL (Netherlands)

Affiliation: ROC Leeuwenborgh

Name: Andrea C. Klaijsen

Email: a.klaijsen(at) leeuwenborgh.nl

Country: NL (Netherlands)

Affiliation: ROC Leeuwenborgh

Abstract: In international statistics, the root causes of digital exclusion are still easily brought back to a series of sociodemographics such as income, jobs status, education level or gender (Van Dijk, 2005). Research, among others by Helsper (2012) and Reisdorf (2017) has shown that a more nuanced approach is needed in which aspects such as autonomy of use, personal daily practices and needs, participation in social networks and social support networks are taken into account as explanatory factors for digital exclusion.

The work of Mariën and Baelden (2015) proposes a conceptual model of eight media profiles, spread across a continuum between deep exclusion and deep inclusion, combining social and digital indicators, that explains the extent to which the various types of (non-)users are subject to digital exclusion. Moreover, the practical application of the conceptual model by e-inclusion initiatives in Flanders has proven to be worthwhile for developing a customized e-inclusion approach fitting each media profile (Mariën, 2016). It led to the insight that the strongest media profiles (cf. the Digital All-Stars) are in need of pedagogical support so as to more easily communicate and share their digital knowledge. It also showed that strong digital profiles are present among socially vulnerable groups, and moreover, that these 'Unexpected Digital Masters' are best equipped to become coaches for their peers.

This paper presents itself as an empirical application of the 8 media profiles and how they serve to develop customized e-inclusion strategies for secondary education in the Netherlands. A three-phased practice-oriented project was conducted in collaboration with ROC Leeuwenborgh (NL), a vocational training center for teenagers and adults. Firstly, the conceptual model was transformed into an automated online self-assessment instrument built upon 13 indicators, of which 5 relate to the social field and 8 relate to the digital field; and subsequently tested and validated with a group of 10 MBO students in ROC Leeuwenborgh, Maastricht. Secondly, the validated self-assessment instrument was filled in by 300 MBO-students. Thirdly, participatory workshops were conducted with students and their lecturers, aimed to build an e-inclusive and customized approach suited to each media profile.

The preliminary results of this study shows the importance of developing soft skills (cf. self-confidence, self-steering competencies, critical self-reflection...) as primordial for the development of digital skills within an MBO-context. Finally, the participatory methodology used within this project provides an invaluable toolkit to empirically respond to the experiences and the needs of students. This aspect is important insofar the teacher is no longer perceived as dispensing all the knowledge to students supposed to stay quiet while soaking it in; rather, we put forward an idea of skills development where pupils with the strongest media profiles can become the coaches of their peers and provide support.

Id: 20486

Title: A widening digital divide and its impacts on existing social inequalities and democracy in Pakistan

Session Type: Individual submission

Authors:

Name: Sadia Jamil

Email: sadia.jamil(at) ymail.com

Country: PK (Pakistan)

Affiliation: PhD graduate, the University of Queensland, Australia

Abstract: In Pakistan, concentrated efforts have been made for the proliferation of Information and Communication Technologies (ICT) infrastructure by the government during the past decade. Consequently, in terms of internet users, “Pakistan is the fourth-largest country in Asia – behind Indonesia, India and China” (Hussain, 2017). However, a large proportion of the Pakistani people still cannot access and use internet. For example, a report released by Pakistan Telecommunication Authority (PTA) in late 2017, Pakistan has a total population of 200 million people. Within 200 million people, there are 46 million 3G and 4G subscribers, 3 million fixed line subscribers and 48 million broadband subscribers (Khalid, 2017). These statistics indicate a bit slow growth of internet users in the country.

The matter of concern is not only Pakistan’s slow progress towards the proliferation of internet access, but also there are various political, socio-cultural and other constraints that hinder the public’s access and their usage of internet. Government of Pakistan often restricts internet access or limit the provision of internet services in certain areas of the country that serves to curb the public’s right to freedom of expression and access to information.

In addition to government’s restrictions, social and cultural norms also considerably restrain the public’s access and usage of internet and thus are increasing digital divide. Particularly, the social milieu of Pakistan does affect the women’s use of internet and social media because “out of 35 million social media users, 77 per cent are male users and only 23 per cent are female” (Farooq, 2018). The women’s access to the internet and mobile phones is often restricted or monitored by male family members, resulting in their inability to effectively represent their issues online and participate in democratic process. And in majority of rural areas, both men and women neither have access to internet nor are they literate/or skilled enough to use it. Moreover, people with disabilities are also not capable to use internet due to a lack of provision of special needs equipments such as keyboards, screens and accessibility aids for sensory impairments.

Hence, there is no standardized access and usage of internet in Pakistan. Noticeably, there is a dearth of research by local academics within this area. Therefore, drawing on the theory of digital divide, this study identifies factors those are widening the digital divide in the country. The study also analyses how digital divide is reinforcing the existing social inequalities (i.e. income, gender and educational disparities) and impacts on Pakistan’s democratic process. To achieve these aims, the study uses the quantitative method of survey and qualitative method of in-depth interviews. The study uses relative frequency statistics and thematic analysis to analyse the collected data.

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Id: 20509

Title: Exploring the digital divide beyond access: A multivariate cross-country analysis of smartphone use and dependency in China, Singapore and Peru

Session Type: Individual submission

Authors:

Name: Qiaolei Jiang
Email: qiaoleijiang(at) tsinghua.edu.cn
Country: CN (China)
Affiliation: Tsinghua University

Name: Yan Li
Email: tongjiliyan(at) 126.com
Country: CN (China)
Affiliation: Dalian University of Technology

Name: Jano Ramos-Diaz
Email: januxko(at) gmail.com
Country: PE (Peru)
Affiliation: Universidad de Ciencias y Humanidades

Abstract: The term digital divide initially referred to gaps in access to a computer. In contemporary information society, with the Internet and various information and communication technologies (ICTs), such as wireless and mobile computing, diffusing rapidly into society, the term has shifted to encompass gaps in these media access. Most of the early literature on digital divide focused on a binary classification of physical access. As the concept is reified and refined, an increasing number of researchers have recognized this limitation and argued that attention should be paid to more dimensions that may influence people's media use and thus potentially lead to different divides. Previous studies have identified a variety of factors, including historical, geographic, socioeconomic, demographical, educational, behavioral, and generation factors, that may explain the existence of digital divide. This study examines the issue of digital divide from this more comprehensive perspective, with specific attention paid to use and impact of smartphone. With rapid adoption of smartphones globally, smartphone use and the impact of smartphone dependency, especially among the young, has garnered more and more public attention recently. By reviewing the literature on the global digital divide, considerable research interest has been in the cross-country comparative analysis. According to the ICT Development Index (IDI) 2017 published by the United Nations International Telecommunication Union, China, Singapore and Peru are of upper, high and medium level respectively. Adopting the Individual Media Dependency (IMD) perspective, this study proposed an extended IMD model to examine the associations between six IMD goals, three psychological traits (self-esteem, leisure boredom, and sensation seeking), smartphone use, and smartphone dependency among the young in China, Singapore and Peru, with special attention paid to the use and impact of smartphone, especially the negative consequences of excessive smartphone use and dependency. Survey data were collected based on stratified random sampling from young smartphone users at one main public university in each of the three countries. Structural equation modeling was then

employed to examine the fit of the data to the model and compare the cross-country differences. Four smartphone dependency symptoms, i.e., inability to control cravings, escape, feeling anxious, and productivity loss were identified in the three countries, and revealed the mechanisms between IMD goals, psychological traits, and smartphone dependency. The results showed that across the three countries, different IMD goals had significant impacts on different aspects of smartphone use, and in turn have different effects on smartphone dependency. Through cross-national research in China, Singapore and Peru, this study is among the first few to go beyond simple binary differences between the haves and have-nots and investigate a substantive issue of digital divide by examining different use patterns and impacts of smartphone across three countries of different IDI levels. This study contributes to a deeper understanding of more dimensions of digital divide including differences in use and impact, which is critical to social inclusion in today's era for governments, companies, not-for-profit organizations, and educational institutions to bridge the divide.

Id: 20593

Title: New digital divides. Political and social participation of the elderly in the information society

Session Type: Individual submission

Authors:

Name: Leopoldo Abad

Email: abad.fhm(at) ceu.es

Country: ES (Spain)

Affiliation: CEU San Pablo University Madrid

Abstract: This project continues the line of research initiated in two previous projects developed by this research team on various aspects of the relationship of the elderly with new information technologies and the Internet. The first of them, "Digital divide and third age: media literacy and e-inclusion (CSO 2012-36872)" addressed the training of older people in the field of ICTs as a means to limit this digital divide by promoting the e-inclusion of old people. The second "Elderly people, e-commerce and electronic administration: towards breaking the third digital divide (CSO2015-66746-R)" deepened some of the aspects of this generational digital gap, specifically in employment for this population group of e-commerce as of the electronic Government. In the development of these projects, a new element of the generational digital divide arose, the scarce political and social participation of the elderly in the information society through the different possibilities offered by digital tools, as corroborated by several published surveys by the CIS as by the INE. This limited participation through digital media contrasts, however, with the majority participation of this social group in the elections. Given the generalization of the political debate on the Internet, the present paper seeks to know the typologies of use of digital tools by the elderly for political participation as well as the motivations and problems that cause their limited use by this group. Through a bibliographic review of the main contributions of the theorists who have dealt with the subject, we intend to offer a proposal on criteria, conditions and environments that allow older people to access websites, social networks and other types of computer tools linked to political participation. To this end, a series of recommendations and proposals would be established that both public administrations, and especially the various private entities where older people develop their social activity, could set in motion to encourage participation in the digital environment of this social group in all those discussions on issues that affect them. The proper channeling of these forms of participation will make it possible to know the opinions, shortcomings and demands of a social group that will be the majority in the next Western societies demographic scenario. This involvement would also allow their collaboration in the design of public policies that affect this group, improving them and adapting them to their real needs.

Id: 20938

Title: Comprehending the Digital Disparities in Africa

Session Type: Individual submission

Authors:

Name: Bruce Mutsvairo

Email: bruce.mutsvairo(at) uts.edu.au

Country: AU (Australia)

Affiliation: University of Technology Stdney

Abstract: The digital divide is having significant impact on the ways in which information across Africa is developed, shared and perceived. The importance of Internet literacy has been often underestimated when assessing the real impact technology, and particularly citizen journalism and social media. (Wall 2012). Moreover, not everyone with access to the Internet understands what it is and how to use it for. Salgado (2016) outlines problems associated with the African digital divide in her analysis of the Internet's role in advancing democracy in the continent's former Portuguese colonies. Worse still, even when they actually have access to citizen journalism platforms, it is still unclear how many are participating and to what effect. This paper seeks to analyze the problems and opportunities associated with the ubiquitous digital revolution, providing a cross-disciplinary examination of digital disparities inhibiting social, political and economic progress across Africa. The paper seeks to provide empirical and theoretical accounts proving why social media will not easily change Africa's political systems. It also attempts to conceptualize the digital divide in an African setting critically examining how digital disparities could impact potential participation of citizens online. It will introduce some of the main concepts associated with the digital divide and analyze them from an African perspective. The paper also provides specific examples on how various countries in Africa are dealing with problems associated with the digital exclusion of their citizens.

Id: 21087

Title: "It's convenient, but" Imagined digital (dis)connections in a rural Japanese community

Session Type: Individual submission

Authors:

Name: Fabienne Darling-Wolf

Email: fdarling(at) temple.edu

Country: US (United States)

Affiliation: Temple University

Abstract: Scholars speak of the unprecedented opportunities for connection across time and space afforded by digital technologies as a set of affordances. In the context of media studies, this concept refers to both the design and material aspects of how the technology works and what it allows users to do (e.g. upload a video) and its social aspects (e.g. connect with friends through sharing the video). How people use technology, however, is always embedded in broader structures of power and shaped by individuals' expectations, perceptions and experiences — or by what scholars describe as the technology's "imagined affordances." Thus, in order to fully understand digital communication, scholars must engage with the ways in which individuals develop their own "vernacular affordances" in their use of technology in a variety of different and specific social contexts.

Research on the situated negotiation of digital media has, however, most frequently focused on Anglo-American and European environments. It has also tended to problematically skew toward urban middle-class (and, often, younger) communities. This latter tendency has been particularly true in the case of Japan, which is often associated with its large metropolises and a relative lack of class consciousness. Keeping this limitation in mind, this project explores how lower-class individuals living in a small rural Japanese community employ digital media in their everyday lives, and how this use of digital technology shapes their sense of place in the world.

Drawing from extensive ethnographic research in the community, it considers the multiple locally-specific ways in which individuals have embraced digital technology in their daily lives and how the technology's "imagined affordances" intersect with their cultural, regional, and class identities both locally and in relationship to national and global contexts. It argues that despite community members' active and frequent use of digital technology, and despite their status as citizens of a globally privileged nation, numerous barriers — both imagined and actual — continue to limit their ability to fully engage in digital culture. It further discusses how a sense of simultaneous connection and disconnection from both urban contexts and an imagined global digital community frequently led to complex feelings of fear and alienation when using digital media and to a nostalgic longing for pre-digital social relations.

Id: 21227

Title: Digital Reentry: Uses of and Barriers to ICTs in the Prisoner Reentry Process

Session Type: Individual submission

Authors:

Name: Bianca Reisdorf

Email: bianca.reisdorf(at) uncc.edu

Country: US (United States)

Affiliation: University of North Carolina at Charlotte

Name: Julia DeCook

Email: jdecook(at) msu.edu

Country: US (United States)

Affiliation: Michigan State University

Name: Megan Foster

Email: mfoste55(at) uncc.edu

Country: US (United States)

Affiliation: University of North Carolina at Charlotte

Name: Jennifer Cobbina

Email: cobbina(at) msu.edu

Country: US (United States)

Affiliation: Michigan State University

Name: Ashleigh LaCourse

Email: lacours5(at) msu.edu

Country: US (United States)

Affiliation: Michigan State University

Abstract: In the United States, prison reform remains the focus of policies and foundation efforts. High incarceration rates and a focus on incapacitation during incarceration lead to a “revolving door effect”, with more than two thirds of parolees rearrested within three years after release (Durose, Cooper, & Snyder, 2014). One aspect that is missing from this debate is how access to and use of information and communication technologies (ICTs) might improve the prisoner reentry process.

Although there are localized efforts, such as New York City’s Prisoner Reentry Institute’s “Tech 101” course, instruction of ICTs is not a core component of prisoner reentry practices. Some reentry training is computer-assisted (California Department of Corrections & Rehabilitation, 2017), and some prisons offer basic computer classes. Yet, most courses do not cover how to operate current technologies or the Internet, and there is little research on access to ICTs and the digital skills of returning citizens.

Therefore, we ask:

RQ1. What kinds of barriers toward ICTs do returning citizens encounter?

RQ2. How do they perceive the effects of these barriers?

RQ3. What kinds of strategies do they employ to cope with (barriers to) ICTs?

We conducted focus groups with 78 male and female returning citizens in a large Midwestern city between April and June 2018. The mean age was 52 years ($M=52.07$, $SD=19.4$). Participants had been released from prison within 4 months of the focus groups and they had served a prison sentence of at least 2-3 years, some as many as 20 or more, so unfamiliarity with new ICTs was fairly high. We used a semi-structured approach to ask questions about ICT use, use barriers, and the kinds of ICTs parolees need during reentry and collected basic demographic data from the participants. We conducted various rounds of thematic coding of the transcribed data using NVivo.

All participants had cellphones, mostly smartphones (62%), but only few owned laptops or tablets (8.2% and 9.6%, respectively). As most participants lived in temporary housing, access to computers and the Internet was limited. In addition, lack of skills was a main barrier, although this varied depending on age, length of sentence, and how much participants had engaged with ICTs before. The perceived effects of lack of access and skills were largely negative. Participants reported issues in using ICTs to search and apply for jobs, write emails or text messages, and use apps on their phones. Whereas some were able to learn from friends, family, shelter staff, community centers, or teach themselves, many were unsure where to ask for help or what kinds of help to ask for. The majority mentioned that technology classes before or immediately after release would be helpful in alleviating these issues—showing the importance of including ICT training into reentry practices across the country.

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Id: 21276

Title: Digital Bangladesh: A neoliberal project'

Session Type: Individual submission

Authors:

Name: ASM Asaduzzaman

Email: asad.goldsmiths(at) gmail.com

Country: BD (Bangladesh)

Affiliation: Mass Communication and Journalism Department, University of Dhaka

Abstract: Digital Bangladesh recently came to the forefront of political as well as development discourses. This paper critically explores the concept of so called “digital Bangladesh” in the context of the current global discourse of ICT for development. The analyses and arguments of this paper is situated in the broader context of how neoliberal macroeconomic orthodoxies have shaped approaches to development in the Global South, namely ICT4D which is rife with technocratic and instrumental assumptions that speculate on a unidirectional relationship between the use of new digital technologies and development. I argue that ICT4D reflects a variant of neoliberalism which is still very much in existence. “Digital Bangladesh” is a manifestation of ICT for Development in Bangladesh. Following on from Jan Nederveen Pieterse (2004), I argue that an important factor for the spread of ICT4D in the Global South has been the process of “neoliberal globalization”. Another argument of the paper is that ICT4D is not a novel approach to development in which communication technologies (in this case information and communication technologies or “new media”) are said to play a pivotal role in social change. Instead, ICT4D has its origin in the discussion regarding mass media’s role in national development, which became popular during 1950s and ‘60s. As a case in point, I have mentioned telecentres founded across South Asia including Bangladesh to provide benefits of ICTs to citizens. However, critical analyses and empirical research shows the discrepancy existing between the alleged success of many of these projects and the reality. Following on Pieterse (2005), I criticize different assumptions of ICT4D for promoting what he terms “digital capitalism” in the era of neoliberal globalisation. For example, in ICT4D “digital divide” is seen as a major obstacle to overall development of a country. I contend that digital divide should not be a concern for the rural masses of Bangladesh when deep-rooted structural inequalities (i.e. unequal socioeconomic, power and gender relations) remain unresolved within and beyond rural communities. As a whole, the paper posits the entire project of digital Bangladesh in the broader context of global digital economy, and connects it with neoliberal globalization which is the dominant trend in the political-economic scenario of the present world.

Id: 21356

Title: Digital public services: A threat to citizens' rights' An insight into Belgian digital inclusion policies

Session Type: Individual submission

Authors:

Name: Chantal Wauters

Email: chantal.wauters(at) vub.be

Country: BE (Belgium)

Affiliation: IMEC-SMIT VUB - Free University of Brussels

Name: Ilse Mariën

Email: Ilse.marien(at) vub.be

Country: BE (Belgium)

Affiliation: IMEC-SMIT VUB - Free University of Brussels

Abstract: Keywords: digital inclusion, policy, public services, digital-by-default

Over the past ten years, public services are being digitized radically. Digital media have become an intrinsic part of the everyday lives of citizens. However, due to barriers such as a lack of access, a negative attitude, a lack of motivation or a lack of digital skills, not all citizens reap the benefits of these digital services, leading to an increase in digital and social inequalities among a vast part of the population.

Luckily, the interest in digital inclusion strategies has accordingly grown in academia. Different digital inclusion definitions and implementation strategies have been developed, moving from too much emphasis on the importance of physical access to computers and the internet to the development of practical digital skills, or the so-called button knowledge, to more advanced digital skills such as critical thinking, problem-solving capabilities, and more recently, data literacy (Asmar, Mariën & Van Audenhove, 2019). However, the question remains to what extent policy makers follow these conceptual and practical advancements made in digital inclusion research. Is there still a main focus on access and practical skills, or has focus shifted to other identified characteristics of digital inequalities such as social support structures, soft skills, learning ability or the media richness of the individual's environment (Helsper & Reisdorf, 2017)?

The theoretical part of this paper focuses on (a) how the concept of digital inclusion has evolved over time; and (b) how the existing conceptual digital inclusion frameworks differ. Empirically, the paper reflects a critical analysis of digital inclusion policies in Belgium at a federal, regional and community level. A close reading of 190 policy documents was realized, aimed at identifying the extent to which digital inclusion is mentioned, what the focal points are and what strategies of inclusion are developed. Two types of policy documents were analyzed: (1) policy documents that entirely focus on digitization (cf. Digital Agenda); (2) policy documents that relate to the life domains in which digitization has increased (cf. healthcare, work, mobility and public service).

The results show a conceptual chaos in which inequalities, inclusion and exclusion are used without distinction. Also, the mentioning of digitalization, innovation, ICTs in policy documents has imploded, whereas referral to digital inclusion related concepts remains scarce. Put differently, the policy agenda shows an extensive focus to digitalization without making the clear cut and necessary connection to mechanisms of exclusion caused by that digitalization. Though focus has shifted from access to skills, the policies remains driven by a strong liberal agenda aimed at increasing employment (cf. the current increase of attention to coding) and aspects such as efficiency of services, characterized by a lack of attention to the daily needs of citizens.

Id: 21372

Title: Emerging Technologies, Changing Literacies: Becoming Literate in the Data Age

Session Type: Individual submission

Authors:

Name: Axelle Asmar

Email: axelle.asmar(at) vub.be

Country: BE (Belgium)

Affiliation: Imec-SMIT, Vrije Universiteit Brussel

Name: Leo Van Audenhove

Email: leo.van.audenhove(at) vub.be

Country: BE (Belgium)

Affiliation: Imec-SMIT, Vrije Universiteit Brussel

Abstract: With technological advances, everyday objects – from smartphones to home appliances such as vacuum cleaners – become increasingly equipped with various sensing systems which not only allow such objects to understand their environments, but endow them with the capacity to identify and precisely recognize the individual characteristics of users. As individuals incorporate these technologies in their daily routines, more and more data about them are being stored, used and sold, often without their accord. Moreover, when permission is asked for the collection and reuse of data, it is often done in such an impenetrable language that users, most of the time, neither read nor understand what they are expected to agree upon. (Van Deursen and Mossberg, 2018). As data increasingly mediate the everyday life, data and the processes associated to datafication mechanisms are, on the one hand perceived as opportunities (Data Revolution Group, 2014) and on the other hand apprehended as dangers to civil liberties (Boyd and Crawford, 2012). Yet, both sides agree upon the need to move beyond media literacy and focus on building an empowered citizenry through data literacy (Calzada and Marzal, 2013; Wolff, 2016).

This paper articulates itself in two main parts. Firstly, this paper critically looks at the current definitions of data literacy and argues that data literacy should not be viewed solely as a skill, which would legitimize the fact that some individuals might be more apt than others; rather, we advocate for a definition of data literacy that puts an emphasis on the concept of literacy as a right. Put differently, it is not so much about being data literate as it is about becoming literate in the data age. Secondly, it empirically considers the experiences and perceptions of users regarding issues of privacy and data collection. Concretely, this paper is based on 85 in-depth interviews with respondents equally distributed across three life stages: Life stage 1 (18-30 years); life stage 2 (31-50 years); life stage 3 (51-70) and distributed equally across gender and educational levels (no high school degree, obtained a high school degree, obtained a degree of higher education). Our results show the growing concerns of users across age and education regarding the new data age, and the new divides brought about by the increasing digitization of services – both private and public. As data continues to expand in volumes and styles, the risk of exclusion is no longer limited to people living on the margins, but gradual disempowerment risks affecting larger segments of the population.

Id: 21436

Title: Digital Inequalities in the Age of Artificial Intelligence and Big Data

Session Type: Individual submission

Authors:

Name: Christoph Lutz

Email: christoph.lutz(at) bi.no

Country: NO (Norway)

Affiliation: BI Norwegian Business School

Abstract: In this theoretical contribution, I summarize key concepts and findings from the digital inequalities literature. I propose that digital inequalities research should look more into mobile communication, labor-related questions, and emerging technologies. Particularly, I point to fruitful avenues how digital inequalities scholarship can engage with the nascent literature on big data and artificial intelligence. For instance, unequal access to online labor markets and the negative effects of algorithmic decision-making for vulnerable population groups could become more prominent topics in digital inequalities research. The article explains the general approach to digital inequalities based on the distinction of first-level, second-level, and third-level digital divides. First, I will synthesize the key tenets of research on access to the Internet or the first-level digital divide. I will show how the theory of the mobile underclass (Napoli & Obar, 2014) offers useful guidance on exploring AI-based technology. Particularly, I argue that voice-controlled and AI-based technology such as virtual assistants (Siri, Alexa, Cortana) and their physical embodiments (Amazon Echo, Google Home) come with even stronger restrictions in terms of functionality, content availability, and openness of protocols than mobile Internet access. Second, I give an overview of the literature on the second-level digital divide, focusing on digital skills and Internet uses. I use recent literature on algorithmic literacy and everyday encounters with algorithms to show how digital inequalities could engage more with emerging technologies (Bucher, 2017; Eslami et al., 2017; Klawitter & Hargittai, 2018). Finally, I discuss the nascent literature on the third-level digital divide, where outcomes of Internet use – in the form of benefits and harms – are at the center of attention. Again, I argue that digital inequalities scholarship could be a stronger voice in shaping the discourse. Studying digital footprints and how they privilege certain population groups over others could connect digital inequalities scholarship to research in data protection, privacy and big data (Micheli et al., 2018; Marwick & boyd, 2018).

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Id: 21621

Title: Young People's Media Use and Social Participation in Hong Kong: A Perspective of Digital Use Divide

Session Type: Individual submission

Authors:

Name: Alice Y. L. Lee

Email: aliceleee(at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Department of JournalismHong Kong Baptist University

Name: Klavier J. WANG

Email: klavier.wong5(at) gmail.com

Country: HK (Hong Kong)

Affiliation: The Education University of Hong Kong

Abstract: In Hong Kong, the digital divide scenario has changed with the introduction of digital and mobile technologies. With most young people have gained access to the Internet, this paper looks into how they incorporate the Internet into their everyday civic lives. It explores the shift from a 'digital divide' towards a 'digital use divide' that responds to high levels of basic access to Internet services. It engages with the theoretical discussion of the move from a 'first-level divide' to a "second-level divide" (Lee, Park & Hwang, 2014; Radovanovic, 2011; Van Dijk, 2002).

The paper introduces the findings of 12 focus group studies of students from eight universities, exploring their media use and social participation. The research results provide evidence to show that in a technologically advanced city, while the gap of the digital divide has been narrowed, the social challenge of the 'digital use divide' has emerged.

In Hong Kong, a digital use divide exists between the older and younger generation. Moreover, university students in Hong Kong also show a digital use divide among themselves in the context of political and social participation. Taking part in public affairs ranges from low-cost online expression to physically joining street activism, and from non-traditional digital-aided formats to traditional political action. This study found different levels of using digital media and different levels of social participation – the extent to which citizens use communication tools to facilitate their political participation better. Apparently, media and information literacy (MIL) skills have an essential role to play with the digital use divide. Young people with higher MIL skills could make use of the digital media better than the older generation, and active participants with enhanced MIL would engage more with current affairs than the less active ones.

The findings also found that the digital use divide manifests not only as a gap in media and information literacy skills but also as variation in purposes of social participation. Also, users' goals are very much shaped by their socio-technological and political environments. It is noteworthy that previous digital divide studies seldom pay attention to either the subject matter or the contextual background. In this study, the subject matter under scrutiny is social participation. Therefore, it is impossible to ignore the 'one country, two systems' political structure in Hong Kong. As shown by the findings, Hong Kong young people's media use and social participation are deeply shaped by the post-handover political situation in the city. Their attitude towards the government and their

aspiration for the community are also affected by the Umbrella Movement, which signifies the struggle for political autonomy after 1997.

Practically, findings of this study remind educators to strengthen young people's media and information literacy (MIL) skills. Theoretically, this study contributes to the digital use divide study by revealing that there is an interweaving relationship among the subject matter under examination, user's goal-seeking, and contextual background.

Id: 21682

Title: Rewriting history: digital media, collective memory and mechanisms of power

Session Type: Individual submission

Authors:

Name: José Cláudio Castanheira

Email: jcscastanheira(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Santa Catarina - UFSC

Abstract: Historian Jacques Le Goff describes the collective memory as field of power. Rather than considering memory in its most common sense, ie, an ability to preserve certain information, which can reconnect past events when accessed later, Le Goff points that memory – and forgetting – is a concern of classes, of groups, and of individuals who control society. “History omissions and silences are revealing of these mechanisms to manipulate the collective memory.” (LE GOFF, 1990, p. 426) Social memory is a place of struggles for power.

Digital media have played a key role not only in creating new “facts” to be incorporated into the collective memory of certain social groups, but also in erasing or altering historical events. The effects of such phenomena have been especially related to the political context of many countries. The influence of different social media platforms or instant messaging applications like Whatsapp have been perceived and ingeniously targeted to meet multiple interests. Small groups of activists, political movements of different tendencies, representatives of political parties, and personalities with some kind of social evidence are some of the main creators/disseminators of those narratives. In Brazil, those forms of digital communication have acquired such a force that traditional media, represented by large journalism corporations, have tried to create mechanisms for controlling and differentiating “real facts” from “fake news”.

Besides the demoralization of possible political opponents, the most worrying aspect of this phenomenon is the increasingly intense attempt to rewrite official history. Facts already known and regarded as true by a large part of the population (such as Brazilian military dictatorship between the years of 1964 and 1985) may be transformed into newer and less “accurate” versions or may be simply denied.

The reinvention of history permeates several aspects of everyday life and does not concern just Brazilian reality. One of such new versions of public facts, for example, is about Pink Floyd’s former leader, Roger Waters, not being able to understand his own songs. Many of his fans argued via Tweeter or Facebook that his classic album The Wall was a critique to leftist indoctrination and not about totalitarian regimes in general. In another episode, the German embassy in Brasilia, in response to different posts from conservative Internet users denying the Holocaust and asserting that Nazism was a leftist regime, published a video online with more information about those historical facts. Even so, there were many replies asserting that German embassy was providing an incorrect analysis of the events.

This work proposes an initial attempt to describe different ways of rewriting collective memory through digital media as a form of political and social control. It presents some questions about the role of journalism in recent years in Brazil and other countries. This paper understands the overlapping of different narratives, often contradictory, as a symptom of deeper changes in the

notions of freedom, democracy and individuality, so that they may better suit a specific political and economic model that has been strengthened in recent times.

Id: 22205

Title: Digital Inclusion Fighting Disability Stigma' Opportunities, Barriers and Recommendations

Session Type: Individual submission

Authors:

Name: Panayiota Tsatsou

Email: pt133(at) le.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leicester

Abstract: Digital inclusion research has broadly attempted to examine whether people with disabilities (PwD) are digitally included (Goggin and Newell 2003; Macdonald and Clayton 2013), related barriers (Caton and Chapman 2016; Chadwick, Wesson, and Fullwood 2013; Dobransky and Hargittai 2016; Ellcessor 2016) and the extent to which digital inclusion can ameliorate disability stigma (Chadwick, Wesson, and Fullwood 2013; Chib and Jiang 2014; Dobransky and Hargittai 2016; Goggin and Newell 2003). However, as this paper demonstrates, there is a lack of conclusive evidence on the role of digital inclusion in experiences of disability stigma.

This paper presents a focus group study that explores the stigma experiences of PwD and the role of digital inclusion in overcoming disability stigma. The study finds that PwD acknowledge the positive role of digital inclusion in stigma alleviation through helping them: a) manage everyday tasks that are not managed easily due to disability (i.e., bio-medical stigma); b) become more integrated into the society (i.e., social stigma) and; c) express more freely/be more confident (i.e., psychological stigma). At the same time, PwD suggest that disability stigma does not disappear in the digital realm, pointing to the risk of bio-medical aspects of disability driving technology design which worsens the social stigma assigned to their disability and generates new experiences of psychological stigma. The paper concludes that benefits from digital inclusion lie simultaneously at the bio-medical, social and personal/psychological levels and that prominent barriers to digital inclusion, such as low accessibility and usability and ineffective technology design, are determined by complex biopsychosocial factors.

Hence, the paper argues for the value of the biopsychosocial model of disability founded by George Engel and suggests the development of the biopsychosocial approach in the study of the role of digital inclusion in disability stigma so that more emphasis is placed on the psychological complexities of individual agency alongside bio-medical and social factors of disability stigma. It invites the appropriation of such a multi-level approach in order digital inclusion research to generate longitudinal insights into the actual and potential role of digital inclusion in PwD's social inclusion and welfare.

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Id: 22281

Title: Effect of smartphone on North Korean defector's cross-cultural adaptation: a digital divide perspective

Session Type: Individual submission

Authors:

Name: Yongsuk Hwang
Email: prohys(at) gmail.com
Country: KR (Korea, Republic Of)
Affiliation: Konkuk University

Name: Jaekwan Jeong
Email: dbcjkk(at) gmail.com
Country: KR (Korea, Republic Of)
Affiliation: Konkuk University

Name: Dawoon Jung
Email: jdwhappyday(at) naver.com
Country: KR (Korea, Republic Of)
Affiliation: Konkuk University

Abstract: This study examines how the use of digital technology affects refugee migrants' cross-cultural adaptation to a new culture. Today, issues related to refugees face the challenge of the international community, not limited to specific individuals. Also, the successful settlement of refugee immigrants is very important not only for the individual but also for the entire range of politics, economics, society, and culture of the state. Especially, the success of cultural adaptation of the refugee migrants relies more on acquiring knowledge and information, forming social relations, and embodying social norms and cultures rather than on institutional support. While social support has a critical impact on the re-socialization of refugees, they lose existing social assistance when they exile the country. In this respect, the importance of information and communication technology and the Internet space is growing in that it plays an important role as a socialization agency.

In particular, the use of digital technology is more important than most migrants acquire relevant information such as residence and settlement, employment opportunities, health, and education through the Internet and adapt to new societies (Lloyd et al., 2013; Khoir et al., 2014). In addition, the use of this communication technology contributes greatly to the reformation of the individual social support system and serves as a key driver of cross-cultural adaptation.

Therefore, we explored how smartphones, which are the most prominent communication tools in digital society, have an impact on those adapting to the new society. More specifically, the study examined how North Korean defectors' smartphone adoption, skill and use influence on their social support and subjective well-being in South Korea. A path-analysis model is applied, based on concepts of the levels of the digital divide (access, skill & use, outcome). A total of 599 cases were analyzed from the 2017 data set of annual digital information divide survey conducted by the National Information Society Agency (NIA). Results suggest that the level of education, income and the entry time significantly affected the smartphone adoption. In addition, smartphone adoption

has a positive effect on smartphone skill, then it influences smartphone use. Finally, although the smartphone usage for economic and social purposes did not show a direct effect on the subject well-being, they have a mediating effect through social support.

Findings of the study suggest that social support gained from various information and communication technologies (ICT) would be one of the crucial factors predicting how successfully refugee migrants are able to assimilate to new cultural systems. As the refugees' perceived social supports becomes a key indicator to predict the success of assimilation to a new culture, multilateral approaches from the government are suggested in this global society. Therefore, technology-based policy needs to be improved in the process of adaptation of refugee and that digital technology has become a key driver of social integration.

Id: 22977

Title: Digital Rites of Passage to Access Rights

Session Type: Individual submission

Authors:

Name: Niranjana Prem

Email: p.niranjana(at) gmail.com

Country: IN (India)

Affiliation: School of Social Work, Tata Institute of Social Sciences

Abstract: Information and Communication Technologies form the backbone for administrative excellence that Prime Minister Modi's Government has aspired for with his vision for Digital India. With a persistent move towards Digitisation of all data pertaining to its citizens, and disbursement of services through digitised processes, issues pertaining to the top down nature of Information and Communication Technologies need to be engaged with more persistently especially in the context of what are called 'developing nations'. Constant upgradation of technology, followed by consistent training and capacity building of permanent, contractual and hired by the day staff are essential for the efficient and consistent functioning and proper disbursement of services by the government. A sufficient amount of budget is consistently set aside for these processes within various projects. The key question here is whether all these provisions and visions translate to achieve the purpose of easy and accessible services to the citizens, especially those from the most marginalised sections of the community.

Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of the Government of India and The Public Distribution Scheme (PDS) under the National Food Security Act are two programmes implemented by the Government of India which have their origins in peoples demand for their Right to Employment and Right to Food. Both the schemes have heavily employed technology in their implementaion. The NREGS uses MIS for consolidationg and maintaing its data, Electronic Fund Trasfer to disburse wages to the daily wage earners, uses bio - login for authentification at various stages in the administrative process and disbursement of wages, a separate MIS for its Social Audit component and Aadhar authentification for identification of Job Card Holders. The PDS uses Aadhar based bio metric authentification that is internet dependent for the disbursement of the food grains.

This paper proposes a secondary analysis through studies published on NREGS and PDS to engage with the accessiblity of these technologies to the people. The schemes emerge from Rights based movements and have predominantly used technology claiming better transparency, accessibility and efficiency through the use of technology. Digital Divide in its primal form is evident in the implemetation of these schemes where issues like lack of access to electricity, internet and proper functioning technological equipment at the sites of disbursement are rampant and profusely recorded. Larger arguments related to data management and misuse of the technologies to sidestep processes leading to larger scale of corruption and extensive exploitation of marginalised communities are also recorded separately. The institution and implemetation of the ICTs themselves strongly colour the government reports in tones of achievements and accomplishments. This paper will be an attempt to record the range of issues that fall under the

spectrum of Digital Divide. For a nation that has consistently increased its technological dependency and vouches for digitisation, the actual accessibility that these technologies afford to its citizens needs to be consistently assessed, and a re-envisioning of technology and its relation to the people needs to be the focus.

Id: 23219

Title: Homeless and on Facebook: Balancing Opportunity and Risk on Social Media

Session Type: Individual submission

Authors:

Name: Will Marler

Email: willmarler(at) u.northwestern.edu

Country: US (United States)

Affiliation: Northwestern University

Abstract: The purpose of this study is to understand how members of marginalized communities seek out social support on Facebook while experiencing homelessness. The study unites literatures split over separate emphases on the opportunities and risks of social media use for members of disadvantaged communities. Social network sites (SNSs) are presented in different lines of research as an opportunity for building social capital (Burke, Kraut, & Marlow, 2011; Ellison, Gray, Lampe, & Fiore, 2014; Li, Chen, & Popiel, 2015) and a liability in terms of the skills that low-income communities and older adults in particular lack in navigating the Internet without exposing themselves to privacy and financial risks (Gangadharan, 2015; Li, Chen, & Straubhaar, 2018). The literature suggests that members of marginalized communities may gain social support networking on SNSs insofar as they build large and diverse networks to whom they make direct requests for support while at once being skilled enough to avoid exposing private information and opening themselves to scammers. Two questions follow from divergent lines of research. First, how do the marginalized users themselves perceive SNSs in terms of opportunities for social support and risks to personal privacy and security? Second, what online practices follow as marginalized users seek a balance between expanding their social reach online and protecting themselves from online risks?

I spent time at a social service agency and in public libraries in north side Chicago observing and interviewing unstably housed adults about their Facebook use. I focus on six participants with whom I conducted interviews as I sat beside them at a computer or smartphone while they browsed Facebook. Connective ambition describes the sense that non-users and user alike had that their social reach on Facebook had a bearing on their paths out of homelessness. Unlike the literature would anticipate, levels of digital skill had an influence but did not determine whether connective ambitions translated into tangible support in the form of raising funds or finding new confidants for emotional support. Those participants who evidenced greater skill were the same that chose to not share their homeless status through Facebook, in the interest of avoiding stigma. Participants with experiences of offline violence or previous online harassment pursued minimal participation on the site in a way that precluded building broad networks from which to appeal for support. Other participants identified as homeless and sought to promote their struggle and that of other homeless through adding accepting thousands of friend requests, including from online strangers. The occasional advantages of exposure, such as donations to the local homeless community or a conversation with an empathetic stranger, were largely overwhelmed by the deluge of scam attempts and suspect communications from strangers requesting friendship on the site. Creative caution describes how, without an understanding of advanced features of Facebook, these unrestrained users developed atypical strategies to protect themselves from online risks, such as

establishing multiple accounts under different names. The study contributes to an integrated view of how marginalized users navigate opportunity and risk on social media.

Id: 23338

Title: [Panel] Changing divides, changing policy: Two decades of change in telecommunications policy and the impact on mobile and urban/rural divides in India, US and Peru, Panel description

Session Type: Panel Submission

Authors:

Name: Cecilia Sumita Louis

Email: slouis(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon, Eugene

Abstract: In the last two decades, mobile telephony, broadband Internet, and other telecom services have rapidly proliferated with varied impact across the globe. Despite advances in super-computing, the cheaper costs of mobile devices, and rural access to the Internet, disparities remain in how people get online. The term “digital divide” was coined in the early years of the Internet to denote “inequitable access to computers and the Internet in America” (NTIA Report, 1995). As technology and research has advanced, the digital divide has come to refer to differences in people’s digital skills (Schradié 2011; Subramony 2007, 2014) as well as the impact of differential access and skills across mobile phones and computers and urban/rural geography (Katz and Rice 2003, Van Deursen and Van Dijk 2014).

Policy has an important role in expanding Internet access as technology and markets change. This panel offers a comparative approach across developed and developing countries to examine how governments are adapting policy to the changing nature of digital divides. The presentations suggest that mobile and rural initiatives continue to lag behind efforts to connect urban dwellers to computers.

The comparative approach of the panel benefits a literature in which developed and developing countries are not often considered in tandem. In attempting to adapt telecom policy as technology changes, where do policy regimes diverge and what approaches do they share across India, Peru, and the U.S.? Moreover, the lessons from disadvantaged communities in one country are likely to resonate with those in another. What do mobile users in Pondicherry and Chicago share in their struggles to take advantage of the Internet on their phones?

In addition to the comparative approach, the panel offers views of policy from above and from on the ground. We discuss both how Indian policy has evolved over two decades and what the results have been for rural women connecting to the Internet. We present Peru’s mobile-focused approach to telecom policy as well as the complications for U.S. mobile policy through the eyes of low-income people benefitting from phone subsidies. Across the presentations, there is a focus on the stakes of good governance for ensuring the rights of citizens to participate in society through equal access to the Internet.

MODERATOR: Professor Gabriela Martinez, University of Oregon, Eugene

PANELISTS:

1. India's national telecom policies from 1996-2016: Key government initiatives and implications for the 'digital divide' Cecilia Sumi Louis, graduate student, University of Oregon.
2. Fitting Policy to Practice: Mobile Phone Subsidies and the Insecurity of Phone Access for Low-Income and Urban Americans – Will Marler, Northwestern University, Department of Communication Studies
3. Leapfrog telephony in Peru: Telecom policy in the 21st Century. Professor G. Martinez, University of Oregon.
4. Citizens and the State: Examining rural internet initiatives in Southern, India. Revati Prasad, doctoral candidate, Annenberg School for Communication, University of Pennsylvania
5. Status of Smart phone Usage and Internet Access by Rural Women in Tamil Nadu and Pondicherry: A case study. Assistant Professor Krithika Ilamparithi, Pondicherry University, India

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Id: 23339

Title: Fitting Policy to Practice: Mobile Phone Subsidies and the Insecurity of Phone Access for Low-Income and Urban Americans

Session Type: Panel Submission

Authors:

Name: Will Marler

Email: willmarler(at) u.northwestern.edu

Country: US (United States)

Affiliation: Northwestern University

Abstract: Is access to a mobile phone a rightful target for universal service policy? What kind of policies would advance the goal of equal phone access for disadvantaged communities? Qualitative research has shown that, despite its apparent ubiquity, access to a mobile phone remains unstable for economically marginalized communities in the U.S. and across the globe. Members of poor communities regularly experience breaks in their phone access and rely on sharing and limiting their use to maintain access to voice, text, and mobile data. Against this backdrop, I conduct ethnographic research with low-income, older adults in Chicago to explore the impact of a federal program to subsidize mobile phone access for low-income Americans, called Lifeline. The Lifeline Program has come under criticism in recent years for failing to prevent potentially millions of Americans from obtaining subsidies despite being ineligible, or from obtaining multiple subsidies per individual. Conservative media outlets put forward images of low-income and particularly Black Americans as entitled and criminal in their attempts to benefit from one or more subsidies. In interviews and observations with low-income adults at a social service agency, I find that reliable access to a single mobile phone with voice, talk, and data is lacking for many low-income Chicagoans. Phones obtained through subsidies fill in this gap for many low-income Americans, but often in ways not anticipated by policy. I find that it is practice among Chicago's poorest residents to keep multiple phones in order to manage breaks in their access and build up voice, text, and data capacities across devices. Subsidized phones fit into these routines of multiple phone ownership. Subsidized phones are backups when other phones lose service and they are more frequently shared with others in need. The study concludes that subsidized phones help low-income Americans stay connected to phone service, in line with the goals of the Lifeline Program. However, the ways that phone subsidies are put to use are at odds with policy expectations, which are not informed by the experience of maintaining personal technologies in the context of urban poverty. The study contributes to literature on digital divides and telecommunications policy by showing that phone access is precarious in the U.S. as in developing countries and that policy must take into consideration the atypical ways that members of poor communities adapt to maintain their access to personal technology. The study concludes with recommendations for adapting policy to the needs of low-income phone users.

Id: 23348

Title: India's National Telecom Policies (NTPs): A historical analysis of Indian telecommunication policy initiatives and implications for the "digital divide"

Session Type: Panel Submission

Authors:

Name: Cecilia Sumita Louis

Email: slouis(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon, Eugene

Abstract: Today, India has the world's second-largest mobile phone user base with over 1 billion subscribers and 512 million broadband internet subscribers in the country (TRAI report, 2018). This paper re-examines the ongoing debate over the role of India's telecommunications industry which some scholars argue "has also supported the socioeconomic development of India and played a significant role to narrow down the rural-urban digital divide to some extent" (Gosh, 2018).

However, the story of Indian telecom's "success" reveals mixed results: while on one hand cheap mobile phone costs and subscription plans, the industry's value added services (VAS) and the network infrastructure for internet and broadband have been instrumental in the introduction of e-governance in India and helped deliver mass education programs for the rural citizens of India, slow Internet speeds and hurdles to last mile connectivity remain key obstacles in the country's thrust to level the technology divide between urban and rural India.

This paper adds to the current perspectives of scholars re-examining the discourse of "digital divide" and utilizes a historical and political lens to provide a closer examination of India's National Telecom Policy (NTP) from 1996-2016 and key challenges in implementation of targeted goals, the role of private carriers and the current national governmental focus on "ensuring last mile connectivity."

Telecom Regulatory Authority of India (Quarterly Report, 2018 July)

Chakravartty, P. (2004). Telecom, national development and the Indian state: A postcolonial critique. Media, Culture and Society. DOI: 10.1177/016344370/4041174

Rogers, S. E. (2016). Bridging the 21st Century Digital Divide. TechTrends. 60 (3), 197-199. DOI:10.1007/s11528-016-0057-0

Id: 23387

Title: Leapfrog telephony in Peru: Telecom policy in the 21st Century

Session Type: Panel Submission

Authors:

Name: Gabriela Martinez

Email: gmartine(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon, Eugene

Abstract: Most people in Peru, including many in rural areas, cannot imagine life without a mobile phone. How have telecom policies impacted market share and service penetration over the past 20 years? What companies are the main players? and What's their impact in helping to close the urban-rural digital divide? This paper will answer the questions posed, analyzing the history and evolution of mobile telephony in Peru by probing its Telecom policies and market forces.

Telecom policies and services have shifted since the 1990s when the telecom sector was privatized. Privatization meant to leapfrog from having no fixed line (or no phone at all ever) to owning a mobile phone/line. However, despite the leapfrogging, Peru remains one of the least developed mobile markets in the region with a substantial urban-rural divide even when the number of connections is larger than the population. In 2017 Peru's population was close to 32 million people, and as of 2018 there were more than 35 million active mobile lines. But, this doesn't mean less of a digital divide as the urban-rural gap remains. The larger concentration of mobile usage continues to be in the capital of the country, Lima, where 40% of the country's mobile connections are.

In an effort to improve services and to close the digital gap the telecom sector updated their policies, allowing since 2014 for more competition. More competition has meant market growth among urban lower income groups and in rural areas. The entrance of Entel and Bitel two mobile telephone operators broke the duopoly of the main two carriers--Telefónica and Claro. Breaking the duopoly of Telefónica and Claro, two transnational companies that have a stronghold on Peru's market since the 1990s, has forced them to comply with their contractual agreements and expand services to more semi-urban and rural areas. Having more competition has aided lowering equipment and service prices, and it is providing newer alternatives for mobile internet access at lower costs.

The lowering prices of equipment is also allowing more people to acquire smartphones, with a growing number of people being able to access the internet through their mobile devices. However, accessing the internet through phones remains mostly an activity of those who are literate and already have the skills and know-how to navigate the internet. Closing the divide still is a work in progress, and Peru's telecom sector has more work to do in order to provide better and more accessible services while also improve the level of education and skill set of its citizenry. It is clear that having access to digital technologies is not all there is if Peru ought to continue developing and improving the lives of citizens.

Id: 23815

Title: What the digital capital is and how to measure it

Session Type: Individual submission

Authors:

Name: Massimo Ragnedda

Email: massimo.ragnedda(at) northumbria.ac.uk

Country: GB (United Kingdom)

Affiliation: Lecturer in Mass Communications, School of Arts and Social Sciences, Department of Media, Room 304 Squires Building, Northumbria University, Newcastle upon Tyne, NE1 8ST.

Name: Maria Laura Ruiiu

Email: maria.ruiiu(at) northumbria.ac.uk

Country: GB (United Kingdom)

Affiliation: Northumbria University, Newcastle

Abstract: This paper contributes both theoretically and empirically to the literature by (a) consolidating the concept of Digital Capital as a specific capital, and (b) empirically measuring it. It adopts the theoretical definition provided by Ragnedda (2018) who defines Digital Capital as the accumulation of digital competencies and digital technologies. Using this definition, a Digital Capital Index is developed and assessed through a representative sample survey of 868 UK citizens. This paper reports the results from an Exploratory Factor Analysis (EFA) showing the reliability of the model developed by Ragnedda and Ruiiu (2019) in measuring Digital Capital. The level of Digital Capital has relationships with socio-economic and socio-demographic patterns, suggesting that it plays a role in interacting with both digital and social inequalities.

Diaspora and Media Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19796

Title: MIGRATION, ENTREPRENEURSHIP AND FRUSTRATION: When Migrants Become Portfolios

Session Type: Individual submission

Authors:

Name: Sofia Zanforlin

Email: szanforlin(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Pernambuco UFPE- Brazil

Abstract: In this paper we present the results of the study carried out between 2017 and 2018 on the relationship between NGOs oriented to the integration of migrants, asylum seekers and refugees into Brazilian society through training, professionalization and insertion in the labor market, through the opening of one's own business. The first part of the research accompanied the four modules of the "Roots in the Kitchen" project through participant observation and semi-structured interviews. The project was developed in São Paulo, in the second semester of 2017, by the NGO Migraflif and its partners, with the objective of training migrants to become entrepreneurs and sell food from their countries of origin as a means of "economic empowerment and social integration into Brazilian society". A total of 21 migrants were selected to participate in the event and 17 completed their training. At a second stage of the research, in-depth interviews were conducted with 10 migrants who participated in the training. The interviews took place in July 2018.

The objective of the article is to discuss the experience of accompanying training carried out by the NGO Migraflif in dialogue with the testimonies collected from its participants, starting from the problematization of the bet of entrepreneurship as a means of economic integration into society and questioning to what extent the vision that the partnership between private initiative and civil society can dispense with public policies aimed at the integration of migrants. The NGO bet is that the valorization of the migrant through their culture, specifically the culinary in that case, and personal history of immigrant / refugee, as an example of resilience can be configured as a way to mobilize affections and belonging are better negotiated (YÚDICE, 2004). In this way, the stimulus to entrepreneurship and the offering of the experience of an "authentic" gastronomy are presented as the possibility of the migrant to transform his social and economic condition as reworking personal and cultural attributes of his country of origin in which the personal narrative starts to singularize his "product", approaching the notion of cultural consumption (AGIER, 2016, COHEN, VERTOVEC, 2010).

We discussed how entrepreneurship for migrants in the context of the affirmation of neoliberalism and the retraction of the role of the State as manager of public policies aimed at the integration of migrants and refugees (FOUCAULT, 2010, DARDOT, LAVAL, 2016). On the other hand, this discussion is connected to the topic of the creative economy, in which diversity and experience are added to the creation of a new symbolic market of wealth generation and personal valorization, mainly through the figure of the autonomous worker, or entrepreneur (MILLER, 2010). The results obtained reveal that if, on the one hand, the commitment to entrepreneurship among migrants and refugees due to the urgent need to generate income for themselves and their families, on the other hand, revealed that there are limits to abdicating the participation of the State, since it does not subvert essential issues such as the need for guarantees to obtain loans and financing for the opening up of migrants' businesses.

Id: 20078

Title: Categories, Technologies of control and Migrant subjectivities: The politics of survival and resistance in the borders of Europe

Session Type: Individual submission

Authors:

Name: Roza Tsagarousianou

Email: tsagarr(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: CAMRI, University of Westminster

Abstract: Premised on a series of repeat interviews/conversations with 50 refugees and observation over a month and a half in two refugee camps (Moria and Kara Tepe) in the Greek island of Lesbos, the proposed paper will take issue with the categorization of people on the move as refugees or economic migrants. Such categories, defined within the contexts of current EU migration policies and practices, not only work around the principle of prioritizing ‘needs’ between migrants defined as ‘at risk’ or ‘a risk’ (Aradau, 2004; Pallister-Wilkins, 2015), but have also been used to justify policies of exclusion and containment (Crawley & Skleparis, 2018; Sigona, 2018). Using their mobiles as both archives of their past lives and as a means of access to current events in the countries they left from, and also through other non-digital strategies, interviewees resorted to often contradictory narrative strategies and practices when discussing their decisions to flee. On the one hand, by stressing the ‘risks’ to their lives, they often internalized and reproduced the categories attached to them and therefore reinforced the dichotomies imposed upon them. On the other, by stressing their ‘right to escape’ (Mezzadra, 2004) or the ‘right to have rights’ (Arendt, 1973), they also developed strategies of resistance to such categorizations. Following such findings, it will be claimed that such often contradictory narrative strategies and practices (digital and non-digital alike) can be best understood within the context of a broader exercise of governmentality, of biopolitical technologies of power (Foucault 1991;1993). In this sense it will be claimed, migrant subjectivities are formed both through acceptance of and resistance to the priorities set by a system of modern governance that attempts to control and restrict the right of movement, the right of entry and rights to citizenship.

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DOI: 10.1080/01419870.2018.1388423

Id: 20080

Title: Tensiones y negociaciones: El uso de redes sociales en familias transnacionales latinas

Session Type: Individual submission

Authors:

Name: Cecilia Claro

Email: cclaro(at) uandes.cl

Country: CL (Chile)

Affiliation: Universidad de los Andes

Name: Isabel Pavez

Email: mipavez(at) uandes.cl

Country: CL (Chile)

Affiliation: Universidad de los Andes

Name: Julian Burgos

Email: julian.burgos(at) ucp.edu.co

Country: CO (Colombia)

Affiliation: Universidad Católica de Pereira

Abstract: Los desarrollos tecnológicos y la movilidad digital ofrecen a los migrantes el potencial de controlar cuándo y cómo abordar la distancia, ya sea para estar en contacto instantáneamente y en tiempo real con sus comunidades de origen o para mantener prácticas y tradiciones (Wilding, 2006). En este contexto, las tecnologías de información y comunicación desempeñan un papel crucial en estas redes transnacionales y las configuraciones sociales (Vertovec, 2009). En otras palabras, permiten "hacer familia desde lejos" (Peñaranda et al., 2011, p.27) creando espacios que permiten la mantención de vínculos entre los miembros de familias transnacionales.

Basándose en esta premisa, este paper explora las tensiones y las negociaciones que se generan producto de estas nuevas prácticas y cómo influye en los roles familiares a pesar de no encontrarse en el país de origen. Más específicamente, este estudio indaga la forma en que las redes sociales permiten que los migrantes y sus familias transnacionales alcancen la co-presencia (Baldassar et al, 2016) y las negociaciones que estas implican.

Este fenómeno se aborda a través de una estrategia cualitativa que incluye entrevistas diádicas a 20 participantes de familias colombianas que experimentaron la migración de uno de sus miembros a Chile. El análisis se hace desde dos niveles: primero, desde el dispositivo de acceso y el rol que juega para lograr esta conexión; y, en segundo lugar, cómo la plataforma para comunicarse, en este caso las redes sociales, presentan ventajas y desafíos para dicha relación. Entre los resultados, se destaca que WhatsApp es la red social más usada por los participantes, debido a la riqueza de la plataforma respecto a la variedad de posibilidades para conectarse de forma síncrona y no síncrona, permitiendo la co-presencia en los participantes. Sin embargo, estas ventajas también aumentaron la sensación de separación y distancia entre los migrantes y sus familias, dando paso a una serie de negociaciones respecto de la responsabilidad de qué, cómo y cuándo comunicar aspectos de su día a día a seres queridos.

Estos hallazgos también permiten reflexionar sobre el papel de los teléfonos móviles y cómo la tecnología irrumpe en las vidas de las familias cuando uno de sus miembros migra.

Id: 20356

Title: Black immigrants in Brazilian and South African media: a Critical Discourse Analysis through the conceptions of race and ethnicity

Session Type: Individual submission

Authors:

Name: Gilberto Alves Araújo

Email: gilbertoa.araujo(at) yahoo.com.br

Country: ZA (South Africa)

Affiliation: University of the Witwatersrand / Universidade Federal do Pará

Abstract: This work aims to investigate how African/Afrodescending immigrants become part of the news media in Brazil and South Africa, and by what means are the representation on them constructed in terms of race. Under these circumstances, analysing the representations on migrants through media helps me better understand: (1) the attitudes, perceptions, intercultural dialogues and relations between different societies; (2) the functioning of transnational mobility as both a basic human right and a construction in the collective imaginary; (3) and these two nations' attitudes towards systems of protection, cooperation and solidarity concerning more vulnerable social groups. At the same time, working on discursive constructions of this nature allows me to scrutinize and challenge the centrality of the state-nation and the media power/public opinion in the treatment of immigrants, and in the migration processes themselves. In view of that, and considering this International Decade for People of African Descent (2015-2024) – in which the African diaspora is still in process, with millions of migrants leaving their homelands to go to Europe, the Americas or even to other nations inside Africa –, Brazil and South Africa stand out as destinations for black African migrants in the Global South. Accordingly, both nations are comprised by a remarkable number of black nationals and immigrants, who encounter unique socioeconomic asymmetries and other types of disparities in terms of race. Differently from Northern countries, which possess many more material conditions to fulfil vulnerable immigrants' needs, Brazil and South Africa already face a persistent socio-political and economic instability, in addition to many other internal problems with their own nationals regarding the scarcity and mainly the bad distribution of resources. Furthermore, what also makes Brazil and South Africa valuable cases for analysis is related to their distinct conceptions of race, alongside their particular constructions and treatments of racism, colourism, xenophobia, and the specific political economy of their media outlets; not to mention the opportunity I have to shift research focus from the Global North and its American-Eurocentric perspectives to the Global South, its Africanness and the representations of its internal migratory processes. At last, I must point out that the contrasts between Brazilian and South African realities likewise make them relevant instances for discussion: on the one hand, Brazil is regarded by many nationals as a 'racial paradise', a 'cordial' country, which is contradictorily a site for 'racism denial', and distinct degrees of discrimination based on sensitively different shades of blackness and socioeconomic class; on the other hand, there is South Africa, presenting a past of serious racial segregation, a current ascension of a 'black bourgeoisie' and relatively strong divisions based on colourism, extreme racialization, 'tribalism' and language, among so many other constructed differences connected to racial questions. Thus, in order to carry out this analysis, I resort to conceptions of news values and encoding/decoding, as well as ideology and hegemony. I also employ Critical Discourse Analysis-CDA, in its Dialectical-Relational Approach, to treat

discourse and verbal language; as well as the Theory of Multimodality to deal with visual materiality.

Id: 20769

Title: [Panel] Human Mobility, connectivity and the cultural Politics of migration, Panel description

Session Type: Panel Submission

Authors:

Name: Roza Tsagarousianou

Email: tsagarr(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: CAMRI, University of Westminster

Abstract: This panel brings together contributors of the recently edited volume The Handbook of Diasporas, Media and Culture edited by IAMCR as part of the Global Handbooks in Media and Communication Research series. The main objective is to provide an authoritative outline of the relevant intellectual terrain by presenting key debates and state-of-the-art research on the intersection of diasporic phenomena. The research presented in the panel focuses on the cultural politics in the diaspora. The papers discuss in different ways, not only the impact of mobility, but more crucially, of connectivity and focus on the ways in which dispersed populations develop networks and the crucial connections that turn them from merely dispersed populations, into political and cultural actors in an increasingly globalized world.

Through a series of case studies, the main issues that will be explored in this panel are:

- How have diasporic cultural politics been approached in research and public debates?
- How have issues such as the emergence of diasporic public spheres/spaces, identity politics, diasporic activism and voice been addressed by researchers in the area?
- What is the impact of the changing media, information and communication technologies on diasporic cultures, public spaces and processes of identity formation?
- How can we best understand demands for integration and the dynamics between broader transnational/translocal processes and the emergence of translocal cultural politics?

Id: 20772

Title: Digital Diaspora: Social Alliances Beyond the Ethnonational Bond

Session Type: Panel Submission

Authors:

Name: Saskia Witteborn

Email: switteborn(at) gmail.com

Country: HK (Hong Kong)

Affiliation: School of Journalism and Communication, The Chinese University of Hong Kong

Abstract: Digital technologies and practices have become one, if not the way, of connecting dislocated people and changing the ways people can relate past and future. The networked migrant (Diminescu, 2008) is one of the metaphors to understand the changing nature of diaspora and what has traditionally been understood as a dispersed group of people, disconnected from a homeland. Diasporas are generally described as separate, ethno-nationalistic entities, which disguises the ways in which diasporas are constitutive of each other and how migrants create social alliances beyond the ethnic bond. Technologies have changed the ways migrant groups are forming societies around the globe. The connected migrant is one of the metaphors for this change (Diminescu, 2008; Diminescu & Loveluck, 2014). The paper argues that diaspora has to be rethought in terms of its explanatory power. It stipulates that one way of understanding diaspora is through the lens of loss as well as the digital. The paper advocates moving toward a phenomenology of potentiality. Digital technology is one of the drivers of this potentiality and the transformation of experiences of loss into experiences of participation, self-presentation, and social alliances. The mapping of these practices can be a creative exercise and empirical investigation into the complex textures of sociopolitical and historical relations, which rally migrants around shared goals and visions. The paper argues further that diaspora has to be linked to concepts like asylum seeker, refugee, new arrival, or newcomer in order to be meaningful to the displaced as well as for the academic debate in migration research. The paper will first discuss current trends in (digital) diaspora studies, provide a conceptualization of practice, and two case studies from Germany and Hong Kong for a practice-oriented approach to understanding diaspora through the angle of potentialities and technology.

Id: 20774

Title: How Syrian refugees rely on information networks to overcome information precarity

Session Type: Panel Submission

Authors:

Name: Melissa Wall

Email: melissawall(at) gmail.com

Country: US (United States)

Affiliation: California State University'Northridge

Name: Dana Janbek

Email: djanbek(at) bu.edu

Country: US (United States)

Affiliation: College of Communication, Boston University

Name: Madeline Otis Campbell

Email: madeline.o.campbell(at) gmail.com

Country: US (United States)

Affiliation: Worcester State University, Massachusetts

Abstract: Millions of refugees around the world have fled violence in their hometown and have sought refuge in neighboring countries. As they relocate into new temporary homes, refugees experience many barriers to accessing relevant and important information that could impact their well-being. This in turn affects their overall relocation experiences and the degree to which they are able to adapt to their new environments. Research with Syrian refugees show that they experience information precarity, a condition where their access to information is unstable and thus potentially puts them at economic, political, and social risk that may result in them being exposed to violence. This research looks at how Syrian refugees in urban and in camp settings in Jordan rely on information networks to overcome information precarity.

Syrian refugees relied on three main networks to access information: family; friends and neighbors; and organizations. Through cellphone calls as well as face-to-face communication, these interactions with these three groups and the information they provided enabled some Syrian refugees to achieve a small level of social inclusion. Family members are essential in helping refugees find out information about housing, jobs, and healthcare. As refugees in urban areas tend to move, usually in search for cheaper housing, it is essential for them to form connections with new acquaintances and establish friendships and this respect, friends and acquaintances represent another key social network. The last group refugees relied on were organizations that work with refugees. At random occasions, those organizations might have donations available to them. Yet learning about such valuable resources was challenging. Generally, refugees registered their phone numbers with agencies and waited patiently for a phone call or a text message. Even though family, friends and neighbors, as well as organizations are valuable sources of information, Syrian refugees remain socially isolated for the most part and they continue to experience information precarity in urban and in camp settings in Jordan.

Id: 20835

Title: [Panel] The affordances and limitations of digital platforms in mediating and managing racism and hate speech, Panel Description

Session Type: Panel Submission

Authors:

Name: Elizabeth Poole

Email: e.a.poole(at) keele.ac.uk

Country: GB (United Kingdom)

Affiliation: Keele University

Abstract: In response to the call for papers relating to this year's IAMCR conference theme, Communication, Technology and Human Dignity: Disputed Rights, Contested Truths, the papers on this panel aim to examine whether digital media can offer a space for voice and agency to marginalised groups. As activist groups with diverse politics harness technologies to extend their agendas outwards, this panel explores the complexities of their mediated practices, both in terms of the messy entanglements formed through interaction, but also the structural (political, economic and technical) affordances and limitations built into digital platforms. The panel also interrogates the methodologies used to analyse big data questioning the 'truths', particularly about marginalised groups, generated by their methods. In conclusion, the panel contends that in its current form, digital media is more likely to reinforce existing power relations and dominant ideologies suggesting that forging greater inclusivity will require structural change.

In the first paper Poole, Giraud and de Quincey examine the counter-narratives formed in response to Islamophobic discourses following the Brussels terror attack, 2016. This paper focuses on the strategies employed by activists to contend and appropriate thus claiming the meaning of #stopIslam as a discursive event. The authors question the ability of counter publics to contest hate speech given the organised networks of far-right activists who work vociferously to bury oppositional discourse. The strength of these connections is also demonstrated by Titley who adopts a network analysis to show how Finnish nationalists use Youtube to promote their anti-immigration messages. Titley adopts a media ecologies approach to illustrate the complex practices of social movements whose use of Youtube is part of a broader communicative strategy. Both Titley, along with Siapera and Viejo Otterro in the following paper, demonstrate the structural limitations that support and inhibit these movements. In particular, Siapera and Viejo Otterro critically deconstruct the governance structures of Facebook using a Foucauldian approach to analyse how Facebook orders and regulates the conduct of its users in relation to hate speech. The research shows that its policies and mechanisms not only limit its approach to hate speech, but allow it to profit from its current policies by moving the issue from a question of ethics to the sphere of profitable production. These power relations are further scrutinised by Nikunen through a critical appraisal of the epistemological premises inscribed in the practices of big data research which marginalize minority voices. The panel therefore concludes by making recommendations to ensure that this type of research incorporates inclusivity into its design.

Moderator: Dr Milly Williamson, Goldsmiths University, milly.williamson(at) gold.ac.uk

Co-ordinator: Professor Elizabeth Poole, Keele University, e.a.poole(at) keele.ac.uk

Id: 20837

Title: [Panel] Diasporic Identities and Belongings in a Global Postcolonial Space: Studying Transnationalism and Connectivity in the Digital & Social Media Age, Panel description

Session Type: Panel Submission

Authors:

Name: Jessica Retis

Email: jessica.retis(at) gmail.com

Country: US (United States)

Affiliation: California State University Northridge

Abstract: This panel brings together contributors of the recently edited volume *The Handbook of Diasporas, Media and Culture* edited by IAMCR as part of the *Global Handbooks in Media and Communication Research* series. The main objective is to provide an authoritative outline of the relevant intellectual terrain by presenting key debates and state-of-the-art research on the intersection of diasporic phenomena. This panel focuses on the social and political shifts that are part of human mobilities that have become even more relevant in the current political context. Drawing on theoretical discussions and a series of case studies from different countries, it explores challenges and opportunities on the study of diasporas in transnational contexts. Main research questions are:

- What are the main challenges in rethinking current patterns of diaspora's digital mediation and the way they are related within the digital firmament traditions, disciplinary engagements, and methodological approaches?
- How can we best explore the media's ability to construct a plural society challenging the configuration of separated public spheres?
- How to incorporate the geopolitical context in the analysis of diasporas in the global postcolonial space?
- How new technologies threaten or empower alternative communication processes in diasporic contexts?
- Why media representations are crucial not only in how they make diasporas visible, but also in how they represent the attributes of these diasporas?
- How to implement theories of hybrid and multilayered identities in the study of multigeneration immigrant families?

Id: 20839

Title: Digital Diasporas: Beyond the Buzzword. Toward a Relational Understanding of Mobility and Connectivity

Session Type: Panel Submission

Authors:

Name: Laura Candidatu
Email: L.I.Candidatu(at) uu.nl
Country: NL (Netherlands)
Affiliation: Utrecht University

Name: Koen Leurs
Email: K.H.A.Leurs(at) uu.nl
Country: NL (Netherlands)
Affiliation: Utrecht University

Name: Sandra Ponzanesi
Email: S.Ponzanesi(at) uu.nl
Country: NL (Netherlands)
Affiliation: Utrecht University

Abstract: This presentation proposes a critical intervention in digital diaspora studies by foregrounding a relational approach that is inspired by feminist and postcolonial theory. This innovative framework allows us to grasp contemporary human mobility as shaped by and constitutive of an unevenly interconnected world. Relational implies taking into account different perspectives and methodologies on diaspora studies which defy ossified notions of 'here' and 'there', and of ethnic absolutism but sees diaspora as a continuum that needs to be critically scrutinized in its different manifestations. This holds also for the notion of digital diaspora. Recent buzzwords including 'digital diaspora', 'online diaspora', 'e-diasporas', 'the connected migrant', 'connected refugees' and 'smart refugees' commonly champion agency, particularly of non-white communities hailing from the Global South. This perspective risks glossing over the ways in which every day offline and online contexts are steeped in intersecting gendered, racial, classed, generational and geo-political power relations. We provide a genealogy of digital diasporas scholarship in order to counter this lack of critical attention for power differences and material, social and emotional contexts. We will do so by combining media and non-media centric paradigm shifts in internet studies with the several turns and takes in critical digital diaspora studies.

Id: 20841

Title: Analysing the dynamics of mediated activism: The appropriation and reappropriation of #stopIslam

Session Type: Panel Submission

Authors:

Name: Elizabeth Poole

Email: e.a.poole(at) keele.ac.uk

Country: GB (United Kingdom)

Affiliation: Keele University

Name: Eva Giraud

Email: e.giraud(at) keele.ac.uk

Country: GB (United Kingdom)

Affiliation: Keele University

Name: Ed de Quincey

Email: e.de.quincey(at) keele.ac.uk

Country: GB (United Kingdom)

Affiliation: Keele University

Abstract: This paper presents the qualitative data from a ‘big data’ project which examined the dynamics of a racist hashtag on Twitter; #stopIslam. In a context of rising populist politics and a mainstream media environment where Muslims have had little opportunity to represent themselves, digital media appears to offer a space for the self-representation of marginalised groups. However, recent research has demonstrated the success of the far right in harnessing these technologies to further their agendas (Feshami, 2018). While this area of ‘big data’ or datafication is burgeoning in Media Studies, there have been few attempts to combine this with a more qualitative approach to activism which situates social media data in relation to a wider context of social movement tactics and media use (an approach that has been used extensively to investigate left-wing activism). Our project sought to combine these methods, and avoid the dichotomies that digital democracy debates often fall into, through a focus on the ‘entanglements and frictions’ (Shea et al, 2015) experienced by the ‘unpredictable effects of global encounters across difference’ (Tsing, 2005: 3).

Specifically, the project examined the dynamics of #stopIslam when it trended on Twitter following the Brussels terrorist attacks of 2016. It showed how, in this instance, a counter-narrative quickly formed in order to defend Muslims from an online attack that was disproportionately influenced by US far-right Twitter users. Due to mainstream media reporting of the trending hashtag, the counter-narrative gained visibility and was therefore somewhat successful in providing a platform for alternative frames about Muslims in the public sphere.

After presented some (quantitative) contextual data from the project (of 302,342 tweets) the paper will focus on tracing the interactions between various stakeholders in the discourse using a qualitative approach (from 150 tweets). We aim to demonstrate the tensions faced by activists in navigating this mediated terrain and how these tensions are negotiated in practice. Specifically, the paper focuses on three types of Tweets and the corresponding comments to demonstrate the tactics adopted by users to contest and ‘hijack’ the meaning of the event (Jackson and Foucault-Wells,

2015). We will argue that although more progressive actors were able to appropriate the original hashtag, they could not sustain this in the face of tightly-knit, right-wing networks who were able to reappropriate it through longer term usage. This seems to fit with existing evidence that suggest that online political discussions often exist in echo-chambers or, if brought in to contact with each other, do not engage in a sustained way (Karlsen et al, 2017).

Id: 20842

Title: Minority media challenges for the twenty-first century

Session Type: Panel Submission

Authors:

Name: Alicia Ferrandez Ferrer

Email: aliciaff(at) hotmail.com

Country: ES (Spain)

Affiliation: University of Alicante

Abstract: After several decades of development, minority media targeting diasporic and migrant communities have proved their potential to introduce ethnocultural diversity into the contemporary media space, giving voice to the voiceless and visibility to their needs and claims for inclusion; introducing different actors and putting non-western countries in the center of attention; becoming platform for businesses and services addressing this new consumers; and turning into channel of communication between the host country's and home country's politicians and this mobile population. However, a thorough analysis of minority media production and consumption practices in contemporary societies shows that despite celebrations of their potential to construct a multi-ethnic public space (Husband, 1996), there are still many challenges to overcome. Are these media really introducing new perspectives, points of view and issues for discussion in the public space? My research results point at some limitations. First, economic and political fields are exerting great pressure upon media field in general, and upon minority media field in particular, leading to censorship and even auto-censorship, and therefore forcing minority journalists to publish attractive, frivolous news, and leave behind other topics that could bother advertisers. In addition, the profound effects of economic crisis have led to the disappearance of most of these media ventures, and have reduced dramatically the alternative discourses about social reality. As happens with the rest of the media sector, in the minority media field there exist 'mainstream' and 'alternative' media as well. Finally, it must be highlighted that the maintenance of segmented media spaces is a challenge to the construction of a multi-ethnic public space, as they do not always facilitate dialogue and exchange between minorities and host society. The inclusion of diversity in the mainstream media is therefore a necessary task to perform, although also here many challenges are awaiting. The goal should be to construct a multi-ethnic public space where diversity is recognised as an intrinsic characteristic of contemporary societies.

Id: 20845

Title: Diasporas and intercultural communication in Spain: an approach from television, audiences, and experts

Session Type: Panel Submission

Authors:

Name: Antonio Pineda

Email: apc(at) us.es

Country: ES (Spain)

Affiliation: University of Seville

Name: Leonarda Garcia Jimenez

Email: leonardagj(at) um.es

Country: ES (Spain)

Affiliation: University of Murcia

Name: Miquel Rodrigo Alsina

Email: miquel.rodrigo(at) upf.edu

Country: ES (Spain)

Affiliation: University of Barcelona

Abstract: In this presentation we explore how diasporas are socially constructed in Spain starting from the analysis of television news and the interpretation of audiences and experts. The empirical dimension of the research on which this communication draws from involved three consecutive phases, each applying a different methodology. First, our sample consisted of Spanish televised news stories, broadcasted in 2012 (May-July) at prime time. The results showed how television portrayed interculturality as an encounter centered on conflict (in 50.8% of the total sample) rather than a positive interaction (reflected in 41.4% of the total sample). Second, we conducted focus group sessions in which participants watched the same news stories as analyzed in the quantitative analysis. There was a high degree of polarization within the age groups, represented by differing stances for and against the ideological bias underlying the preferred meanings and leaving little space for the negotiation of meanings (Hall, 1993). Hall's encoding/decoding paradigm implies that the audience reads fictional and media texts on different levels: they may accept the story as put forth by the media, oppose it, or reinterpret it in a different sense altogether. However, our findings challenge the idea that the audience could negotiate the meaning of media stories (Livingstone 1999) on sensitive topics like those related to diasporas. Third, we conducted a Delphi analysis. The Delphi method (Landeta, 1999; Linstone & Turoff, 2002) appeared to be particularly suitable given both its characteristics and our objectives. Nine reputable intercultural communication experts from seven universities and two research centers participated in this research phase. The experts were very critical of the news stories, considering them to be ethnocentric. Interculturality is rarely viewed as a dialogue between equals; rather, an attitude of superiority is adopted regarding "we" — the natives — who interact with someone different, strange, and even inferior. The experts, overall, perceived that an intercultural relationship with certain diasporas, above all those from poorer countries, is eminently difficult. In sum, our analysis of the intercultural representation of certain diasporas show that the media are crucial not only in how they make diasporas visible, but also in

how they represent the attributes of these diasporas. In this way, media influence on audiences conditions the possibility of intercultural communication within society.

Id: 20848

Title: Latino and Asian as Pan-Ethnic Layers of Identity and Media Use Among Second Generation Immigrants

Session Type: Panel Submission

Authors:

Name: Joseph Straubhaar
Email: jdstraubhaar(at) austin.utexas.edu
Country: US (United States)
Affiliation: University of Texas at Austin

Name: Laura Dixon
Email: laurajeandixon(at) gmail.com
Country: US (United States)
Affiliation: University of Texas at Austin

Name: Jeremiah Spence
Email: jeremiah.spence(at) gmail.com
Country: NL (Netherlands)
Affiliation: Erasmus University Rotterdam

Name: Viviana Rojas
Email: viviana.Rojas(at) utsa.edu
Country: US (United States)
Affiliation: University of Texas at San Antonio

Abstract: Building on and expanding Georgiou's theory of "hybrid imagined communities," as well as her idea of multilayered belonging (Georgiou 2006), and the related concept of multi-layered identities (Straubhaar 2008), this paper examines qualitatively the impact of media on identity construction in several diasporic populations in Austin, Texas. Specifically, it investigates the impacts of family generation, generation of immigration, and language on the use of media in the construction of national identity. The evidence for the study derives from a series of interviews conducted in 2005-2016, building on a 17-year project to interview Austin families about their media use. The study found that second-generation Latinos and Asian youth are much more likely to refer to themselves that way, using a pan-ethnic label for their identity, compared to their parents. That reinforces research by the Pew Hispanic Project and others, which found similar trends. Study cases, which also reflect in their overall patterns a number of others that we interviewed, have drawn attention to a particular articulation of identity in the youngest generation of immigrant families to the US. This inherently hybrid "pan-ethnic" identification can be seen as unique from the identity conceptions of their parents, who tend to see themselves as Georgiou's hybrid imagined community of the new US and the homeland.

Id: 20853

Title: What big data hides: methodological challenges of researching racism, migration and voice

Session Type: Panel Submission

Authors:

Name: Kaarina Nikunen

Email: kaarina.nikunen(at) tuni.fi

Country: FI (Finland)

Affiliation: University of Tampere

Abstract: Increased interest in big data analytics speak of the tendency to think that big data might be able to explain the world to us better than other methods. Indeed, through big data analytics we can identify prominent themes, topics and agents of public debate. We can also explore the dynamics between the mainstream news media and social media and the ways in which these dynamics shape and strategically amplify, for example, different racialized understandings of the migration and refugee issues in the society. While big data can show dominant trends and vocabularies connected with migration such as framing refugees as a threat and increase of racist expressions and hate speech, this research also risks repeating previous findings and echoing power relations inscribed in the epistemological practices of big data research. This points to what big data often hides: the biases in the data and the lack of voices of the marginalized - often inaccessible through computational methods. Based on a research project HYBRA (Racisms and public debate in the hybrid media system) this paper argues that there is a need for critical inquiry into big data analytics and their ethical and epistemological premises. To tackle these problems this paper introduces research, conducted in 2018, that combines (and critically assesses) big data and qualitative approaches, with the particular aim to explore the experience and participation of racialized subjects in the refugee debate. It is argued that expanding the approach to the experience of the marginalized, racialized subjects, is particularly relevant in the context of refugee issues and connected fundamentally to issues of justice (Mohanty 2003; Stevenson 2014).

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Id: 21176

Title: Actitudes hacia inmigrantes y refugiados en Twitter en español

Session Type: Individual submission

Authors:

Name: Belén Valdez-Apolo

Email: mariabelenvaldezapolo(at) gmail.com

Country: EC (Ecuador)

Affiliation: Universidad del Azuay (Ecuador)

Name: David Blanco-Herrero

Email: david.blanco.herrero(at) usal.es

Country: ES (Spain)

Affiliation: University of Salamanca (Spain)

Name: Javier Amores

Email: javieramores(at) usal.es

Country: ES (Spain)

Affiliation: University of Salamanca (Spain)

Abstract: En un contexto en el que las políticas anti-migración están en aumento, y dado que el discurso de odio puede anteceder al crimen de odio (Muller & Schwarz, 2018), se aspira a conocer las actitudes hacia inmigrantes y refugiados de los hispanohablantes en Twitter. También se busca incorporar como metodología en la materia el análisis de redes sociales y usar los medios sociales como fuente de datos.

Se realiza un análisis de contenido de tweets en español, descargados con la herramienta Autocop (Arcila, Ortega, Jiménez & Trullenque, 2017). La muestra ascendió a 1469 tweets, el 67,7% de ellos sobre inmigrantes y el 32.3% sobre refugiados. El Alpha de Krippendorff obtenido para medir la fiabilidad de la codificación ascendió a 0.715.

Las preguntas de investigación son: PI1 ¿Cuál es el sentimiento mayoritario (rechazo o aceptación) en Twitter en español hacia inmigrantes y refugiados?; PI2: Cuando el sentimiento es de rechazo, ¿cuáles son las problemáticas asociadas a estos grupos?; PI3: ¿Qué marco o encuadre (amenaza, carga, victimización o normalización) reciben inmigrantes y refugiados en estos tweets?; PI4: ¿Qué tono (positivo o negativo) predomina?; PI5: ¿Hay diferencias en estos aspectos cuando se trata de refugiados frente a cuando se trata de inmigrantes?

Predominan los tweets de rechazo a inmigrantes y refugiados (45%) frente a los neutrales o de aceptación. En el 35.6% de los tweets de rechazo este se mostraba de forma explícita a través de insultos o manifestando hostilidad abiertamente hacia los grupos de estudio; en un 30.2% de estos tweets se señalaba la amenaza que estas personas suponen para la seguridad; y un 26.1% de los tweets destacaban su condición de carga económica.

Con respecto a los marcos se encontró que los dos principales son el de amenaza (31.78%) y víctima (29.11%), mientras que los encuadres de normalización (15.07%) y carga (15%) son menos relevantes. El tono de los mensajes, por su parte, es predominantemente negativo (71.8%).

No obstante, este análisis varía si se aplica a inmigrantes o a refugiados. La concepción de los primeros, de acuerdo con Verkuyten, Mepham y Kros (2017), suele ser más negativa. Así, la mayor presencia de un sentimiento de rechazo entre los inmigrantes es estadísticamente significativa [$\chi^2(2, 1465)=145.815$, $p=0.000$]. También el predominio del tono negativo es significativamente superior entre los inmigrantes [$\chi^2(2, 1464)=128.893$, $p=0.000$]. Entre los marcos, la victimización y la normalización estuvieron significativamente más presentes entre los refugiados, mientras los inmigrantes fueron asociados de una forma estadísticamente significativa con más frecuencia a la carga y la amenaza [$\chi^2(4, 1459)=182.110$, $p=0.000$].

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Id: 21321

Title: I Can't Say What' A Case Study of Policing the Palestinian Diasporic National Identity on Twitter

Session Type: Individual submission

Authors:

Name: Hadil Abuhmaid

Email: hadila(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: Following the relocation of the American Embassy from Tel Aviv to Jerusalem in May of 2018, the Palestinian-American supermodel Gigi Hadid tweeted: “I’ve said it before and I’ll say it again. For me, this is not about religion or one against the other - it’s about the greed #FreePalestine #freeGaza #coexist ☺” [(at) GigiHadid] May 15th, 2018). While most of her pro-Palestine followers saluted her support, others accused her of being an ignorant outsider. They argued she has no right to express her opinion about something she is not experiencing, especially while living in the relative safety of Los Angeles.

This paper answers the following question: How do lived and experienced spaces serve as a tool for policing the online imagined communities created in the diaspora? This paper focuses on a case study of Palestinian identity using the above tweet and the angry responses it received. I conduct textual analysis of opposing replies to examine the patterns the tweets shed in response to the supermodel. While this case study is unique to the Palestinian national identity, this paper contributes to the literature about long-distance nationalism and expression of national identity online.

A central frame for my paper is Anderson’s (1992) concept of long-distance nationalism, which argues that diasporic communities can easily participate in their “imagined Heimat,” a homeland where they participate in politics but don’t carry with them any responsibility or accountability (1992, p.11). This means that diasporic communities are able to transcend geographical borders to participate in their homeland politics through long-distance nationalism (1992). Palestinians in the diaspora have created new forms of connections that have successfully transcended the geographical borders of their host countries and have managed to connect with each other through different kinds of activities with one shared connection: a national identity. However, diasporic expression of national identity or long-distance nationalism sometimes fails to transcend the geographical borders based on the idea that they do not have the right to have an opinion regarding what they are neither living nor experiencing directly.

Based on the analyzed tweets, there is a pattern that connects national identity and the right of expression to lived, experienced geographical space. Most of the tweets argue that Hadid does not have the right to criticize what she is not experiencing first hand, regardless of her national identity. Those tweets also show that Hadid’s lived spatial experiences override her national identity and mitigate her right to express her politics and participate in her imagined Heimat.

Id: 21775

Title: "MANY EUROPE'S" - THE MIGRATORY CRISIS IN EUROPE AND THE PERCEPTIONS OF THE PORTUGUESE CITIZENS

Session Type: Individual submission

Authors:

Name: Claudio Abdo

Email: claudioabdo(at) gmail.com

Country: PT (Portugal)

Affiliation: CECS - University of Minho

Name: Maria Rosa Soares Pedrosa Cabecinhas

Email: cabecinhas(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: Associate Professor at the Social Sciences Institute, University of Minho

Name: Maria José Lisboa Brites de Azeredo

Email: britesmariajose(at) gmail.com

Country: PT (Portugal)

Affiliation: Assistant professor at the Lusófona University of Porto (ULP)

Abstract: The migratory crisis in Europe already counts 5,199,942 refugees and 1,397,587 asylum seekers over a period of approximately five years. However, due to the parallel events unfolding around this migratory crisis, there is a strong feeling that the European Union is not, perhaps, a union of fact. Brexit, the outgoing movement of the United Kingdom of the European Union, the rise of nationalist political parties and leaders in countries such as France, Germany, Italy and Hungary, and the fragmentation of a continent that is so diverse, is accentuated in discourses that signify the existence of "many Europe's" (South, East, North and etc.).

This research was conducted with Portuguese citizens living in the city of Braga (North of Portugal) aiming at analyzing how the refugees are perceived by local population. Participant's discourses point to "many Europe's". In fact the countries of the South (Portugal, Spain, Italy and Greece) are often referred to as displaced and even outsiders from Northern Europe.

For data collection, in addition to a literature review, we conducted 26 semi-structured and interviews. The interviews intended to capture the perception of the participants about refugees. They show that there is a fragmentation in the discourse of a single, equal and united Europe. There is a kind of consensus among the participants who often refer to Germany, Denmark and England as being countries belonging to a Europe other than the one where Portugal is inserted. The financial aspects are generally emphasized and, for the participants, the best jobs and the best salaries are not in Portugal, as the country is repeatedly remembered as having a low quality of work (both on offer and in salary paid), understood as precarious in financial conditions and this has an impact on the quality of life of its citizens. For the Portuguese participants in the interviews, there is a feeling that the countries of Northern Europe are the ones that should, as a rule, deal with the migratory crisis and welcome the refugees as they have greater financial capacity and social support.

Although the perception of the number of refugees hosted by Portugal is overestimated by the participants, who easily suggest exaggerated figures, the feeling is that the country does not have the capacity to receive refugees since, according to the participants, it can not provide a quality of life to his own citizens, a free road to xenophobic and exclusionary discourses. The feeling of “many Europes” is constant in almost every interview conducted. Fragmentation and inequalities among European countries are perceived, felt and have an impact on the lives of the Portuguese citizens living in the city of Braga. Always supported by the idea that national citizens should be priority over others, the outsiders.

Id: 22010

Title: Elections, Representations, and Journalistic Schemas: Local News Coverage of Ilhan Omar and Rashida Tlaib in the US Mid-term Elections

Session Type: Individual submission

Authors:

Name: Maha Bashri

Email: bashrimaha(at) yahoo.com

Country: AE (United Arab Emirates)

Affiliation: United Arab Emirates University (UAEU)

Abstract: Communication research has systematically pointed to the disparities in news coverage of political candidates from women and minority groups. These differences may hurt the chances of these candidates at being elected. Recently more migrants are entering the political arenas in their adopted Western countries. Migrants have become the center of debates over the rights and wrongs of multiculturalism. In particular, Muslim women, in liberal democracies have been turned into an "allegory for undesirable cultural difference" (Bilge, 2010, p. 10). Western media portrays Muslim women either as passive victims oppressed by a patriarchal religion or as a threat to Western democracy and individual freedoms (Kilic, Saharso & Sauer, 2008 p. 404).

Schema theory is usually used to explain how gender and racial/minority stereotyping occurs. The theory posits that people create cognitive structures to organize knowledge about a given concept or stimulus from previous experience (Fiske & Taylor, 1984). Media coverage helps people develop schemas to understand events. The media make sense of the external world for audiences. They "frames issues and public deliberation in a particular way" (Reese, 2001, p. 25). Schemas are good when they help audiences process the deluge of information they are exposed to. However, when these schemas are negative and overgeneralized they can have undesirable effects.

Women and minority candidates running for public office often receive less media coverage and less respect from the public (Braden, 1996; Devitt, 1999). Furthermore, research has pointed to a dominant perpetuation of stereotypical portrayals of women and minorities in media (Craft & Wanta, 2004).

In view of the current political climate in the United States, one would assume that fewer minority candidates would be elected to office in the November 2018 mid-term Congressional election. Mid-term elections in the US are determined by popular votes in the individual states yet their resonance is felt at a national level. This round proved to be historic in many respects. First, voter turnout, at 50.3 %, was the largest since the 1914 mid-term election. Second, a record number of women (127) were elected to Congress. Third, the pool of candidates saw a significant increase in the number and diversity of minority candidates.

Ilhan Omar and Rashida Tlaib are among those "firsts". They are the first Muslim women elected to Congress. Omar won 78% of the vote in Minnesota, a state where 84% of voters are white and Muslims account for 1% of the population ("House Election Results", 2018). Tlaib won 84% of the vote in Michigan where 79% of the state is white and Muslims are only 1 %.

Omar and Tlaib had big wins supported by a voter base that for the most part shared no attributes with them. The following research examines if coverage of Omar and Tlaib was congruent to prevalent schemas in coverage of Muslim women and minorities in US media. One hundred and ninety-five newspaper articles/editorials from October 5 to November 5, 2018 were collected through Lexis Nexis. Articles were selected from the three top local newspapers in Minnesota and Michigan respectively.

Id: 22100

Title: Reflections of Punjabi Diaspora in Films in India: Reel vs Real

Session Type: Individual submission

Authors:

Name: vir aggarwal

Email: virbala.aggarwal(at) rediffmail.com

Country: IN (India)

Affiliation: Himachal Pradesh University Shimla

Name: Happy Jeji

Email: emailage21(at) gmail.com

Country: IN (India)

Affiliation: Panjabi University, Patiala

Abstract: International migration of People from Punjab, north-western State of India, has remained a constant Phenomenon since ages. This migration has been making an important contribution to the population growth of important parts of the world and significantly transforming the social, cultural, economic and political scenario in the world. Against a backdrop of huge migration of people from Punjab, the growing interest of Bollywood (Hindi Cinema) and Pollywood (Punjabi Cinema) in making films on Punjabi diaspora becomes an important subject of a study. Since Punjabi diaspora is scattered in countries like US, UK, Germany, Australia, Saudi Arabia and Russian Federation and others, it is quite interesting to see how the films based on diaspora themes have been able to capture the realism of diaspora or create a panorama of life of people scattered at distant destinations.

Punjab, known for its rich cultural heritage and magnificent past makes its people always eager to venture out for a prosperous future and toil away at distant parts of world. The people who disperse to other countries have their own sets of dreams, struggles, aspirations, advancements, achievements, failures and challenges. Featuring a complex phenomenon of migration on screen is a complex task too. Both, Bollywood and Pollywood have rolled out a good number of films in the past few years on Punjabi diaspora. This study is based on thematic analysis of prominent films which have succeeded on box office, won acclaim, or gained attention otherwise in and outside India.

Hindi Films like Pardes, Apne, Crook, Out of Control, Aa Aab Laut Chale or all time famous Dil wale Dulhaniya Le Jayenge and Punjabi Films like Sajjan Singh Rangroot, Jindua, Jee ayaan Nu, Love Punjab and The Black Prince are just few of the films which present a wide array of Diaspora issues largely in Socio-Cultural contexts. Such films on Punjabi Diaspora present compelling reasons to find out reel vs real life issues. Since the migration is a complex phenomenon in itself, it is therefore pertinent to find out those issues also which have failed to attract the eyes of the film maker.

Id: 22150

Title: Dichotomy of a Diaspora: Examining the Media Coverage of Indian-Americans in the Context of Trump's Anti-immigrant Rhetoric

Session Type: Individual submission

Authors:

Name: Sudeshna Roy

Email: roys(at) sfasu.edu

Country: US (United States)

Affiliation: Stephen F. Austin State University

Abstract: Within a few months after taking office, Donald Trump signed an executive order that called for a review of the H-1B visa program, the employment visa issued to foreign citizens working legally in the US. Given that Indians currently represent the largest source of new immigrants to America, surpassing Mexicans and Chinese, and given the size of the Indian diaspora already in the US, it is of significant importance how Trump's immigration policies might impact Indians who want to live and work in the US, as well as those already living in the country. This paper examines how media in the US is covering this issue and what such coverage reveals about the way the Indian-American diaspora is interacting with the ethno-politics of Trump's anti-immigrant rhetoric. The paper examines through critical discourse analysis, coverage of H1-B and H4 visas and issues pertaining to Green Card in three US newspapers – LA Times, Houston Chronicle and Washington Post – for a period of one year following Trump's signing of the executive order mentioned at the beginning of this abstract. Two faces of the diaspora community emerge as a result of this analysis. First, there are those who are opposed to Trump's and the Republican Party's position on immigration as it would deeply hurt their freedoms and opportunities made possible by their dedicated belief in the neoliberal policies that allowed them to increase their personal wealth and prospects. It is worth bearing in mind that Indian-Americans are famously the best-educated group in the US -- approximately three times more India-born residents have college degrees than the general population. They also have the highest average income level of any group in the country -- more than twice as high as the general US population. Second, there are those who have previously benefitted from pro-immigration policies from administrations before Trump but, who now see themselves best suited to align their conservative, Hindu sensibilities with the policies of the Republican Party. This second group, which is already wealthy, would further grow their financial prospects by supporting issues such as, Trump's tax cuts for the rich or Trump's racist attitude towards other minority communities in the US. Through analysis of media coverage of particular visas, this paper demonstrates how the Indian-American diaspora is either resisting or aligning themselves with Trump's anti-immigrant rhetoric so as to further the iterations of their own projections of neoliberal conceptions that help them maintain their positive financial and social status in the US.

Id: 23155

Title: Aylan Kurdi: la "imagen-despertador" de la crisis de los refugiados

Session Type: Individual submission

Authors:

Name: Rafael Mangana

Email: rafael.mangana(at) labcom.ubi.pt

Country: PT (Portugal)

Affiliation: Universidade da Beira Interior, Portugal

Abstract: La Península Ibérica se enfrenta a un crecimiento respecto al número de individuos que llegan a sus fronteras procedentes de otros países. Esta tendencia se ha acentuado, desde 2015, con la llegada a Europa de refugiados de Oriente Medio y el Norte de África, que huyen del clima de inseguridad potenciado por la proliferación del fenómeno del terrorismo asociado al denominado Estado Islámico o Daesh. Estos refugiados se han esparcido por todo el continente europeo; sin embargo, su llegada no está siendo aceptada con facilidad y de la mejor forma posible por todos los países receptores. Así pues, esta animadversión ha sido, en algunos casos, manifestada a través de actos terroristas perpetrados en ciudades paradigmáticas del poder político y económico europeo, como por caso París o Bruselas.

En el contexto de la crisis de los refugiados, el 2 de septiembre de 2015 marca de forma manifiesta la atención dada a este fenómeno migratorio por parte de los medios un poco por todo el mundo. La aparición de un cadáver de un niño sirio de tres años en una playa turca contribuyó a transformar el encuadre de esta crisis, que pasó a tener un rostro, un nombre que se convirtieron en un icono de la misma: Aylan Kurdi. Hasta la aparición de este cadáver, los refugiados y sus muertes eran contados a los centenares, estas personas eran vistas como una masa que padeció en las aguas del Mediterráneo, pero sin rostro, algo que se altera con Aylan Kurdi. Su fotografía funcionó como un despertador de conciencias para la problemática de la crisis de los refugiados y apareció en la mayoría de los principales medios de comunicación de todo el mundo, en una cantidad sobresaliente de primeras páginas y noticias.

De este modo, el propósito del estudio presentado es analizar la forma en que la imagen de este niño influenció la cobertura mediática de la crisis de los refugiados en los momentos subsiguientes. Se expondrán, a través de una muestra de conveniencia, cuatro momentos específicos, reveladores de la forma en que la prensa ibérica procedió al encuadre de la crisis de los refugiados, apoyándose en la imagen de Aylan Kurdi y en lo que la misma pasó a representar. Por la proximidad geográfica y cultural entre los dos países, este trabajo analiza los tiempos específicos de las versiones online de dos periódicos clasificados como de referencia de Portugal y España (El País y Público), un período crucial de la crisis. A través del análisis de discurso de los elementos periodísticos recogidos asociado al estudio de los efectos de framing y de priming, se pretende explorar la posibilidad de añadir otro concepto a los que ya existen en el vasto campo de las teorías de los efectos de los medios: el concepto de "imagen-despertador", como elemento que detona un conjunto de memorias y de conocimientos latentes asociados a un determinado tema, asunto o protagonista.

Id: 23293

Title: The (Un)-Making of Home: Paradoxes of transnational homesickness, familial longing, and belonging of young expatriates in Amsterdam

Session Type: Individual submission

Authors:

Name: Jeffrey Patterson

Email: jeffpatterson04(at) icloud.com

Country: NL (Netherlands)

Affiliation: Utrecht University

Name: Koen Leurs

Email: K.H.A.Leurs(at) uu.nl

Country: NL (Netherlands)

Affiliation: Utrecht University

Abstract: Young expatriates - individuals who can pursue career- or higher educational-related goals in a country of which they are not a citizen - are commonly “connected migrants” (Diminescu, 2008), using smartphones and social media to transnationally connect with pre-existing social networks (such as family and friends) and diaspora communities across geographical borders. Scholarship on expatriate youth often either: (1) celebrate them as “third-culture kids” who develop an “expanded worldview” (Pollock & van Reken, 2009, pp. 107-118); or (2) scrutinize them as privileged mobile populations for their elite “belonging” in a universal cosmopolitan imaginary which is disconnected from local communities (Calhoun, 2003). Analyzed from the feminist perspective of intersectionality, it is problematic to homogenize the experiences of young expatriates, thus we seek to ground these polarized viewpoints by investigating how age, race, class, nationality, gender, and sexuality differentially position individuals. Following a non-digital-media centric approach, we aim to become attentive to the relationalities between the on- and offline experiences of young expatriates residing in Amsterdam, the Netherlands. In doing so, we conducted 31 in-depth interviews with 25 females and 6 males between the ages 15-25, and conducted a photo-voice exercise. Participants were invited to self-select photos from their personal smartphone pocket archive to reflect on their migration trajectories. Conceptually, we build on critical and feminist understandings of emotional geographies and understand emotionality as a domain of “socio-spatial mediation” (Davidson, Bondi & Smith, 2005, p. 3). Through this lens, our investigation of the impact of changing social, spatial and temporal conditions of migration illustrates how bodies relate emotionally. This paper seeks to understand how young expatriates straddle “reactions of ‘towardness’ or ‘awayness’” (Ahmed, 2004, p. 8) in relation to their on- and offline everyday experiences. The emerging patterns from the data structure our empirical findings into three paradoxes:

(1) Transnational ties and paradoxes of homesickness

This occurs at the complex intersections of young expatriates’ on- and offline experiences. Their transnational connections are maintained through smartphone and social media use by exchanging text, audio and video messages creating a virtual bond, a sense of co-presence. However, an affective desire remains to return to familiar spaces such as bedrooms, cafes, and yoga studios

which are imbued with strong personal memories and embodied sensations of which the third-space cannot always fulfil adding further depth to Madianou and Miller's (2012) argument of physical co-presence.

(2) Polymedia affordances and the paradoxes of familial longing

We investigate informants' strategic selection from the variety of online communicative opportunities afforded by smartphones and social media to understand their emotional intent. Through the lens of intersectionality, we tease out how divergent preferences are reflective of distinct cultural norms and expectations.

(3) Global citizenship and the paradox of belonging

We explore the offline inter-ethnic social contact between the informants and members of the local Dutch community. To what extent are expatriates bound to their nationality? What is their positioning in various spatial locations in Amsterdam?

Id: 23319

Title: Transnational journalism and Latino press in Spain: news contents and the creation of a Latino identity

Session Type: Individual submission

Authors:

Name: Ana Mendieta

Email: anamaria.mendieta(at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Abstract: The origins of ethnic media as such can be traced back to newspapers published in the Netherlands and Mexico in the XVII century, and in the United States in the XVIII century (Park, 1922; Flores, 2008). From that point on ethnic media outlets have been growing in number and relevance, particularly in the United States due to the high numbers of Latinos living in the country (Matsaganis et al., 2011). The contents of ethnic media fulfill several roles in regards to their audiences, since they are a vehicle of information, cultural identity, social control and incorporation into the host country (Viswanath and Arora, 2000). In contrast with the traditional theories of incorporation of immigrants into the host country, transnationalism has gained much relevance as it refers to the multiple activities created by immigrants which allow them to live simultaneously in their countries of origin and destination (Blanco, 2007). In this context, many ethnic media outlets have transnational audiences through digital media and social networks, creating a transnational journalism that manifests itself in Latino press in Spain. Latino newspapers and magazines can function as transnational media outlets that link Latinos living in Spain with their home countries in Latin America, thus fostering hybrid identities that allow them to incorporate into Spain without having to dilute their national identities. Along these lines, the concept of *Latinidad* has arisen as an academic subject of increasing interest because of its media representations and its implications in the development of a common Latino cultural identity, independently from the country of origin, furthermore considering that Latinos can form a “nation within a nation” (Davila, 2000). *Latinidad* also extends to a hypersexualized image of Latina women, based in the media representation of Latina celebrities (Hurtado, 2017; Negrón-Muntaner, 2017; Lugo-Lugo, 2015). The goal of this paper, which derives from the author’s finished doctoral dissertation, is to show that the contents of Latino print media in Spain reflect the different pillars that shape the concept of *Latinidad*, which are the importance of cultural traditions, family and community, women, work ethic, music and Latin America. A content analysis of eight different variables applied to 1,500 news items from 14 Latino newspaper and magazines currently published in Spain concludes that six out of ten items are geared to the readers’ countries of origin, stress the gender gap with the predominance of men as protagonists, and reaffirm their common Latino cultural identity or *Latinidad*. In fact, the contents linked to the Latin American countries of origin multiply by four the contents linked to Spain as the country of destination, and the most repeated topics are situated within the sections of culture, life and Latin American politics. In sum, the objective of this research is to demonstrate that the content of the stories published by Latino print media in Spain are an example of transnational journalism because they foster the transnational ties of their Latino readers with Latin America, beyond the traditional models of integration and assimilation of immigrants in the country of destination.

Id: 23320

Title: Is the smartphone always a smart choice' Beyond utilitarian approaches to the "connected migrant'

Session Type: Individual submission

Authors:

Name: Jonathan Tossell

Email: jonathantossell(at) gmail.com

Country: NL (Netherlands)

Affiliation: no current affiliation

Name: Isabel Awad

Email: awad(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Associate professorErasmus Research Centre for Media, Communication and CultureErasmus University Rotterdam

Abstract: A growing body of scholarship conceives the relation between mobile phones and refugees in largely utilitarian terms: The mobile phone is characterized as a tool refugees use free and willingly to address specific practical and social needs, even if or despite the existence of structural factors limiting mobile phone use. Since being a refugee implies facing particularly pressing and diverse needs (something the literature commonly describes in terms of precarity), a resourceful, well-equipped refugee is assumed to substantially benefit from being as much and as freely connected as possible. There seems to be no question that “irregular immigration journeys” become “smart” when smart phones are involved (Zijlstra & Liempt, 2017).

This paper challenges this view of mobile connectivity as a purely utilitarian resource that refugees use at their individual discretion to resolve problems and cover needs. While the study is based on a relatively small sample ten Syrian men living in the Netherlands with a refugee status—it provides substantial evidence of a more complex relation between refugees and mobile connectivity and thus suggests valuable directions for future research. First, interviewees for this study refer to the symbolic value of their old (at this point, useless) mobile devices. Secondly—and here is where the paper’s main contribution lies— they point to various ways in which mobile connectivity is more of an uncomfortable imposition than (or in addition to) a desired toolkit.

Notably, what seem to be novel aspects of the relationship between mobile phones and refugees are of little novelty in the larger field of mobile phone use within and outside media and communication studies. Critiques of functionalist approaches to mobile communication and discussions about potentials and frustrations associated to “perpetual contact” are common in relation to phone users in general, as opposed to (forced) migrants in particular. As Hall & Baym (2011: 317) explain, the “tension between remaining closer through [mobile communication] technology and feeling entrapped by technology has been identified in diverse contexts,” by diverse authors.

Based on this study, we support calls for “a more nuanced conceptualization of smart phones” in research about forced migration and mobile connectivity (Gillespie et al., 2018). However, our main emphasis is on the need for a more nuanced conceptualization of refugees themselves, one that avoids what Malkki (2012: 9) describes as “[t]he tendency to universalize ‘the refugee’ as a special ‘kind’ of person.” If a functionalist and essentialist understanding of refugees was central to the transformation of refugees into “an object of [scholarly] specialization” in the 20th century (p. 9), Malkki’s critique is particularly valuable for communication and media research at a time when refugees are becoming a growing object of sub-specialization, most notably through “digital migration studies” (Leurs & Smets, 2018).

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- Malkki (2012). *Purity and exile*. University of Chicago Press.

Id: 23473

Title: American or Puerto Rican: How ethnicity, politics and media played a role in impacting the Puerto Rican experience during Hurricane Maria

Session Type: Individual submission

Authors:

Name: Sumana Chattopadhyay

Email: sumana.chattopadhyay(at) marquette.edu

Country: US (United States)

Affiliation: Marquette University

Abstract: Hurricane Maria hit Puerto Rico on September, 20th 2017. With sustained winds of 155 mph at landfall, Maria was so powerful that it devastated radar, weather stations and cell towers across Puerto Rico, leaving an information vacuum in which officials could only speculate about property damage, injuries or deaths. Some residents did not have power for over a year. The death toll directly or indirectly from the hurricane though originally reported as 64 was revised months after the hurricane to be close to 3000, much higher than the Katrina death toll in 2005 which was around 1800. Property damages of close to 55 billion dollars were estimated.

Yet, the U.S. Government's Maria response was starkly different from its Irma and Harvey responses. Starting with Trump's tweet criticizing Puerto Rico for its handling of Maria and non-action by Congress, his famous 'paper towel throwing incident' and other responses to the hurricane, Puerto Ricans started to feel like 'second class' citizens.

Post-hurricane publicity, can be racially biased as was the case with the Katrina framing of black survivors as looters and white survivors as victims (Gebreyes, 2015). Research shows that citizens sympathize with racial in-groups and are less willing to help out-groups (Brewer, 1999). Media portrayals indeed have the potential to both shape and reflect societal attitudes (Entman & Rojecki, 2001; Gandy, 1998). News reports also indicate that framing Puerto Ricans as 'second-class' Americans affected public opinion around government relief efforts and the Puerto Rican morale in general (Foran, 2018).

The current study uses a grounded theory approach to analyze twenty in-depth interviews done with Puerto Ricans living in the island during the disaster and the Puerto Rican diaspora living in the U.S. to better understand their experiences navigating the disaster. While Puerto Ricans living in the island during the hurricane seemed to talk more about their trauma through the whole process, being cut off from the rest of the world, how communities came together under situations of extreme stress and discomfort, intense heat, food shortages, property damages and deaths, the Puerto Rican diaspora living in the U.S. talked more about their pain and fear being so far away from their loved ones during this difficult time, how they relied on media and other kinds of information channels to try and get information from an island that had no communication with the outside world, the relief efforts the diaspora communities participated in to alleviate some of the struggles back home. Both groups of interviewees discuss the insensitive handling by the federal government of the relief efforts which made them feel like second class citizens of America, the Puerto Rican government being taken by surprise by the extent of the disaster, the loss of life in the island as they knew it, the

strong, proud and resilient Puerto Rican Boricua identity and how that would play a role in the island bouncing back and healing from this disaster.

Emerging Scholars Network Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19498

Title: Virtual Gifting on China's Live Streaming Platforms: Hijacking the Online Gift Economy

Session Type: Individual submission

Authors:

Name: Yu Xiang

Email: yuxlovemayo (at) shu.edu.cn

Country: CN (China)

Affiliation: Shanghai University

Name: Xiaoxing Zhang

Email: xza111 (at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: The year of 2016 is regarded as the genesis of “short video and live streaming” age in China. It is estimated that the value of the markets of short video and live streaming industries in China have reached to \$903 million and \$6.4 billion respectively in the year of 2017. This paper presents an exploratory case study on the nascent “virtual gifting” feature of China’s live streaming platforms. At the nexus of technological infrastructure, social organization and interpersonal relation, the authors aim to explicate the complex dynamics between gift economy and commodity economy in the context of the increasingly platformized Chinese society. This paper will firstly discuss how platform infrastructure is geared towards maximizing content monetization through virtual gifting. It will then look into how in the corporatized environment of streamer guilds the money-making capacity of virtual gifting is institutionally foregrounded at the expense of its potential in building communitarian and reciprocal relationships. Amid such structural dynamics, the commodification of virtual relation will be further analyzed to demonstrate how the hegemonic construct of virtual gifting is perceived and reproduced at the individual level. In the end, the paper will conclude with a rethinking of the role of critical communication studies in turning the tide of China’s live streaming industry.

Id: 19601

Title: Fashion Bloggers as Influencers in Decision Making- Case of Young Adults as Consumers

Session Type: Individual submission

Authors:

Name: Neha Miglani Vadhera

Email: nehamiglani11 (at) gmail.com

Country: IN (India)

Affiliation: Panjab University, Chandigarh

Abstract: The upsurge of fashion blogging, as a profession and leisure pursuit, has been unfathomable in the last couple of years in India. The Instagram posts by these bloggers almost serve as a dictum for youngsters and appear to heavily influence their purchase behavior and patterns. This study evaluates the impact of select fashion bloggers, through their Instagram posts and blogs, on consumer decision making. The study encompasses a survey of 60 young adults in Chandigarh region (includes 3 cities from 3 different states), who follow fashion bloggers avidly, mapping the impact of fashion bloggers on their purchase- be it online or through retail stores. The study is also backed by personal interview of young adults as consumers who explain their purchase pattern in detail vis-à-vis these bloggers. The result of the study shall give a quantitative idea on the upsurge of fashion blogging and a fair assessment of the surge in followers too in terms of 'influence' on their behavior as consumers. It shall also establish the degree of impact of fashion bloggers as an influence in consumer decision making in the fashion industry. The results of this study shall be extremely useful for fashion brands and labels to market their products through these fashion bloggers, who have a considerable follower base, and the result shall also serve as a road-map and beacon for young bloggers who wish to take up the career of fashion blogging professionally.

Key Word: Fashion Blogging, Consumers, Instagram, Influencers, Bloggers, Decision Making

Id: 19678

Title: Postcolonial Governmentality of Communication: Theorizing ICT Governance in a Caribbean Context

Session Type: Individual submission

Authors:

Name: Alpha Obika

Email: alpha.obika (at) gmail.com

Country: JM (Jamaica)

Affiliation: University of the West Indies, Mona Campus, Jamaica

Abstract: Title: Postcolonial Governmentality of Communication: Theorizing ICT Governance in a Caribbean Context

This paper will examine the concept of Postcolonial Governmentality of Communication (PGC). The theory builds upon Michel Foucault's notion of governmentality and applies it to a critical analysis of media and communication governance in the Anglophone Caribbean. More specifically, the ICT legislation, regulations and regulatory frameworks of Jamaica and Trinidad and Tobago will be assessed to make a case for the PCG in the Caribbean.

The language of the ICT legislation and regulations in Jamaica and Trinidad and Tobago will be decoded using a critical discourse analysis to reveal the philosophy of governance utilised by the Caribbean governments under investigation. Key International Telecommunication Union (ITU) and World Trade Organization (WTO) policies will also be assessed to confirm the existence of PGC and the resultant information cycles of dependency.

PGC, while generated from an analysis of ICT governance in the Anglophone Caribbean, will be useful in examining media and communications from a global south context. This study will examine the fundamental pillars of PGC and highlight how the concept works to facilitate the global inequalities fostered by the new technological era. It will also display a challenge that must be overcome by developing countries for meaningful existence and participation in the global information economy.

Keywords: Postcolonial Governmentality of Communication; governmentality; globalisation; Caribbean ICT policy; critical discourse analysis.

Id: 19773

Title: Participación ciudadana en la esfera pública digital en Cuba. Análisis del debate sobre la reforma constitucional en los foros digitales de las plataformas de noticias Cubadebate, el Toque y Oncuba

Session Type: Individual submission

Authors:

Name: Luis Yaim Martínez

Email: yaim.acebal (at) gmail.com

Country: CU (Cuba)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: La investigación tiene como propósito analizar el nacimiento y la fundamentación de la participación ciudadana en la esfera pública digital cubana, a través de la aplicación de conceptos claves sobre esta temática que, al relacionarse, dan origen a una nueva área de realidad y estudio para Cuba, la ciudadanía digital. El desarrollo del trabajo parte de una reflexión teórica sobre el papel de la democracia en la potenciación de la participación ciudadana en materia digital, pretendiendo identificar los diversos actores que participan en ella, así como describir las funciones que desempeñan en la construcción de una sociedad democrática. Dicho análisis está establecido sobre la base de identificar los cambios que Internet ha traído para la isla caribeña.

En Cuba, la práctica ciudadana en red se enmarca, aún, como un proceso lento, condicionado por una escasa permanencia de las personas en la esfera digital, entre otras causas debido a los altos costos, en comparación al salario medio del trabajador cubano, de las tarifas para conectividad y a la ubicación, en parques y avenidas públicas, de las zonas con conexión wifi, lo que imposibilita la protección ante las condiciones climáticas, privacidad y acarrea movimiento y aglomeración de las personas hacia y en esos lugares.

Sin embargo, cada vez más usuarios se suman al uso de nuevos medios digitales. En este sentido, lo novedoso del fenómeno es que se puede estar ejerciendo ciudadanía digital bajo peculiares condiciones y circunstancias que lo hacen un asunto polémico por sus avances y limitaciones en la sociedad.

Debido a esta situación de análisis surgen los cuestionamientos: ¿de qué se habla en la esfera pública digital que conforman estos tres medios de prensa en Cuba?, ¿existe una heterogeneidad de temas en estos tres medios noticiosos on-line?, ¿cómo es la participación ciudadana en estos medios?, ¿dónde habla más la sociedad que consume este tipo de medios?, ¿qué temas motivan mayor participación ciudadana en estos medios de prensa?

En este sentido, la participación ciudadana recrea una discusión sobre los proyectos llevados a la vida pública, en un país donde los principales motores de búsqueda señalan conflictos en el acceso a Internet, y dónde además se sustentan profundos cambios a nivel constitucional, debido a la reforma que vive la Carta Magna del país.

Id: 19831

Title: Social communities and the geography of small cinemas: the Norwegian example of Bygdekino

Session Type: Individual submission

Authors:

Name: Silvia Bragagnolo

Email: silvia.bragagnolo.sb (at) gmail.com

Country: IT (Italy)

Affiliation: Ca' Foscari University of Venice

Abstract: Some socio-cultural rituals are able to persist over time, for their being deeply rooted in the country to which they belong. This is the case of a very special Norwegian phenomenon. Bygdekino is the only national travelling cinema which offers screenings in places that lack of permanent theatres; it is provided with its own mobile equipment, and shows films in all types of rooms, ranging from gymnasiums and community houses, to beautiful cultural houses with amphitheatres and permanent cinema facilities. Being one of Norway's crucial culture policy goals to enhance people's access to culture, the touring institution was born as a clear, direct result of a policy radically oriented towards the democratisation of culture (Bakke 2010; Nyhus 1984). Bygdekino recently celebrated its 70th anniversary, and it continues receiving a constant financial support from the Government; with around 120,000-150,000 visitors a year and 188 venues, Bygdekino is a major cinema in a country scale (Film & Kino 2017). The purpose of this paper is to examine the most peculiar features of the company, including its social side. Indeed, cinema represents a public space where people can meet and mingle; the trends of blurring the borders between the public and the private, which has become one of the central characteristics of media culture, started with the advent of cinema. People do not go to the cinema only to consume films, but also to meet other needs (Jenkins 2014). By commenting some of the answers to the surveys distributed to Bygdekino's audience during my stay in Norway, this perspective will be extensively examined.

Id: 20017

Title: Framing the legalization of same-sex marriage in Canadian national print news

Session Type: Individual submission

Authors:

Name: Amanda Piche

Email: amanda.piche (at) ryerson.ca

Country: CA (Canada)

Affiliation: Ryerson University

Abstract: Since the Charter of Rights and Freedoms emerged in 1982, Canadian national print news was central to the complex networks in the establishment of same-sex marriage in 2005. Newspapers framed marriage equality as a human rights' issue, within conventions for balance and objectivity. However, LGBT-related issues have not consistently been approached this way by the media, which have traditionally created and regulated boundaries of gender and sexuality (Rubin 2007). This work-in-progress explores why Canadian mainstream press oscillated between anti-queer and pro-LGBT approaches in a post-Charter Canada and its' effect on public opinion.

I show how news reporting is symbiotically implicated in Canadian public perspectives through public sphere theory (Habermas 1989; Fraser 1992). Frame analysis demonstrates how the issue was ideologically positioned in print (Goffman, 1974; Entman 1993; McCombs 2004; Scheufele 1999, 2000).

A content analysis of over 2,000 national newspaper articles published between 1982 and 2005 reveal the frames used in stories about marriage equality. Semi-structured interviews with journalists and activists contextualize the analysis. Responses determine how media frames may have implicated understanding and support of the issue, and why and how certain frames were decided by journalists.

This work informs the history of LGBT rights in Canada by exploring how the national news industry contributed to the framing of marriage equality. Analyses of news coverage of marriage equality remains largely US-centric (Brewer 2002 & 2003; Tadlock, et. al, 2007; Liebler et al., 2009; Li and Liu, 2010; Pan et al. 2010). Research on framing marriage equality in Canada focuses on litigants (Smith 2007), courts (Matthews 2005), and newspapers in 2003 and 2004 (Bannerman 2012). Despite several studies concerning the politics of sexual diversity in Canada (Hogg 2006; Kinsman 1996; Kinsman and Gentile 2010; Pettinicchio 2010; Rayside 2008; M. Smith 2008, 2012), marriage equality has not been studied extensively.

Id: 20158

Title: Has TV decreased impact on public opinion due to the transformations of the media environment in the 21st century'

Session Type: Individual submission

Authors:

Name: Daniela Grassau

Email: dgrassau (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Catolica de Chile

Name: Nicolle Etchegaray

Email: netchegaray (at) gmail.com

Country: CL (Chile)

Affiliation: Universidad Diego Portales

Abstract: Two decades after the start of the 21st century, the evidence suggests that the access to new media has decreased the agenda-setting effect of traditional media on public opinion (Bennet & Lyengar, 2008; Chaffee & Metzger, 2001; Takeshita, 2006). The emergence of new communicational spaces (particularly social networks) has led to the development of parallel thematic agendas and to changes in the patterns of information consumption linked to a more selective (Zillmann, 2000) and less massive (Shehata & Strömbäck, 2013) content exposure. In this context, the objective of this study is to determine whether traditional media, mainly television, continues to have a significant role in the definition of the public agenda regarding 11 political and social issues and to explore which are the individual variables that better explain this relationship within a multimedia context (McCombs & Valenzuela, 2014; McCombs & Stroud, 2014). To that extent, we performed a longitudinal analysis based on media content and public opinion data collected in Chile over a period of 16 years (2001-2016). The data draw from two sources: a data base with the information about 500,000 news stories broadcasted by Chile's four main television networks and 33 public opinion surveys conducted by Centro de Estudios Públicos (CEP) which included the classic agenda-setting question: What do you think is the most important issue facing our country today? At the aggregate level, we compared time-series of the media and public agendas using Spearman correlations, and at the individual level, we used multivariate regression models. The research findings suggest that in the Chilean context, and probably the Ibero-American context as well, despite the growing use of new media, the impact of television as an agenda setter has not exhibit a sustained decrease for the overall population, however, its impact is moderate by age, gender, and socioeconomic level.

Id: 20277

Title: Disrupting Bodegas: Corner Stores, Immigrant Mythologies, and the Consumption of Urban Authenticity

Session Type: Individual submission

Authors:

Name: Arlene C. Fernández

Email: arlenef (at) upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania, Annenberg School for Communication

Abstract: Corner grocery stores are a mainstay of urban neighborhoods across the United States. In New York City, corner stores are known as bodegas and dot many of the sidewalks and street corners across the city with characteristically bright, colored awnings announcing the availability of “cold cuts and cold beer.” Bodegas are a ubiquitous part of the cultural imaginary of New York City. They signify a particular brand of urban authenticity propelled by narratives of hardworking immigrants as living embodiments of the ‘American dream’ – the quintessential New York City immigrant story. The potency of this immigrant mythology became evident in September of 2017 when two former Google employees announced the launch of a start-up called Bodega, a human-less convenience kiosk designed with machine learning capabilities. The response on social media, blogs, and online news outlets was loud, swift, and extremely critical.

This paper explores the internet discourse on corner stores that emerges from the critiques leveled at the start-up previously known as Bodega. It suggests that the narrative constructed from the techno-deterministic panic that the Bodega start-up provokes serves to reify a brand of multicultural urban authenticity, community, and immigrant determination that corner stores have come to represent. The overwhelmingly negative reactions to the Bodega start-up enable a version of performative politics based on a romanticized view of bodegas as unique, idiosyncratic sites of consumable culture in New York City, and the connection to immigrant narratives is deeply imbricated in the affective construction of this brand identity. While the response to the Bodega start-up provides an important counter-narrative to the heightened nativist, anti-immigrant political discourse currently prevalent in the U.S., the branding of bodegas distances them from the very communities they were historically meant to serve and obscures the complex realities of invisible labor, precarity, and gentrification in New York City.

Id: 20468

Title: Reading Community Newspapers as Radical and Critical Media: A Study of Namaskar's Advocacy Practices for Social Change in Puri District of Odisha

Session Type: Individual submission

Authors:

Name: Annapurna Sinha

Email: annapurnasinha111 (at) gmail.com

Country: IN (India)

Affiliation: Department of Communication, Sarojini Naidu School of Arts and Communication, University of Hyderabad, India

Abstract: Drawing on the case study of a community newspaper Namaskar, the paper discusses the potential of alternative media for social change. It explores the participatory advocacy activities of Namaskar and its 'impact' in the 'underdeveloped' areas of coastal Odisha in India by borrowing from the theoretical understandings of 'critical' and 'radical' approaches of alternative media. The paper draws on Christian Fuchs's idea of 'Critical Media' where he argues that 'critical media' do not accept the society as it is. Rather, through 'negation of negation' and 'dialectical realism' at the levels of content and form, it focuses on possibilities of social change by strengthening 'co-operation' and 'participation' in the society. Namaskar principally covers civic issues affecting the lives of people in their community that are usually ignored by mainstream media. It takes the development issues to the concerned authorities through a 'grievance escalation system' and brings everyone together to work towards the redressal in a co-operative and participatory manner. The paper also draws on John Downing's idea of 'Radical Media' where he emphasizes on the roles played by alternative media in strengthening of 'democratic culture' in everyday life by being more 'responsive' to the 'voices' and 'aspirations' of the people who are excluded in many ways. Working with the approach of volunteerism and the premise of 'every reader is a reporter', Namaskar provides equal opportunities of participation, and a platform to every member of the community to share her/his concerns of livelihood, development and justice. Through testimonies and evidence from the ground, Namaskar questions the prevailing economic situation and creates an environment to advocate for change. The paper supports its arguments by presenting examples of such change with the help of data collected through in-depth case study method involving various qualitative methods of data collection such as in-depth interviews, focus group discussion and participant observation. The paper analyses Namaskar's initiatives as a critical as well as a radical media to gauge its potential for bringing about social change.

Id: 20617

Title: Dynamics of indexed scientific publications: Experiences of Latin American Communication researchers

Session Type: Individual submission

Authors:

Name: Joseph Livingston Crawford-Visbal

Email: jrcrawford (at) uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte & Universidad de la Costa

Abstract: Communication in Latin America is a complex academic field which faces several challenges: underrepresentation of regional authors in international literature, disconnection between research practices and the global dynamics of scientific publication, shortage of indexed peer-reviewed journals, among others. The fact is, academic writing is an integral part of being a scientist: to be under constant pressure to research and make that newfound knowledge visible. Latin America is no exception to this dynamic of constant publication in indexed peer-reviewed journals.

Despite the increase of researchers and the fact that there are over 1.742 faculties of Communication across the region, there are no journals of this discipline indexed in the largest scientific databases: zero journals indexed in the Journal Citation Reports, as opposed to 9 journals indexed in the SCImago Journal & Country Rank. Of the 33 countries belonging to the Latin American region, only 4 of them have Communication journals indexed in these, the largest databases of peer-reviewed literature in the world. Which factors influence this underrepresentation of Latin American Communication scholars in the international scientific community?

The former question is part of the author's doctoral dissertation, which seeks to comprehensively analyze these publication dynamics. For this study, an inductive approach was employed, taking into account Grounded Theory precepts. Researchers and Journal Editors in field of Communication were asked to share their experiences through open interviews, as well as reviewer comments of their most recent published research. Resulting data was analyzed using QDA (Atlas.ti), contrasting the perspectives of researchers, editors and reviewers' feedback. Several patterns emerged that offer a picture of scientific publication dynamics in the region.

Standardization, Visibility and Lack of Scientific Training were categories found that encompass these experiences. The partials results expose a landscape in which regional scientists must adapt to the increasingly complex dynamics of knowledge generation whilst facing the disadvantages that arise of being a part the Global South, at the periphery of science.

Id: 20630

Title: Selective self-presentation and technological affordances: Comparing two location-based mobile dating apps for men who have sex with men

Session Type: Individual submission

Authors:

Name: Jack Lipei Tang

Email: jack_tang (at) link.cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Name: Lynette Jingyi Zhang

Email: jingyizhanglynette (at) gmail.com

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Abstract: Location-based real-time dating (LBRTD) app is a primary online space for men who have sex with men (MSM) to seek casual sex or long-term relationship. Previous literature focused on how MSM present themselves on the app profile. Afforded by technological features, MSM carefully used the language to manage the stigma associated with casual sex and sexualities on LBRTD app (Birnholtz et al., 2014). Nude body picture was frequently used by MSM to attract attention (Miller, 2015; Lemke & Merz, 2018) while objectifying content was associated with the goal of sexual encounter (Anderson et al., 2018). As for gender roles, masculinity is highly privileged (Reynolds, 2015). Thus, dating apps not only provide a novel opportunity for MSM to construct identity and fulfil relational goals but also reinforce body typing, ageism, and racism (Fitzpatrick et al., 2015; Conner, 2018). Since homosexuality is considered as pervert in the public discourse in China (Chang & Ren, 2017; Xie & Peng, 2018), sociocultural context also matters. Recent two systematic reviews on gay dating apps studies have called upon further investigation on technological development (Wu & Ward, 2018) and international experience (Chan, 2017).

Adopting the hyperpersonal model (Walther, 1996), this study examined how interface attributes of the channel shape selective self-presentation of MSM on two most popular dating apps in China, Blued and Aloha. The two apps have distinctive matching algorithms and interface designs which can be informed by users to employ different strategies (e.g. deception) (Toma & Hancock, 2010) to present themselves selectively. A content analysis on the profile from a national sample (N = 600) suggested that the profiles on Blued tended to contain a sexual self-label, not to disclose a recognizable face, and to have a nude picture. Profiles on Blued also tended to mention masculinity, fitness, and their partner preference. A linear regression model indicated platform, sexual self-label, and relational goal significantly predicted the level of self-objectification.

Id: 20696

Title: "How We Mourned": Memory Institutions in the Aftermath of American Mass Shootings

Session Type: Individual submission

Authors:

Name: Jeanna Sybert

Email: jeanna.sybert (at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: Within the past couple decades, the rise of mass shootings has shaken the foundations of American life. In the aftermath of these tragedies, memory institutions, or organizations that manage public knowledge, have become increasingly involved in the collection, preservation, and display of materials left at the shooting sites. In fact, memory institutions are now called upon to, not only preserve artifacts from mass shootings, but also to act as the very curators of mourning. This project is interested in how the public's response to mass shootings in the 21st century has altered the traditional role of memory institutions, who are more involved than ever in memorializing the victims and facilitating community healing.

This study begins by recounting traditional understandings of these institutions as sites of knowledge and state power. Then, after analyzing the 76 mass shootings since 2000, this paper outlines the memorialization practices that have now become customary following these incidents. Such an analysis will begin to illustrate how these practices are increasingly intertwined with memory institutions' response to mass shootings. This paper then considers six case studies in which museums and libraries were integral in preserving objects collected from Virginia Tech, Tucson, Newtown, Charleston, Orlando, and Las Vegas. The resulting analysis argues that, although memory institutions still retain their archival and educational function, their new role is to provide an additional site for ritualistic mourning. Here, exhibitions serve as spaces for visitors to perform customs that echo the funeral service. While this may have important benefits, like allowing the larger public to formally grieve these tragedies, it also raises concerns over who decides what is worthy of preservation and display. Ultimately, this study highlights the growing need for spaces to collectively mourn mass shootings and points to cultural institutions, like museums and libraries, as alternative sites for healing.

Id: 20700

Title: Whenever, Wherever, We're Meant to Be Together: Complicating Cultural Hybridity in Latin American Popular Music through Case Studies of Shakira and Lila Downs

Session Type: Individual submission

Authors:

Name: Rachel Guldin

Email: rguldin (at) uoregon.edu

Country: US (United States)

Affiliation: School of Journalism and Communication, University of Oregon

Abstract: Cultural hybridity theory bears criticism for over-privileging Western perspectives. Scholars also criticize hybridity research produced by the Global North for homogenizing countries and regions in the Global South. This study offers a new, alternative approach to cultural hybridity using these criticisms as a foundation, globalization and hybridity as frameworks, and popular music as a site of inquiry. This study proposes market-driven cultural hybridity, a reorientation of hybridity that centers the global market as the force of hybridization instead of countries or nations. In this approach, market forces attract cultural production and drive cultural hybridization. It prioritizes the influence of market forces on global cultural industries. But market-driven cultural hybridity also gives agency to cultural producers in receiving or resisting hybridizing effects. Market-driven cultural hybridity proposes that hybridity manifests in two ways. Market-receptive hybridity readily incorporates cultural characteristics of the dominant market, whereas market-resistant hybridity limits the influence of the cultural characteristics of the dominant market on cultural products. This study employs case studies of Latin American popular musicians to illustrate this new theoretical approach. First, it considers the social, political, and economic contexts of Colombia and Shakira as a case study of market-receptive hybridity. Then it examines the social, political, and economic contexts of Mexico and Lila Downs as a case study of market-resistant hybridity. This juxtaposition exemplifies how market forces and cultural producers impact cultural hybridization. The outcomes of a market-driven approach to hybridity decenter the countries of the Global North and explain cultural hybridity in media as results of market forces, not national borders. This approach also allows hybridity to be scaled; that is, it allows hybridity to be considered within or across any region (not just between Global North and South) since the intervening factor is the industry market, not geopolitical borders.

Id: 20717

Title: Who is the arbiter of truth? Mainstream journalists' responses to fake news during the military coup in Zimbabwe.

Session Type: Individual submission

Authors:

Name: Allen Munoriyarwa

Email: allenmunoriyarwa (at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Johannesburg School of Communication, Republic of South Africa

Abstract: A political crisis, like a military coup, generates significant uncertainty about the unfolding event and the means and motivations of the actors. In the contemporary World of rapid and de-institutionalised information production and dissemination, fake news has an influence on how the event is understood and interpreted by the mass public. There is a paucity of research on how mainstream media journalists have responded to fake news, especially during fast-moving events like military coups. This is despite increasing research on the influence of fake news on traditional news production practices and its influence on elections. This study investigates how fake news influenced the daily operations of mainstream media journalists in Zimbabwe during the November 2017 'soft coup', dubbed 'Operation Restore Legacy'. The paper, anchored on disinformation theory and the social organisation of news theory, interrogates how mainstream journalists in Zimbabwe responded to the phenomenon of fake news during the 'soft military coup' that led to the 'resignation' of Robert Mugabe as they covered the story. Deploying qualitative interviews with purposively selected political reporters from mainstream daily newspapers, the study found out that faced with an avalanche of fake news, journalists responded by re-evaluating their news sourcing routines and engaged in collective efforts to identify sources and pressure points of fake news that interfered with their own work. Yet, overt reliance on unreliable websites and social media sources to produce news still persisted. Based on this and other related findings, we recommend that journalists should evolve their own platforms and mechanisms to verify and challenge fake news prevalent on social media and websites. We further recommend a "triangular approach" that can, in the long term, reduce the influence of fake news

Id: 21011

Title: The cultural and economic sustainability of small media markets: Is size a good driver for media policy'

Session Type: Individual submission

Authors:

Name: Ivana Kostovska

Email: ivana.kostovska (at) vub.ac.be

Country: BE (Belgium)

Affiliation: IMEC-SMIT-Vrije Universiteit Brussel

Abstract: Ensuring cultural and economic sustainability of media industries' output is a goal of media policy in most EU Member States. This is considered particularly challenging for 'small media markets'. The concept implies that there is an impact of size on desirable outputs generated by markets and, subsequently, requires different government policies. Digitalisation, convergence, and internationalisation in media markets have prompted a revivification of the idea that small markets need more protection, especially against Internet platforms and the possibly perverse effects they might have on local content production, independent journalism, etc.

But is 'small media market', especially when defined in relation to population size, still a relevant concept to study and develop media policies against the background of converging and internationalising media and communication markets? Will it tell us anything about the cultural and economic sustainability of content production?

This paper, firstly, defines what a small media market is and, operationalises cultural and economic sustainability. Secondly, it applies a quantitative methodology to analyse media markets in eight countries. To this purpose, aggregated data, from among others, Eurostat and the European Audiovisual Observatory are used to look at different indicators in several media sectors.

The aim thereof is not only to have an overview of diverse media markets, but also to understand whether there are differences between these countries, which can be attributed to some of the features of small media markets. Accordingly, both big and small media markets were selected, with a varying level of GDP per capita. Countries selected are Germany, UK, Italy, Poland, Belgium, Ireland, Denmark and Croatia. We purposefully selected countries from each of Hallin and Mancini's (2004) models and the post-communist model (Terzis, 2007). This selection should allow us to draw conclusions on the relevance of size, other indicators of smallness and basic political economy elements when looking at cultural and economic sustainability.

Id: 21426

Title: From Meaning-minding Approach to Empathy-minding Approach: Rethinking the Popular Phenomenon of Chinese Hip-hop "Based on the grounded research on the popularization production patterns of songs in The Rap of China

Session Type: Individual submission

Authors:

Name: Honglei Lu

Email: luhl12 (at) foxmail.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: Abstract:

Hip-hop used to be originally a kind of subcultural music of a small minority in China, but the great popularity of "The Rap of China" brought it to the popularized cultural industrial system. Based on the constructing grounded theory, this study makes a grounded analysis on the lyrics of all the songs presented in "The Rap of China", generalizing five main production patterns of Hip-hop music, which are Self-examination Pattern, Appeal-expression Pattern, Positive-gratitude Pattern, Diss-Pattern Self-immersion Pattern.

The study finds that Hip-hop singers can construct and expand the common sense space with the audience by localizing songs, reducing the criticality of songs, enhancing the social and instrumental roles of songs, catering to commercial needs and other means, so as to achieve the popularization and industrialization of Hip-hop songs. The whole process reflects how the capital and cultural elites influence the subculture and make the alienation of Hip-hop singers happen. In this meaning-minding approach of alienation, Chinese Hip-hop has lost its original "Aura".

Therefore, how to deal with the relationship between the market-narrative and meta-narrative? How to deal with the relationship between mainstream culture and Hip-hop subculture? How to deal with the problem of the subjectivity of Hip-hop music? How to construct the empathy-minding approach to a better usage of the social values and guiding roles of Hip-hop music? These questions are worthy of attention and rethinking, and this study tries to discuss and finally to present a proper answer.

Keywords:

Meaning-minding approach, Symbolic interaction theory, Empathy-minding approach, the Grounded theory, Production pattern, The Rap of China

Id: 21658

Title: Social media manipulation for propaganda in authoritarian regimes

Session Type: Individual submission

Authors:

Name: Quynh Hoang

Email: tu.quynh.hoang (at) student.uva.nl

Country: VN (Viet Nam)

Affiliation: Research Master student of Media Studies at University of Amsterdam

Abstract: Formally organized social media manipulation by government and political party actors has dire implications for citizens in authoritarian countries where one of the very few spaces for them to express political views and facilitate collective actions, social media, have become polarized environments ideal for bolstering false perception and undermining civic organizing. Although in recent years a good number of research projects have documented the main strategies of cyber troop activity, they tend to give an overview of strategies and technical techniques for social media manipulation without an in-depth analysis of the pro-regime message framing and the context within which such information warfare successfully carried out to suppress dissenters and social movements. Therefore, the paper presents the various ways on which social media is being exploited to serve authoritarian regimes' interests. I argue that it is important to research and evaluate this phenomenon with reference to specific historical, cultural and political contexts in which it occurs. The argument is developed through detailed case studies on Vietnam and Philippines current administrations' uses of Facebook, the most popular online social networking site at these countries. This analysis is pursued from a sociotechnical perspective. It traces how specific technical and commercial affordances of social media are re-appropriated and exploited as a tool for authoritarian regime stability and waging war against a wide range of opponents, especially opposition parties, activists, and journalists. The social media manipulation strategies of authoritarian regimes can be conceptualized as practices leveraging social media affordances in four main ways: (1) undermining the opposition and dissidents, (2) bolstering the legitimacy of the regime and its harsh response to dissenting voices, (3) counter-mobilizing public support, and (4) abusing the social networking site's community standards to silence critical voices.

Id: 21739

Title: The Dilemma of Transcultural Communication under China's Belt and Road Initiative ---
The case of Chinese Books' publishing in Russia and Nepal

Session Type: Individual submission

Authors:

Name: Qinyi Shen

Email: sqy17 (at) mails.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Name: Jinbao Zhang

Email: zhjb_509a (at) 163.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: In this study, I discuss such publications' cultural impacts through two case studies. The first is Russian Chance International Publishing Group, a Chinese-invested private enterprise owning the only China-themed publisher and bookstore chain in Russia, Kyrgyzstan and Tajikistan. The second is the Nepalese Xinzhi Bookstore, Nepal's largest Chinese bookstore. The publishing efforts in both Russia and Nepal have received support from the Chinese central government and local publishers.

Focusing on the role of domestic and international capitals in both countries, this study explores the dynamics surrounding the overseas publication of Chinese language and China-themed books and how different forces shape the public representation of "Chinese culture". By attending to different cultural identities found in the Russian and Nepalese cases, I explicit the contradictions and dilemmas caused by various capitals' intervention in transcultural communications. I argue for a situated approach to address the ways political economy interact with cultural identities. While in Russia, publishing chain dominated by private capital as well as driven by market tries to get rid of the control of Chinese state and regional capitals and pursues the construction of logical Chinese culture and contemporary literature, in Nepal, Chinese books' publishing dominated by Nepalese capital with the collaboration of Chinese regional capitals is filled with Chinese regional books, regional culture, classic legends and other stereotypes, with few market-driven children's literature. Capitals are not fully integrated with foreign culture to realize transcultural communication influences. To this end, the study seeks to articulate a dynamic theoretical framework addressing how capital and power shape the overseas circulation of Chinese language and China-themed publications.

Id: 21940

Title: Building International Brand Awareness via Omnichannel Marketing Communications: the case of Spanish Fashion Brands

Session Type: Individual submission

Authors:

Name: Louise McBride

Email: Louise.McBride (at) gcu.ac.uk

Country: GB (United Kingdom)

Affiliation: Glasgow Caledonian University

Name: Julie McColl

Email: j.mccoll (at) yorksj.ac.uk

Country: GB (United Kingdom)

Affiliation: York St John University

Abstract: The purpose of this paper is to investigate Spanish fashion brands' adoption of omnichannel marketing communications as a way to build brand awareness and enhance international market entry. Digitalisation has led to significant transformations in consumption habits, communication and distribution channels (Bai et al, 2018; Mosquera, et al., 2018). An omnichannel strategy providing a seamless shopping experience via integrated online and offline touchpoints has become a near necessity for fashion brands competing on a global level (Bonetti and Perry, cited in Vecchi, 2017). There is a dearth of research on the role of omnichannel Integrated Marketing Communications (IMC) in the context of internationalisation. Furthermore, Spanish fashion brands are early adopters of this new model and warrant further investigation.

Building on the work of Bai et al. (2018) and Payne et al. (2017) we adapt the omnichannel IMC framework to the context of fashion brand internationalisation, as the theoretical lens through which to study this phenomenon. This paper adopts an interpretivist approach that uses a qualitative multiple case study research design. Primary data were collected via qualitative in-depth executive interviews with four leading Spanish fashion brands. Secondary sources of information were used to triangulate information and increase the rigour of the method. Data were analysed via thematic analysis.

Findings suggest that Spanish fashion brands are showing signs of leadership in creating omnichannel experiences to enhance international expansion and create a cohesive brand image. However, challenges remain in the shape of resource allocation and investment and the different levels of digital infrastructure in international markets. This study contributes to the growing body of work on omnichannel communication strategy and provides empirical evidence of Spanish fashion brands' adoption of an omnichannel approach to internationalisation.

Id: 22038

Title: Prácticas profesionales del periodismo de datos en medios nativos digitales latinoamericanos en función del interés público y la transparencia gubernamental. Casos de estudio: Postdata.club (Cuba) y La Data (México)

Session Type: Individual submission

Authors:

Name: Laura Barrera Jerez

Email: laurabarrerajerez (at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: El Periodismo de Datos (PD) se configura como especialización emergente en Latinoamérica. Por encima de la asunción de tales rutinas productivas por parte de medios tradicionales, se evidencia en la región un incremento de medios nativos digitales fundados, precisamente, para hacer PD. Sin embargo, no fue hasta 2015 que se publicó el Manual de Periodismo de Datos Iberoamericano, estructurado fundamentalmente desde una arista experiencial. En la literatura científica publicada sobre el tema, en las últimas dos décadas, solo resaltan Brasil y Argentina como focos investigados en la región, lo cual evidencia la necesidad de estudios académicos referidos a esta práctica profesional.

Según el análisis de variables macro, meso y microsociales descritas por Shoemaker y Reese al referirse a sistemas mediáticos, factores como el Estado transversalizan significativamente ámbitos de orden organizacional del PD, pero, a pesar de ello, actualmente tal especialización es asumida como espacio de participación ciudadana. Por lo tanto, el presente estudio analiza cómo las prácticas profesionales en Postdata.club (Cuba) y La Data (México) responden al interés público y fomentan la transparencia gubernamental en cada uno de los contextos nacionales a los que pertenecen.

Para ello, nos auxiliaremos de métodos como la revisión bibliográfico-documental para describir el estado del arte del tópico en cuestión y los contextos en los que están insertados estos medios de prensa; la entrevista semiestructurada para caracterizar rutinas productivas y perfiles y valores profesionales; y el análisis de contenido en función de verificar la presencia de temas de interés público y transparencia gubernamental en sus productos comunicativos y su interacción con las audiencias.

Id: 22188

Title: Representaciones y autorrepresentaciones de la clase privilegiada en México: discurso y legitimación de la desigualdad social

Session Type: Individual submission

Authors:

Name: DALIA CARDENAS HERNANDEZ

Email: daliacardenas (at) yahoo.com.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana

Abstract: PRESENTATION IN SPANISH

De acuerdo con el informe Panorama Social de América Latina 2016, elaborado por la Comisión Económica para América Latina y el Caribe (CEPAL), México es uno de los países con mayor desigualdad social de la región. Definida como una sociedad plural y heterogénea, ya desde la segunda mitad del siglo XX se advertía la subsistencia en México “de grupos humanos colonizados, super-explotados y sub-empleados que no participan de la cultura nacional” (González Casanova, 1985, 175).

El objetivo de esta investigación doctoral es estudiar cómo la representación y la autorrepresentación de la clase privilegiada en los medios (prensa, televisión, cine) ha contribuido de manera determinante a profundizar las condiciones de desigualdad social en México al reproducir un discurso que legitima la posición de la clase alta frente a una población que ha asumido históricamente su condición de explotación y sumisión. Para ello, empleamos como método de investigación el análisis crítico del discurso (Richardson, 2007) y el análisis de textos visuales (Gonzalo Abril, 2012), ambos aplicados a la serie *Made in México*, producida por Netflix y que muestra en el formato de un reality show cómo es la vida de personajes que integran la alta sociedad de México.

El discurso aparentemente progresista que ofrece resulta en realidad elitista y conservador al subrayar las diferencias, la estratificación y la incapacidad de las clases menos favorecidas de reconocerse como ciudadanos con posibilidades verdaderas de ocupar otras posiciones que las designadas por la élite. A partir del concepto de hegemonía (Gramsci, 1975; Laclau & Mouffe, 1987), analizamos cómo este sistema de creencias realiza una función de adoctrinamiento cultural que conduce a la aceptación de esta posición subordinada, esto al carecer de una conciencia de clase, lo que profundiza las graves condiciones de desigualdad de aquellos grupos que históricamente han sido marginados.

Id: 22633

Title: Framing the Central American Migrant Caravan: from Trump's tweets to the media

Session Type: Individual submission

Authors:

Name: Diana Juárez

Email: dianaju.to (at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana

Abstract: As part of a current doctoral thesis, this proposal enquires on how the Mexican and American media "frame" the Migrant Caravan issue, and the construction of a wall that separates the US - Mexico border based upon the tweets of President Donald Trump.

By reproducing the American President's tweets without proper context and analysis, the Mexican and American media do not always construct the reality of migrants based on their own research and data, which ends up configuring a very limited vision that results in inaccurate information or misinformation, in addition to a polarization among its readers, making of such communicative and political situation a clear contribution to the phenomenon of "post-truth".

From the perspective of "framing" from Robert Entman (1993), Scheufele (1996) and Iyengar (2003), both Donald Trump's tweets referring to the Migrant Caravan and the notes published in the subsequent five days in nationwide Mexican and US "portals" and are analyzed (Reforma, El Universal and La Jornada) and US (The New York Times, The Washington Post and USA Today) during the period from October to November 2018. This corpus serves to identify in what ways the media take up the tweets of the president of the United States related to the issue of migration.

In preliminary results for this investigation, it has been found that the tweet is cited within the note; Donald Trump becomes one of the sources that sustain and legitimize the journalistic content, which affects the construction of the frame. In addition, the media might prop up the construction of negative emotions such as the fear of the Migrant Caravan by positioning Central America as a place where violence and organized crime live.

Id: 23068

Title: Mapeo bibliométrico del comportamiento de la producción de revistas científicas latinoamericanas en Comunicación

Session Type: Individual submission

Authors:

Name: Rafael González Pardo

Email: regonzalezpardo (at) gmail.com

Country: CO (Colombia)

Affiliation: Universidad del Norte

Abstract: Las revistas científicas hoy generan indicadores que miden cada vez más la productividad de universidades e investigadores. Si bien, existen posturas críticas frente a este tipo de publicaciones, desde allí se generan importantes aportes al conocimiento. En sus inicios la mayoría de publicaciones científicas se dieron en áreas de las ciencias duras. No obstante, hoy en día se han extendido a todas las áreas del saber, incluyendo humanidades incluyendo enfoque más cualitativos e interpretativos (Walter, Cody, & Ball-Rokeach, 2018).

En el contexto internacional, las bases de datos como Web of Science (WOS) o SCOPUS se han posicionado aunque han sido altamente criticadas por su carácter euro-céntrico y excluir las epistemologías y cosmovisiones del Sur Global. Diversos estudios han mostrado que autores de América Latina, África y países de Europa Central no son citados en los principales journals en las ciencias sociales (Gringas & Nathan; 2018). Se hace entonces indispensable analizar las dinámicas que se dan en estas publicaciones para efectos de comprender mejor que se publica en las revistas del campo de comunicación.

Hoy en JCR no existen categorizadas revistas latinoamericanas, en Scopus hay 9 y en ESCI 8, lo que demuestra que frente al universo de publicaciones, Latinoamérica no ha tenido un vertiginoso desarrollo. Existe artículos de corte bibliométrico o de análisis de contenido sobre el desarrollo de las revistas, los rankings en las que éstas se encuentran, entre otras variables; sin embargo, no se ha desarrollado una investigación que analice de manera integral la producción científica de las revistas en comunicación latinoamericanas.

Lo que se pretende, es mostrar los resultados preliminares de un mapeo bibliométrico del periodo comprendido entre el 2013 y el 2018, acerca del comportamiento de la producción de 17 revistas científicas latinoamericanas del área de comunicación que están en Scopus y ESCI.

Id: 23176

Title: Professional formation, demands and transformations of the labor market on professionals of communication and journalism in Colombia.

Session Type: Individual submission

Authors:

Name: José Pereira González

Email: jmpereira.com (at) gmail.com

Country: CO (Colombia)

Affiliation: Associate Professor at the Pontificia Universidad Javeriana - Colombia.

Name: Jairo Rodríguez Leuro

Email: cordovez1 (at) gmail.com

Country: CO (Colombia)

Affiliation: Member of the Project Team of AFACOM (Colombian Association of Faculties and University Programs in Communication)

Name: Daniel Valencia Nieto

Email: dvalenci (at) javeriana.edu.co

Country: CO (Colombia)

Affiliation: Member of the Project Team of AFACOM (Colombian Association of Faculties and University Programs in Communication)

Name: Claudia García Corredor

Email: claudiapilargarcia (at) gmail.com

Country: CO (Colombia)

Affiliation: Member of the Project Team of AFACOM (Colombian Association of Faculties and University Programs in Communication)

Name: Álvaro Núñez Zúñiga

Email: alfenu1704 (at) gmail.com

Country: CO (Colombia)

Affiliation: Member of the Project Team of AFACOM (Colombian Association of Faculties and University Programs in Communication)

Name: Nohora Alvarado Amado

Email: nohoraalvarado (at) gmail.com

Country: CO (Colombia)

Affiliation: Member of the Project Team of AFACOM (Colombian Association of Faculties and University Programs in Communication)

Abstract: This study seeks to establish the relationship between the perception of graduates, communication and journalism programs in Colombia, on the training received in communication faculties and the demands and transformations of the work environment and the labor market.

Observing the challenges faced by professional in the communication and journalism fields given contemporary social transformations.

The study investigates the training received by professionals and labor demands according to their trajectory from the following variables: perception of training (work, professional and occupational profile) and perception of labor demands (socioeconomic profile, working conditions and emerging labor sectors). It also asks about the types of jobs that are performed, the modes of hiring, types of companies where they work, working conditions, sectors of greater or lesser demand, new job sectors, skills and abilities required by the labor market in the context of contemporary socio-technical changes.

The applied research technique used was an online questionnaire with open and closed questions. The observation window was from 2012 to 2017, covering a population of about 15 thousand graduates in communication and journalism throughout the country. A simple random sample was made covering a population of 1338 professionals throughout the country.

The paper is the product of a study carried out with the support of the Colombian Association of Communication Faculties and Programs in Colombia (Asociación Colombiana de Facultades y Programas de Comunicación en Colombia - AFACOM), which brings together some 65 training programs in communication and journalism throughout the country.

**The presentation will be made in Spanish.

Id: 23188

Title: Big data y thick data para la innovación en investigación social: desafíos de la educación en la era tecnológica

Session Type: Individual submission

Authors:

Name: Carolina Quimbayo

Email: carolinaquimbayog (at) gmail.com

Country: CO (Colombia)

Affiliation: UNIMINUTO

Name: Diego García

Email: garcia.ramirez.diego (at) gmail.com

Country: CO (Colombia)

Affiliation: Universidad del Rosario

Abstract: El avance de las tecnologías de la información y comunicación ha favorecido la producción y circulación de información en una escala sin precedentes; en consecuencia, hoy resulta más fácil acceder a grandes cantidades de datos. Sin embargo, la captura de estos datos suele ser tarea de corporaciones tecnológicas que favorecen modelos de negocio en los se explota comercialmente la información de los usuarios, siendo aún escaso su empleo en investigación social.

No obstante, los mismos defensores de los grandes datos (Big data), son cada vez más conscientes que para la comprensión de fenómenos sociales, los datos por sí solos no son suficientes, pues para ello es necesario profundizar en los contextos en los que se producen y recopilan; es por esto que desde allí mismo, en lo corporativo, emergen los datos densos (Thick data), una apuesta metodológica que, dentro de la euforia del mundo digital, apuesta por retomar el trabajo etnográfico para darle sentido a los grandes datos.

En ese contexto, esta investigación busca poner de manifiesto ¿Cómo el uso de grandes datos y datos densos puede enriquecer ejercicios investigativos en el campo de la comunicación y cultura? partimos de la hipótesis que esta integración metodológica potenciaría procesos investigativos, obtención de resultados y toma de decisiones.

Para responder esta pregunta se ha venido desarrollando un proceso de enseñanza-aprendizaje con comunicadores y gestores culturales que lideran proyectos con diversos grupos sociales en Colombia. Los estudiantes e investigadores pusieron a prueba la estrategia metodológica que integra grandes datos y datos densos en investigaciones con grupos sociales singulares en los que aparentemente la combinación metodológica no arrojaría información significativa. En ese sentido, esta ponencia busca compartir los resultados de dicho proceso y algunas reflexiones sobre los desafíos que supone la integración de datos en investigaciones socioculturales.

Id: 23402

Title: Disadvantaged by data or not? Changing the power dynamics between disadvantaged young people and the public policymakers

Session Type: Individual submission

Authors:

Name: JILL ROBINSON

Email: jill.robinson (at) mail.bcu.ac.uk

Country: GB (United Kingdom)

Affiliation: Birmingham City University

Abstract: At a time when the growing domination of digital media and communications by global corporations threaten to undermine citizens' fundamental rights, I contend that researchers need to continue to pay attention to the influence of public sector officials over people's lives through the collection, analysis and application of Big Data in their policymaking. This is particularly important with regard to marginalised young people who may be experiencing additional inequalities arising from limited access to the internet as well as from their online activities (Robinson, 2009).

In this paper, therefore, I explore the relationship between Big Data-influenced public policies and the shaping of citizens' social and cultural inequalities through the lens of such marginalised young people. Through the reduction of individuals to anonymous 'types' within officially determined categories such as age, gender, ethnicity, place of birth and home address, Big Data enables officials to make policy and apply it in a 'one size fits all' approach which does not allow any discretion. This may add to young people's inequalities since they lack the power and agency as individuals to challenge decisions which may have an adverse affect upon them.

I draw on initial findings from research set within a reflexive, interactive collaboration with Beatfrecks (a collective based in Birmingham which use creative practices to empower young people). This includes ethnographically-informed fieldwork based on observations, interviews and conversations with members of the company as well as with young people.

By encouraging young people to identify and then give voice to their concerns in public fora and online, I argue that this company may enable them to challenge the normative public sector representation of young people at the margins and in so doing may then begin to reshape the power dynamics between them and policymakers.

Reference

Robinson, L. (2009). A Taste for the Necessary. *Information, Communication & Society*, 12(4), 488–507.

Id: 23411

Title: Communicating in the 'dark': The uses and efficacy of alternative and citizens' media during the 2019 internet blackout in Zimbabwe

Session Type: Individual submission

Authors:

Name: Tenford Chitanana

Email: tenford.chitanana (at) student.uts.edu.au

Country: AU (Australia)

Affiliation: University of Technology, Sydney

Abstract: News media can influence the perception of salience of issues on the public agenda and can bring people's attention and thoughts to specific topics (McCombs & Reynolds, 2009). With growing use of social and individualised media, this role of news media faces a challenge from alternative and citizens' media. In repressive contexts—where mainstream media is predominantly state-controlled and there is lack of media plurality, alternative media can shape public agenda. The study examines how Zimbabweans used alternative and citizens media during the January 2019 internet blackout and how that affected people's attitudes and political opinions. Through a qualitative content analysis of information produced and shared during the blackout, and in-depth interviews with both producers and users of some of the alternative media, the study explores how alternative platforms were employed to circumvent information blackout and to focus the public's attention to particular topics. Limited access to information—worsened by lack of trust in the state-run media—during this period also characterised by violence created high uncertainty about what was happening across the country. Zimbabweans sought and learned about what was happening through SMS and alternative platforms like Telegram messaging application. However, the task of creating news and filtering and fact-checking information, that is normally done by professionals, was left to individual users helping the spread of unverified information, speculation and fake news. The study revisits significant elements of agenda-setting approaches by exploring alternative media use in a global South setting with limited media plurality and excessive control of traditional media. It proffers insights on agenda-setting, intermedia agenda-setting, the relationship between agenda-setting and disinformation, as well as the implications of all these factors on the public's understanding of their environment and each other.

Id: 23553

Title: Cultural politics of the city branding: A case study of the Seoul Metropolitan Government

Session Type: Individual submission

Authors:

Name: Taeyoung Kim

Email: tka49 (at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: Since 1995, when the Korean state introduced a local self-governing system to its provinces and municipalities, all the mayors of this metropolitan city elected by direct elections proclaimed its city as a cultural hub of the nation. Indeed, they proclaimed slogans which names represented creativity such as Oh Se-hoon (2006 – 2011)’s ‘creative governance (Changeui Sijeong in Korean)’ exemplified. As cases of Digital Media City and Guro Digital Complex well-explain, terms that were relevant to culture were used in local redevelopment projects. Such instrumentalization of culture keeps in with a recent trend of ‘creative cities’ in other countries (Hesmondhalgh & Pratt, 2005; Bell & Oakley, 2015; Banks, 2017).

Considering criticisms of the vagueness and effectiveness of the ‘creative economy’, however, it is important to examine the political dynamics of these naming as creative (Belfiore, 2009; Kim, C., 2017). In particular, the discourse of ‘creative economy’ and its implementation in policies is subject to the local political dynamics (Kim, T. 2017). That being said, examining the political dynamics and orientations of the Seoul Metropolitan Government in introducing cultural and creative concepts is expected to shed light on how the discourse of ‘creative city’ is translated and manifested in conjunction with local contexts. In order to investigate the political fundamentals of the city branding, it analyzes texts of policy documents and press releases, and explain the results with the discourse analysis.

Id: 23581

Title: Access, interaction and participation in the practices of public communication of science in Colombia

Session Type: Individual submission

Authors:

Name: Mabel Ayure

Email: mabelayure (at) gmail.com

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Rosa Franquet Calvet

Email: mabelayure (at) gmail.com

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: Work in progress. This proposal is part of the preliminary results of the doctoral research "Practices of public communication of science in the museums Parque Explora (Colombia) and Cosmo Caixa (Barcelona)". The research presents the relationships generated from the analysis of three types of practices of public communication of science in the Colombian museum Parque Explora. This analysis takes as a starting point the concepts of access, interaction and participation and their possible combinations and transformations from the most recognized models of public communication of science.

The field of public communication of science is relatively recent and in Latin America it is an area with little research development, especially in relation to how museums and science centers create and develop specific practices that communicate science to the public.

The methodology of qualitative approach includes a review of literature that has considered studies in the field of public communication of science, studies of participation in museums and studies developed on science museums in Colombia, Latin America, Spain and Europe between 2013 and 2018. The data collection includes documentation of the museum, observation "in situ" of the three selected practices and interviews with the actors involved in them. The strategy for data analysis is the Qualitative Content Analysis combined with the application of evaluation instruments proposed by previous studies.

Environment, Science and Risk Communication Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19502

Title: Rise of the "Anthropocene": Assessing the Conceptual Contours of an Emergent Climate News Frame

Session Type: Individual submission

Authors:

Name: Hanna Morris

Email: hanna.morris(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: The enormity of climate change poses significant challenges for journalists because its complexities extend far beyond the confines of a photograph or single news narrative. Barbie Zelizer (2004) describes how journalists covering complex crises seek—and eventually establish—a shared, professional consensus of acceptable frames and images that are relied upon for reporting complicated phenomenon. These images and frames manage conceptualizations and visualizations of multifaceted crises that, in fact, require more complex engagements. Stemming from a critique of this journalistic practice of framing, many studies of climate journalism find issue with the establishment of the emaciated polar bear and melting glaciers of the Arctic as predominant images steering coverage. By restricting climate change to the “empty” North with zero relevance to people or everyday life, these scholars lament the lack of a “human” dimension in reporting. “Humanity,” according to these critiques, is largely erased from the journalistic coverage of climate change.

Candis Callison (2014), however, cautions such critiques by pointing out that the Arctic is not empty and is, in fact, home to an array of Indigenous publics. “Humanity” is not erased through the Arctic frame but rather, Indigenous publics and colonial histories of extractivist capitalism are. Rob Nixon (2011) discusses how both climate journalism and scholarly critiques continue to disregard Indigenous people from the climate crisis. The failure to both journalistically represent and conceptually link climate change with the violence of neo-imperial, extractivist capitalism is extremely consequential because it prohibits a fundamental resolution of the crisis. Despite Callison (2014) and Nixon's (2011) crucial interventions, one emergent and very vocal response to the limitations of climate journalism has been a call to replace the Arctic (a setting imagined as absent of “humanity”) with the “Anthropocene” (a “new epoch” imagined as dominated by “humanity” and a generalized “we”). But, indeed, this proposed adjustment of frame will stunt—as opposed to extend—coverage of the climate crisis by obscuring difference and silencing indigenous perspectives.

If climate journalism is to expand in both scope and rigor, reporters must specifically name and reveal the sources/perpetrators of climate change, identify the most severely impacted communities, and feature radical oppositional responses. But the emergence of the Anthropocene frame precludes this possibility by ignoring Indigenous knowledges and shunning radical opposition. In this study, I seek to determine the conceptual contours of the emergent Anthropocene frame in United States climate change reporting. I approach this inquiry through a combined visual and qualitative content analysis of all articles and associated images which contain the term “Anthropocene” in The New York Times, Washington Post, and USA Today. This study is crucial for assessing the composition of an emergent yet understudied climate news frame.

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Callison, C. (2014). *How Climate Change Comes to Matter: The Communal Life of Facts*. Durham, NC: Duke University Press.

Nixon, R. (2011). *Slow Violence and The Environmentalism of The Poor*. Cambridge, MA: Harvard University Press.

Zelizer, B. (2004). When War is Reduced to a Photograph. In S. Allan & B. Zelizer (eds.), *Reporting War: Journalism and Wartime*. London: Routledge, 115-35.

Id: 19516

Title: LOUD: Merging the Arts, Music, and Political Economy in a Media Outreach Campaign about Noise Pollution (Video presentation)

Session Type: Video Submission

Authors:

Name: Mark Pedelty

Email: pedelty(at) umn.edu

Country: US (United States)

Affiliation: University of Minnesota

Abstract: This presentation is about LOUD (2018), a community-based music video project about noise pollution in the Salish Sea region of Washington State and British Columbia. As part of an outreach campaign, LOUD uses music and moving images to argue for stricter noise policies and regulations. LOUD is also part of a academic collaboration funded by Mellon's "Music in a Changing Climate" initiative in which ethnomusicologists, composers, and environmental communication scholars are conducting "field to media" experiments in Haiti, Bangladesh, China, Tanzania, and in this case, North America.

As the producer, director, and composer of LOUD, my goal was to actualize the decentering ethic Nuria Almiron develops in her article "Beyond Anthropocentrism" (2016). Speaking in reference to the Political Economy of Communication (PEC) approach, Almiron argues that "Decentering humanity to embrace a truly egalitarian view is the next natural step in a field driven by moral values and concerns about the inequality triggered by power relations" (57). As Paolo Friere argued, it is necessary to "codify" aspirational values so that they can be mobilized to create institutional change (2000, 114-121). That is the goal of LOUD, to aesthetically codify the decentering ethic for sake of achieving an environmental aim. In the video we feature human and more-than-human voices and images in an effort to communicate a basic message: excessive anthropogenic noise is disruptive to living creatures that rely on sound and thus reduces biodiversity.

While it might be unusual to use a political economic approach (Almiron 2016) as the theoretical framework for explaining the aesthetics and ethics of a music video, it is useful in this case. LOUD intervenes in a debate around sound that has primarily taken place in via scientific and technical policy discourses, taking the anthropocentric form that Almiron critiques in her enlightening essay. Using LOUD as a form of illustration, I will argue that aesthetics, economy, policy and institutions are integrally connected and that therefore the arts need to be part of our applied interventions as environmental communication scholars.

Music is essential to that effort. Mark Mattern successfully made that case in *Acting in Concert* (1998), demonstrating through case studies how small groups use music to come together to form communities, communicate shared values, and mobilize.

Because of the centrality of aesthetics to human action and institutions, to focus on science and policy alone so is to replicate rather than challenge the technocratic discourses we seek to critique as environmental communication scholars. Taking up Almiron's call, the LOUD project is an experimental effort to productively decenter the human for sake of fostering biodiversity,

sustainability, and environmental equity. While the results are limited and inevitably flawed, as an experimental arts intervention LOUD was also a revelatory experiment. In this presentation I will discuss the ways in which producing and distributing LOUD provided insights into the political economy of environmental communication at the local level.

0-2:00 introduce the LOUD project

2:00-4:00 introduce the argument for combining aesthetic and political
economic approaches

4:00-9:00 Screen LOUD

9:00-12:00 Complete the argument

Id: 19564

Title: Scientists' Presumed Influence of Fake Science News and their Support for Interventions to Curb It

Session Type: Individual submission

Authors:

Name: Shirley Ho

Email: tsyho(at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological UniversityNanyang Technological University

Name: Yanwah Leung

Email: ywleung(at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Name: Tongjee Goh

Email: TONGJEE001(at) e.ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Abstract: Fake news has been slingshot to the forefront of the research agenda. The potency of fake news makes it an important topic of research. With its roots in the political arena, little research have focused on fake news in the context of science. Individuals use science information to make health and daily decisions, and false information could result in dire consequences. For instance, false information on vaccinations have repelled parents from providing their children with the necessary vaccinations. Moreover, scientists are also victims of fake science news. False reports could jeopardize their credibility and reputation. With severe consequences at stake, we believe it is timely to expand the application of fake news to examine it in the context of science.

Applying the influence of presumed media influence (IPMI), this study seeks to examine how scientists' attention to fake science news would shape their support for education initiatives and legislations to tackle fake science news. We further introduced personal norm as a mediator between presumed harm on others and support for interventions to tackle fake science news.

To collect data from a representative sample of scientists in Singapore, we curated an exhaustive list of scientists in all 19 public research institutions and six public universities in Singapore. We sent out invitations to Singapore-based scientists to participate in the survey using random sampling. A total of 706 scientists completed the questionnaire, attaining a response rate of 40.9% (based on AAPOR formula 3). The final sample reflected opinions of scientists from different science disciplines and at different stages of their career.

We conducted structural equation modelling to test the extended IPMI model. The model achieved good statistical fit, and the data supported all the relationships proposed by the model. Overall, the model predicted 24.4% of support for education initiatives and 16.0% of support for legislation to

tackle fake science news. Further, the relationship between presumed harm of fake science news on other scientists was more strongly associated with personal norm ($\beta = .27, p < .001$) than it was to attitude toward tackling fake science news ($\beta = .09, p < .05$). On the other hand, the relationship between presumed harm of fake science news on the general public was more strongly associated with attitude toward tackling fake science news ($\beta = .22, p < .001$) than it was to personal norm ($\beta = .10, p < .01$).

Theoretically, this study provided support to integrating personal norm into the IPMI model. The study also validated the application of the IPMI in the context of fake science news. Future studies can test the extended IPMI model in other contexts and examine how other stakeholders perceive fake science news. Practically, the findings inform institutions on key communication messages they can design to boost scientists' support for interventions to tackle fake science news.

Id: 19565

Title: A Comparison of Media Perceptions among Researchers: Science versus Arts, Humanities, and Social Science (AHSS) Researchers in Singapore

Session Type: Individual submission

Authors:

Name: Shirley Ho

Email: tsyho(at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological UniversityNanyang Technological University

Name: Jiemin Looi

Email: JIEMIN001(at) e.ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Name: Tongjee Goh

Email: TONGJEE001(at) e.ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Name: Yanwah Leung

Email: ywleung(at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Abstract: Public engagement is essential in improving laypeople's daily decision-making processes. To that end, researchers can collaborate with journalists to inform laypeople about the innovations and developments in various research domains. Despite the positive implications of public engagement, literature have revealed a multitude of impediments toward researchers' public engagement. Considering the media's critical role in ensuring the success of public engagement, it is imperative to understand researchers' media perceptions and assuage any media-related concerns that may dissuade them from public engagement.

Majority of extant literature are premised in western contexts, yet the research communication landscape in Asia remains underexplored. Asian countries such as Singapore possess stark differences in their culture and media system as compared to countries in North America and Europe. Moreover, Singapore has invested substantially in different research domains and contributed significantly to the academic community. These factors potentially shapes researchers' public engagement behaviors, making Singapore a worthwhile study context.

This study seeks to compare media perceptions between science researchers and arts, humanities, and social sciences (AHSS) researchers in Singapore. Moreover, this study compares the types of media training that Singapore researchers wish to attend.

We conducted five focus groups (N = 38) with science researchers from different scientific disciplines and three focus groups (N = 25) with researchers from various AHSS fields. Participants were recruited from public universities and public research institutions in Singapore. Junior and senior researchers were recruited to capture the opinions of researchers from varying levels of seniority.

There were stark differences in media perceptions between researchers from science and AHSS disciplines. First, although most participants displayed negative attitudes toward media coverage of research, differences emerged among science and AHSS researchers in terms of their perceptions toward journalists. Science researchers were more antagonistic toward journalists, while the AHSS researchers were aware of the journalists' constraints and barriers. As a result, AHSS researchers expressed more favorable attitudes toward journalists than science researchers did. Second, researchers perceived unequal representation of disciplines. Science researchers perceived AHSS issues to receive more media coverage, while AHSS researchers perceived science issues to receive more media attention. Third, researchers had different concerns regarding the backlash from public engagement. Science researchers feared backlash from publicizing methods of findings that may be ethically controversial (e.g., animal testing, unnatural scientific developments), while AHSS researchers were concerned that their research would evoke societal upheaval (e.g., discrimination, threat to social security).

Researchers from different disciplines requested for different kinds of media training. Science researchers requested for training about the basics of public engagement. However, AHSS researchers were more adept at public engagement and sought personalized feedback about their performance.

The findings can inform research institutions in helping science researchers understand media routines, and organizing targeted training programs based on the researcher's discipline. Future research may consider conducting a content analysis of news articles and media interviews to identify any differences regarding media coverage of science and AHSS research.

Id: 19656

Title: La cobertura mediática de la temática ambiental: ¿qué importancia otorga la prensa española al cambio climático'

Session Type: Individual submission

Authors:

Name: Sonia Parratt

Email: sfparratt(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Paloma Abejón

Email: pabejonm(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Montse Mera

Email: mmera(at) ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Rafael Carrasco

Email: rafael.carrasco(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Javier Cabedo

Email: fcabedo(at) ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Javier Mayoral

Email: fj.mayoral(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Abstract: El cambio climático es uno de los males de mayor envergadura a los que se tendrá que enfrentar la población mundial en las próximas décadas, según la comunidad científica internacional. Además, la preocupación por este problema ha aumentado tras la decisión de Trump en 2017 de abandonar el Acuerdo de París y la reciente advertencia del IPCC del riesgo de incumplir el objetivo de no superar en 1,5 grados el aumento de las temperaturas del planeta en 2100.

A la hora de observar cómo se difunden mediáticamente los mensajes sobre un problema, en este caso el cambio climático, debe tenerse en cuenta que los medios de comunicación no otorgan a todos los temas que incluyen en sus agendas la misma relevancia. La relevancia (salience) es el

grado en que un asunto de la agenda mediática es percibido como importante (Dearing y Rogers, 1996). La investigación en base a esta teoría, que constituye la base de nuestro trabajo, se preguntaría cómo de importante es el cambio climático para un determinado medio analizando tres aspectos de su cobertura: el volumen (la cantidad y extensión de las noticias); la frecuencia (la asiduidad con que se publican y su posible relación con determinados hechos); y la ubicación (en qué medios se publican y en qué lugar dentro de cada medio).

Partiendo de la idea de que la relevancia que otorgan los medios a un problema viene determinada por factores como los tres mencionados, nuestra investigación tiene como objetivo principal describir y analizar la importancia que da la prensa española al cambio climático.

Para llevar a cabo el estudio, se hizo una selección muestral de las ediciones digitales de El País, El Mundo y ABC, que son los diarios generalistas de ámbito nacional de mayor difusión en España. Se analizaron las páginas de información y de opinión, así como los suplementos especiales, desde el 1 de enero al 31 de diciembre de 2017. Se hizo una búsqueda de los términos “cambio climático”, “efecto invernadero” y “calentamiento”, que si bien no tienen el mismo significado, sí son los más extendidos para referirse al cambio climático. La técnica utilizada para la búsqueda fue el análisis de contenido, que se llevó a cabo con el programa SPSS para el tratamiento estadístico.

Los resultados del estudio constatan que la prensa española otorga una importancia relativa al cambio climático; la presencia de este como tema noticioso es significativa, pero viene determinada en gran medida por hechos de relevancia internacional; los medios más progresistas dan una mayor cobertura a este problema; y este no solo tiene cabida en secciones dedicadas a la temática ambiental, sino que tiene una cierta presencia transversal en los diarios.

Id: 19721

Title: News Representations of Climate Change in a time of Digital Transformation: A case study from Aotearoa ' New Zealand

Session Type: Individual submission

Authors:

Name: Saing Te

Email: saing.te(at) aut.ac.nz

Country: NZ (New Zealand)

Affiliation: Auckland University of Technology

Abstract: In a time of media mergers and acquisitions, the culling of media personnel has created a precarious outlook for journalism. Today, remaining journalists operate within an atmosphere of professional uncertainty, heightened political and public scrutiny, and a more interactive communication environment (Kovach & Rosenstiel, 2014; Shoemaker & Reese, 2013). Alongside the changes to journalism, news consumption behaviours have shifted. For researchers, the move towards social media and digital news has foregrounded the nuances of online journalism. As such, my content analysis focuses on how Aotearoa – New Zealand's digital news outlets depicted anthropogenic climate change in sampled stories during 2017 (Boykoff, 2007; Entman, 2007; Nisbet, 2010). In examining how the six leading online news sites, Stuff, NZ Herald, TVNZ, Newshub, The Spinoff, and Newsroom have constructed and positioned climate change and its associated issues over a one year period, this paper shows that the relevant news content overlooks the capitalist underpinnings of the ecological crisis and lacks social participation (Brevini & Murdock, 2017; Hackett, Forde, Gunster, & Foxwell-Norton, 2017; Malm & Hornborg, 2014; Moore, 2017). The content analysis reveals that news institutions still struggle to grapple with the enormity and complexity of global warming. My main empirical focus here is the selection of stories, news media frames, and the use of sources. Primarily, news reportage was comprised of technical reports, new scientific research, or assessments of current and future outcomes. News reportage also followed standardised patterns of news gathering, with a preponderance of authoritative figures and organisations used as primary sources (Hall, Critcher, Jefferson, Clarke, & Roberts, 2013; Tuchman, 1978). Of concern here also is the growing journalistic dependency on corporate and institutional sponsorship and the use of preassembled information like press releases, institutional websites, and blogs. These patterns of news construction suggest that the debate over climate change is top-down and this has political, economic, social, and ethical implications. Consequently, one must also ask whether economic and institutional pressures constrain journalists' ability to provide a critical and contextual account of unfolding climate change events. Overall, the findings suggest that in Aotearoa – New Zealand the digital media's coverage of climate change-related issues comports with traditional conventions of news construction and as such, reduces the communicative space for critical discussion and reflection on climate change and its connected issues. The failure of the news media to address the underlying relationships between global warming and capitalism, and the paucity of coverage containing stories, solutions, and ideas for reconstructing a more ecologically just society, serves to disconnect the public from engaging with climate change.

Id: 19901

Title: Freedom of expression and public expertise challenged: scientists' views on hidden forms of censorship

Session Type: Individual submission

Authors:

Name: Esa Väliverronen

Email: esa.valiverronen(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of HelsinkiDept. of Social Research

Abstract: The media have become an important arena where struggles over the symbolic legitimacy of expert authority take place and where scientific experts increasingly have to compete for public recognition of their expertise, authority and credibility. Recently the cultural authority of science and science-based expertise has been challenged to the extent that the present time has been termed the post-truth and post-factual era. Paradigmatic examples of this era and “a loud vote against expertise” are the Brexit-vote in the UK and the 2016 presidential elections in the US.

For some time, scientific expertise has been more prevalent and indispensable than ever before but at the same time constantly embattled. New disruptions within academia and new alliances between researchers and those challenging established academic institutions and scientific knowledge are being formed.

This new political climate, the rise of authoritarian and populist leaders in many countries and the growing importance of social media have fueled criticism against established scientific institutions and individual researchers. Public disparagement of expertise and aggressive feedback has left researchers and academics insecure: some feel that it is better to shut up.

The paper discusses the new hidden forms of censorship and self-censorship regarding scientists' roles as public experts. It is based on two web surveys conducted among Finnish researchers in 2015 and 2017. Since the surveys are not representative we will focus on the open-ended questions in these queries, making over 50 pages of scientists' reflection on freedom of expression and the role of expertise in society. Further, we have complemented this data with interviews among 'visible' scientists.

Based on previous research on academic freedom, freedom of expression, 'research silencing' and 'chilling effect' we argue that freedom of expression and academic freedom are closely connected. Scientists are concerned with increasing political and economic control, organizational control, and control from below, e.g. inappropriate feedback from ordinary citizens. This may contribute to self-censorship.

Id: 19909

Title: Ireland's Citizen's Assembly, Deliberative Democracy and Environmental Literacy

Session Type: Individual submission

Authors:

Name: Pat Brereton

Email: pat.brereton(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: The Citizens' Assembly was an experimental form of governance, comprising ninety-nine citizens drawn from all walks of life, which afforded them the time, space, and structure to consider complex and important questions of Irish public policy in a comprehensive and deliberative way. Carrying out a content analysis of the complete online results of their activities over two weekends devoted to Climate Change, affords a useful corpus of deliberation using this form of public engagement. The paper will tease out the weaknesses and benefits of deliberative democracy in addressing Climate Change (e.g., Stevenson & Dryzek 2014).

Media and environmental literacy has become one of the key qualifications for active citizenship. Media literacy has been effectively defined as the ability "to access, analyse, evaluate and communicate messages in a variety of forms" (Aufderheide 1993: 6). Today communication scholars stress that both the media's offerings, coupled with social interactions, play a crucial role in understanding (digital) media literacy (Livingstone 2016). Following theoretical considerations around developing robust models of democracy, media literacy has a primary emphasis placed on "knowledge" (Potter & McDougall 2017), "information" (Buckingham, 2007), and "analytical competencies" (Koltay 2011: 217), while great emphasis is generally placed on the development of critical thinking around the complex nature of environmental issues. As acknowledged in the report by the Irish Citizens' Assembly, the development of a deeper form of environmental media thinking is essential towards creating active citizenship and helping to promote a comprehensive strategy for producing a sustainable environmental future.

Drawing on various forms of community engagement, this paper focuses on the production of a toolkit which will include models and strategies for developing "best practice" communication and deliberative democracy protocols and will draw upon studies from various disciplines including Planning, Political Science, Communication and Environmental Sciences. The toolkit will include the following themes (i) how to uncover the climate change concerns of the community or region and designate priority areas; (ii) criteria for identifying appropriate messengers and champions for different segments of society; (iii) how to establish an authoritative and legitimate local contact group or an actor forum for communities under examination; (iv) the importance of conducting open public deliberations on project alternatives and community benefits prior to the submission of a detailed plan; (v) how to develop a community engagement plan; and (vi) how to handle complexity and uncertainty in deliberative democratic settings. A draft of the final toolkit will be presented and elaborated as part of a wider context of political and environmental communications and a desire for citizen engagement in the climate policy space.

Id: 20075

Title: Communicating Climate Change in the Post Truth/Post COP24 Era: New directions for media reception and public engagement studies

Session Type: Individual submission

Authors:

Name: Brenda McNally

Email: brenda.mcnally5(at) mail.dcu.ie

Country: IE (Ireland)

Affiliation: Trinity College Dublin

Abstract: ‘Losing the public’ on climate change and/or lack of sufficient concern about climate actions are longstanding challenges for climate change communications. Science and environmental communication researchers have responded by investigating ways of engaging citizens with climate change and have contributed a large literature on two-way communications drawing on dialogic or deliberative processes. These studies increasingly focus on ways of socialising climate change and developing initiatives to bring citizens into the conversation, to make climate change an everyday issue or, given the centrality of (news) media in public debate, by examining the social-shaping influence of media representations. However, the contemporary moment presents novel challenges for research in terms of i) moving public debate towards specific climate action plans and ii) the social impacts of the new media landscape.

Post COP24, international and national policy focus on climate mitigation actions indicates a need to extend communications research and practice to include citizen engagement with climate and energy transition. In other words, research needs to shift from socialising the debate about causes and/or impacts of climate change to engaging citizens with debate and decision-making about the multifaceted processes for reducing carbon emissions. Thus, understanding how citizens perceive and evaluate different levels of climate mitigation action is now urgent. Furthermore, whereas climate engagement studies promote engagement as ‘meaningful communication’ (Corner and Clarke 2017) aimed at overcoming barriers to expert knowledge, transitions and sustainability researchers prioritise ‘meaningful social change’ (Stirling 2014). They argue research needs to move beyond elite concerns with technological, market driven agendas for engagement. In particular, energy researchers, noting the absence of political analyses of transition processes draw attention to issues of justice, inequality and forms of exclusion that accompany societal decarbonisation (Barry et al. 2015, Stirling 2014).

Furthermore, as (news) media are one of the main platforms for public debate about climate policy, citizens’ engagement with mitigation policy takes place in the context of increasing public concern about the credibility of information sources and widespread lack of trust in media organisations (Reuters Digital News 2017). In other words, assumptions of media influence on public opinion or understanding need empirical support in the Post Truth era and new starting points for media studies of climate change. Researchers must now consider the implications of #fakenews and the rise of affective communication associated with social media platforms on public engagement. These conditions indicate that citizens information needs, their media consumption choices and

trusted sources are critical issues for understanding possibilities for public engagement with a just transition.

To address these issues, this presentation discusses key findings from a critical review of literature on media reception and citizen views on energy and climate action (2010 – 2018). The focus is on understanding how the diversity of inter-disciplinary frameworks for analysing citizen's views can advance evaluation and implementation of public engagement with climate action. In doing so, it contributes to conference interest in (in)equality and human dignity in communications, by reflecting on communications related rights with climate mitigation policy and advancing new directions for research to engage citizens with a just transition.

Id: 20146

Title: The Effects of Ad Mediums on Sustainable, Water-Conservation Product Advertisements

Session Type: Individual submission

Authors:

Name: Patrick Jamar

Email: pjamar(at) utexas.edu

Country: US (United States)

Affiliation: The University of Texas at Austin

Abstract: Interest in green marketing has been steadily increasing in today's marketplace (Bailey, Mishra, & Tiamiyu, 2018), because as the awareness for environmental issues heightens, so does consumers' positive attitudes towards sustainable, conservation behaviors, like saving water and recycling (Royne, Levy, & Martinez, 2011). When adopting certain behaviors (like recycling and conserving water) in an ad message, consumers sometimes look at the ad medium (a type of communication used to convey an ad's message) itself to help interpret the message in the ad (Dahlén, 2005).

Entities like responsibility invoke more sustainable behaviors (i.e. views towards anti-materialism), and these behaviors are shaped by rewards and punishments (Minton et al., 2012). Altering these rewards can change motivational outcomes, and in addition to enhancing views towards anti-materialism, consumers with involvement-oriented motivations are more likely to recycle when compared to other consumers. Additionally, sustainable advertisements should allow the consumer to feel that he or she is playing a part in helping to sustain the environment (i.e. use a message that shows how the consumer is improving his or her lifestyle to sustain the earth, for example, by mentioning a statement like "uses 50% less water"). This can help to explain the motives for sustainable behaviors which can help explain why some consumers purchase sustainable products (and why they may purchase products like water-conserving shower nozzles).

Consumers could potentially view different ad mediums with sustainable ads at different levels of congruity (highly congruent, moderately congruent, or highly incongruent) when looking at different ad mediums (like magazine versus internet ads). Furthermore, the Limited Capacity Model is used to interpret these differentiating levels of congruence by looking at the potentially differing levels of cognitive encoding allocations.

Additionally, sustainable, water-conservation products are purchased by a particular target market of consumers who may have differentiating opinions (in regards to how digital ads are paperless and typical magazine ads are not), compared to everyday, main-stream consumers, on ad mediums based on their environmental, preservation-based mind-sets. Therefore, to help understand this phenomena, an experiment was conducted using a 2 (sustainable, water-conserving shower nozzle ads versus non-sustainable / regular shower nozzle ads) x 3 (internet ads versus magazine ads versus recycled magazine ads), between-subjects, factorial design via an online experiment. Data were collected (N=270) through the use of a Research Participant Pool that was located in a large Southwestern university.

Research that analyzes water-conserving products is lacking, and, furthermore, by paying attention to water use efficiency as well as water-conserving product performance, product components, source water, energy use, plumbing, and sewer infrastructure, practitioners will be able to create a more comprehensive domain for water conservation (Williams et al., 2013). This study also fosters a usage of both theories together to support an area of research (sustainable advertising) that is new and under researched. Lastly, the advertising industry will be able to use the findings from this research to better target sustainable products within the correct ad mediums to better reach relevant consumers.

Id: 20227

Title: Forceful languages and their effects on persuasiveness: Using psychological reactance theory to examine the issue of microplastic contamination

Session Type: Individual submission

Authors:

Name: Huai-Kuan Zeng

Email: miazeng.aa07g(at) nctu.edu.tw

Country: TW (Taiwan)

Affiliation: Doctoral Student of the program on Communication & Technology National Chiao Tung University, Taiwan

Name: Shu-Chu Sarrina Li

Email: shuchu(at) mail.nctu.edu.tw

Country: TW (Taiwan)

Affiliation: Professor of Institute of Communication Studies National Chiao Tung University, Taiwan

Abstract: Microplastic contamination has become a serious threat to the environment in Taiwan, which is caused by the use of plastics in our everyday life. Microplastics come from various sources, one of which is from plastic debris that will be gradually decomposed into tiny pieces. These tiny pieces are able to pass through water filtration systems, which in turn exist in the ocean, lakes, and rivers, and have a serious negative effect on human health. Therefore, it is important for the public to understand the urgency of this issue and to take collective actions for reducing the use of plastic-related materials in everyday life.

Using psychological reactance theory as the theoretical framework, this study aims to examine the relationships among forceful languages, psychological reactance, and a message's persuasiveness in the issue of microplastic contamination.

Psychological reactance theory (PRT) was developed by Brehm in 1966 with the purpose to understand the factors that result in the failure of persuasiveness of a message. According to Brehm (1981), when individuals perceive that their freedom is threatened, their psychological reactance that is characterized by anger and counter-arguments will occur. When individuals' psychological reactance is evoked, they will try to refute the viewpoints of the message and be less persuaded by the message. Studies on PRT have shown that persuasive messages containing the languages to threaten one's freedoms result in psychological reactance, which subsequently reduces the effectiveness of persuasive messages.

This study adopts an experimental design with two types of messages to understand the relationships among forceful languages, perceived freedom limited, psychological reactance (anger and counter-arguments), and messages' persuasiveness. The two types of messages differ in terms of the degree of perceived threat; one message uses highly threatening languages and the other adopts non-threatening languages. This study uses the following procedure to select the two types of messages: (1) this study content analyzed 128 news articles on the issue of microplastic

contamination that were reported by the two largest newspapers in Taiwan. Four news articles rated as high in perceived threat and the other four articles rated as low in perceived threat were selected as stimulus messages; (2) this study conducted a focus group with five communication graduate students as members. These students were asked to discuss the reasons why a given article was perceived to be high or low in perceived threat, and this study used the results from the focus group to select the high (HH) and low (LL) threatening messages; and (3) a pilot study was conducted to ensure the differences between the high and low threatening messages. The t-tests show that the high-threatening message differed significantly from the low-threatening message regarding their perceived severity ($t = 4.28, p < .000$) and perceived susceptibility ($t = 2.43, p = .021$). The experiment is conducted through an online survey with the HH and LL messages randomly distributed to the subjects. This study expects to receive more than 400 valid questionnaires with 200 for the HH message and the remaining 200 for the LL message.

Id: 20257

Title: Emotions in the media coverage on honey bee colony losses

Session Type: Individual submission

Authors:

Name: Brigitte Huber

Email: brigitte.huber(at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Name: Ingrid Aichberger

Email: ingrid.aichberger(at) sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Abstract: Journalism has the potential to contribute to environmental protection by reporting on environmental issues. Accordingly, communication scholars are interested to investigate which kind of media coverage is best suited to foster engagement. For instance, research suggests that emotions in the media coverage on climate change can influence the willingness to sacrifice for climate change (Bilandzic, Kalch, & Soentgen, 2017). Hence, it is relevant to know how emotionalized media coverage on environmental issues actually is. However, surprisingly little is known so far in this regard. This is where our study comes in. We analyze emotionalization in the media coverage on environmental issues by using the case of the colony collapse disorder (CCD). CCD describes the syndrome of “large-scale, unexplained losses of managed honey bee (*Apis mellifera* L.) colonies” (vanEngelsdorp et al., 2009, p. 1). The case of the colony collapse disorder is especially interesting as it is less researched than other environmental topics that call for action such as climate change (Cho, 2010; Smith & Saunders, 2016; Suryanarayanan & Kleinman, 2012). Recent research shows an increasing emotionalization in the daily news (Donsbach & Büttner, 2005; Magin, 2017). Accordingly, this study aims to investigate whether this is also true for the media coverage on CCD. In literature, three forms of emotionalization can be distinguished (Leidenberger, 2015): visual, textual, and emotionalization transmitted through music. In our study, we focus on textual emotionalization. Following this framework, we pose the following research questions: RQ1: To what extend is textual emotionalization used in the media coverage on CCD? RQ2: Do the analyzed newspapers differ in terms of textual emotionalization? RQ3: Has the use of textual emotionalization increased over time? To answer these questions, we conducted a quantitative content analysis of news stories in Austrian daily newspapers. We selected the two leading newspaper in the quality segment and the two largest tabloids in terms of reach. The investigation period ranges from 09/2010 to 09/2018. The starting point was chosen because in that month the EU announced to increase the budget for financial support for beekeeping (European Commission, 2010). By using a keyword search in a digital newspaper archive database, we identified 599 relevant news stories. Emotionalization is assessed in two ways: (1) explicit incorporation of positive or negative emotions in the news story (e.g., anger, fear, hope, joy, etc., see Gerhards et al., 2011) and (2) based on rhetorical categories developed by Wittwen (1995). Results show that the media coverage on CCD is highly emotionalized right from the beginning. Interestingly, emotionalization occurs far more often by using rhetorical devices rather than by explicitly

mentioning positive or negative emotions. We identified a broad range of different metaphors (e.g., honey described as “sweet gold”) and neologisms (e.g., “bee killer”). As expected, tabloid papers use superlatives, exclamation marks, and “breathless” syntax to evoke emotions more often than quality papers do. The results are discussed in light of the often-assumed “duality” of factuality and emotions in news reporting.

Id: 20265

Title: Communicating Sustainable Finance: Engaging the Public with Strategic Communication

Session Type: Individual submission

Authors:

Name: Nadine Strauß

Email: nadine.strauss(at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: Ever since the Global Financial Crisis 2007-2009 (GFC) and its aftermaths, various political, economic and public voices have been raised that have demanded a more sustainable economic system. Though up to now, recent developments and initiatives (e.g., UN Sustainable Development Goals) have only had a limited impact on the broad implementation of a financial system that is footed on sustainable investment criteria.

One of the reasons why sustainable finance has not reached widespread recognition and support among policy makers, financial experts and business people so far is the fact that the broader public remains fairly uninformed and disinterested about it, thus failing to put public pressure on key actors. To counteract this, one of the main recommendations by the High-Level Expert Group on Sustainable Finance by the European Commission was to “consider ways to empower citizens to engage with sustainable finance” (2018, p. 5). Yet, no large-scale institutional actions have been taken so far to put this endeavor in practice – probably because there is no clear communication and public engagement strategy available.

Although research in various disciplines has identified a range of communication strategies on how to effectively raise awareness for environmental topics (e.g., climate change) among the public (Leiserowitz, 2006; Maibach, 2018; Marx et al., 2007), these findings cannot easily be transferred to the communication of sustainable finance. First of all, sustainable finance is broadly unknown and can be rather considered a niche-theme among the general public. Secondly, financial literacy is generally low among the public, and both academics and practitioners have publicly called for more financial education in schools and universities (Pollard, 2016). And thirdly, changing one’s financial behavior (e.g., switching a bank, reallocating money in sustainable investment vehicles) can be considered a cumbersome hurdle for everyday financial customers.

Hence, the aim of this manuscript is to offer an extensive theoretical discussion and a practical guideline on how to successfully communicate sustainable finance to the desired audiences. By borrowing from disciplines such as environmental communication, psychology, and marketing, various communication strategies will be elaborated that offer gateways for an effective communication strategy within the field of sustainable finance.

While the literature review is still in process, some preliminary insights have already emerged: For example, following Leiserowitz (2006), we know that factors such as personal experiences, affect, imagery, trust, social values and worldviews play a crucial role in influencing the risk perception of climate change. Similarly, it can be argued that the attitude toward sustainable finance might be

affected by personal experiences with financial topics, one's attitude toward the financial sector (e.g., whether having been affected by the GFC), the image and trust someone holds towards the banking/finance sector, but also the social values and world views (e.g., sustainability, environmental protection, altruism) that are important to citizens.

Summarizing, this manuscript provides practical implications for communication professionals, scholars and experts to set the stage for spurring more interest and engagement for sustainable finance among the broader public, eventually aimed at bringing about attitudinal and behavioral change (cf. Kallmuss & Agyeman, 2002).

Id: 20401

Title: Environmental Communication with Infographics in the 'Post-Truth' Era

Session Type: Individual submission

Authors:

Name: Lutz PESCHKE

Email: lutz.peschke(at) gmx.de

Country: TR (Turkey)

Affiliation: Department of Communication and Design, Bilkent University

Abstract: In the last decade, a new medial presentation form appeared beside text and image. In spite of all analogous precursors it became an autonomous and journalistic category of the digital epoch: the infographic. There are nearly no scientific news without statistical output. These find their way to the world in form of infographics. Infographics get increasing importance because of data flood and information overloads, supported and exponentiated by social and mobile online media. This holds true for the recipients as well: The request of the keyword “infographics” to search engines multiplied twenty times between 2010 and 2012.

Infographics are discontinuous form of expressions which contain text, image and diagrammatic components. They were subjects of manifold social researches. The author (2019) recently analysed how knowledge is received from infographics by recipients in their leisure time. For his research, he developed a media reception model which considers the voluntarily motivated relevance of recipients. But how effective are infographics with art and design elements for knowledge transfer in the post-truth era? According to Oxford Dictionary, in the post-truth era, borders blur between truth and lies and “objective facts are less influential in shaping public opinion than appeals to emotion and personal belief” (Oxford Dictionary 2016). Accordingly, it should be expected that art and design elements with their emotionalising potential are more influential in shaping public opinion than the objective facts of the diagram.

A recently started reception study analysed the transforming power of a poster exhibition with infographics about renewable energy with different kind of embedded artistic elements and objects. Considering Stengers’ approach of the ecology of practices (2005), the objects of the exhibition can be understood as tool for thinking. Stengers determines thinking as a practice which generates a relation of belonging and becoming. While belonging leads to history of conventions, becoming is the transforming power in respect of the future. She derives the request to resist conventional thinking and calls it, thinking in minor keys, escaping from major keys. This paper will present the contribution of artistic elements to the development of the transforming power. It will be shown that art disbalances the interaction with (digital) data via self-imposed rules and leads to the result, that own thinking habits are put to the test and certain situations in and outside media are rethought.

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Id: 20454

Title: [Panel] Climate change denial and interest groups in Europe: Political Economy and Ideological denial, Panel description

Session Type: Panel Submission

Authors:

Name: Nuria Almiron

Email: nuria.almiron(at) upf.edu

Country: ES (Spain)

Affiliation: Senior Lecturer at Department of Communication

Abstract: Climate change denial is usually defined as the discourse that questions any of the basic premises of scientific consensus and as mainly a US countermovement promoted by US conservative interest groups. However, climate change denial does exist in Europe and it implies mostly politics, not science. Climate change denial is therefore mostly about ideas and involves a type of implicatory denial which can be labeled as ideological.

This panel presents findings related to the THINKClima research project, focused on studying interest groups in Europe related to climate change denial and particularly to communication strategies and ideological denial. By ideological denial this panel refers to the rejection of an urgent need to address and reconsider the ideas driving both human-induced global warming and the solutions implemented to fight it. In this respect, ideological denial prevents us from addressing the unethical mindset that produces greenhouse emissions and failed solutions –as for instance human diet, human overpopulation or the myths of permanent economic growth and technology as a solution.

The panel includes to this end two papers providing findings on the political economy of climate change denial lobbies and think tanks in Europe, as top communication actors; and two papers on the strategic communication of advocacy interest groups and how they tackle ideological denial regarding climate change.

Moderator: Núria Almiron, Universitat Pompeu Fabra nuria.almiron(at) upf.edu

Id: 20455

Title: Climate change contrarian European think tanks: An analysis of links

Session Type: Panel Submission

Authors:

Name: Justin Farrell

Email: justin.farrell(at) yale.edu

Country: US (United States)

Affiliation: Yale University

Name: Nuria Almiron

Email: nuria.almiron(at) upf.edu

Country: ES (Spain)

Affiliation: Senior Lecturer at Department of Communication

Name: Maxwell Boykoff

Email: boykoff(at) colorado.edu

Country: US (United States)

Affiliation: University of Colorado Boulder

Name: Jose Antonio Moreno-Cabezudo

Email: joseantonio.moreno04(at) estudiant.upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Katie McConnell

Email: kathryn.mcconnell(at) yale.edu

Country: US (United States)

Affiliation: Yale University

Abstract: In today's society think tanks (TT) are relevant and influential communication actors trying to shape public policies, the public opinion and the media. Perspectives on TT utility range from pluralist approaches considering the proliferation of TTs as a sign of progress in a democracy to elitist approaches deeming those organizations tools of the capitalist ruling class. Amongst them, critical political economy approaches to think tanks—that is, focusing on power relations—are rare but already include field theory or discourse coalition theories, which display TTs within a network of powerful links and dependencies and help adopting a sociological view to understand the spread of some discourses like economic neoliberal hegemony or climate change denial.

Also, particularly for climate change policies and public opinion, TT output, influence and political economy have been increasingly researched in the United States (US) to unveil the primary role those organisations have played in the promotion of climate change contrarianism and the creation of a right-wing countermovement opposing fighting against anthropogenic global warming. In part since explicit climate change contrarianism appears to be much more tempered in the EU, TT have not garnered a similar degree of academic interest in Europe.

This paper tries to fill both gaps, the need for more political economy approaches in research and the need of more focus in Europe. Particularly, it will present findings from a network analysis of the links of leading European think tanks (ETT) generating knowledge for climate policy decision-making that can be labelled as contrarian. To this end, we have (1) gathered a sample of the most influential multidisciplinary and environment-focused think tanks in Europe using English as the main language and including denial/contrarian/skeptical discourses in their websites; (2) collected all the individual actors linked to them (board members, trustee members and collaborators); and (3) applied a network analysis following the methodology applied in earlier work in the US by Farrell (2016), assessing the overall structure of this network, the links between all individual actors, and examining factors that predict why some actors are more influential than others.

As mentioned above, the analysis of think tanks networks is of great importance to understand the dynamics of discourse creation. However, these dynamics have proven to be very difficult to quantify and illustrate. Through this research we expect to identify relevant links amongst the most influential contrarian think tanks in Europe with all relevant actors linked to them, yielding new information about the structure and function of climate change contrarianism in Europe.

Reference: Farrell, J. (2016). Network structure and influence of climate change countermovement. *Nature Climate Change*, 6(4): 370–374.

Id: 20456

Title: Climate Policy and Strategic Communication: The Dairy Lobby in Europe

Session Type: Panel Submission

Authors:

Name: María Ruíz-Carreras

Email: maria.ruiz04(at) estudiant.upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: The climate change impact of the raising of animals for human consumption has been already highlighted by a number of experts and nongovernmental and governmental organizations (e.g. Steinfeld et al, 2006; UNEP, 2010; UNEP, 2012; Gerber et al, 2013). The role of the dairy industry is particularly important in terms of greenhouse emissions. According to Gerber et al (2010) it contributes to 4.0 percent of total anthropogenic emissions. Methane is by far the largest contributor to total GHG emissions from the dairy sector –accounting for over half of total emissions, while nitrous oxide contributes to between 30 and 40 percent of total emissions. Of all food industries contributing to global warming, the dairy industry is amongst the top ones.

At the same time, the European dairy industry is amongst the five most important industries of the food and beverage sector in the EU. Dairy production represents approximately 15% of the value of common agricultural production and is the first product industry in the EU (European Commission, 2016).

It therefore comes as no surprise that the European dairy industry is a sector with enormous political and economic influence. For this same reason, any climate change policy that may alter or just seen as a threat to the dairy business is highly contested by the dairy interest groups. We do actually know that the dairy industry (alongside the whole food industry) is having a huge impact on the climate change policies, mostly on the controversial and ethically problematic measures that are chosen as a way to reduce emissions (Sherma, 2016). However, who the dairy lobby is and how it uses strategic communication, is under researched.

This paper presents findings of an ongoing doctoral dissertation on the dairy lobby in Europe that attempts to assess its influence in the region. To this end, the political economy of the European dairy lobby is scrutinized in order to unveil the main stakeholders involved (lobbies and think tanks), their lobbying key data and main figures as interest groups lobbying environmental policies.

To collect data, a data mining procedure has been conducted on the Transparency Register database (the register of interest groups maintained by the European Union) with the aim of tracking patterns, classify and clustering data, made associations and identify the main lobbying efforts (targets and activities). This register has been criticized as being unreliable because it is not compulsory, and data is not checked by the European Commission. However, it remains as the main source for lobbying data and activities at the EU level. Overall, results measure the lobbying muscle of one of the industries more influential on policy makers, public opinion and the media through its use of strategic communication.

Id: 20457

Title: Strategic visual communication and climate change. Confronting the agribusiness denial discourse by animal and climate advocacy

Session Type: Panel Submission

Authors:

Name: Laura Fernández

Email: laura.fernandez(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: It has been widely argued that the food system in general and the animal agriculture and aquaculture industries in particular play a decisive role in anthropogenic global warming (Goodland & Anhang, 2009; Leip et al., 2010, Scarborough et al, 2014, Steinfeld, 2006). Some of the main problems these industries contribute to include: water pollution and waste, soil degradation and deforestation, energy waste, bio-contamination and diseases, species extinction or greenhouse gas emissions and air pollution. The estimated contribution of the agribusiness to global greenhouse gas emissions goes from 14.5% (FAO, 2014) to 51% (Goodland and Anhang, 2009). Due to this, an increasing number of interest groups point at dietary choices as a crucial variable in climate change mitigation strategies. Amongst the most important interest groups promoting changes in food choices to reduce carbon emissions are climate and animal advocacy groups. These interest groups typically use visual communication as an essential tool to create awareness and attitude change on problems such as climate change and animal suffering, and to counteract representations that deny climate change or distort the realities of nonhuman animals' suffering. In this context, what are the most effective visuals in strategic communication is a common controversy and dilemma. This paper tries to contribute to this discussion in order to help improving climate and animal advocacy confronting climate denialism by the agribusiness.

To this end, the results of a literature review on research focused on audiovisual communication of climate and animal advocacy groups will be presented. The aim of this original review is to gather the main empirical data available to date on the strategic visual communication by animal and climate advocacy –particularly visuals used or identified as potentially useful to raise awareness on climate change and animal exploitation and promote climate change mitigation policies, especially dietary changes. To this regard, the paper will discuss whether visuals used by advocacy groups are able to disestablish the agribusiness discourse promoted by economic interests. Of particular interest is research on two main parameters used by communication scholars, salience and efficacy (e.g. O'Neill, 2013), to measure the effectiveness of visuals in both climate and animal advocacy. Different strategies researched by scholars, focusing especially in those of animal suffering visuals of free-living and farmed animals directly and indirectly affected by agribusiness and climate change, will also be considered (e.g. Swim & Bloodhart, 2015; O'Neill et al, 2013; Scudder & Mills, 2009).

Findings suggests that appealing to emotions and its connections with attitude change (especially regarding dietary choices) is strategic in the promotion of climate change mitigation and the abolition of nonhuman animal exploitation. The use of explicit violent images and moral shock

techniques in relation to nonhuman animal exploitation (Jasper & Poulsen, 1995) seems to be especially remarkable in counterbalancing the hegemonic discourses by creating a sense of outrage “which in turn leads individuals to react in response to it” (Jasper & Poulsen, 1995). The empirical research to date shows that effectivity is strongly related to challenging the agribusiness narrative.

Id: 20458

Title: The role of environmental NGOs in Spain in the fight against climate change: discourse and ideology.

Session Type: Panel Submission

Authors:

Name: Xuxa Kramcsak

Email: xuxa.kramcsak(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: Climate change denial can be defined as the stance grounded on discourses that question the scientific evidence about climate change existence and its anthropogenic causes. This view also denies the need of rethinking the capitalistic economic production model, and, therefore, the global challenge and the moral responsibility linked to it. Previous research has shown that climate change denial, at least in the US, is promoted by economic interests and values aimed at perpetuating privileges and power through interest groups, mostly think tanks.

More recently, the concept of ideological denial has been suggested to point out at the refusal to rethink the ideas underlying the causes and proposed solutions to mitigate global warming, which are conditioned by anthropocentric beliefs and which are reported by the Intergovernmental Panel on Climate Change (IPCC). It is necessary to understand that although mitigation plans and strategies have been increasingly promoted by all the IPCC reports, there has not been a significant reduction of global warming emissions in the last decades.

This paper will present the preliminary results of an on-going doctoral research aimed at unveiling whether green non-governmental organizations (NGO) in Spain, identified as interest groups that fight against climate change denial, fall into ideological denial. In particular, the paper will introduce results of a frame analysis regarding the three themes identified in ideological denial by the project THINKClima (2018) following IPCC reports: the denial of animal-based diet and human overpopulation as problems and the trust in technology as a major solution. To this end, a frame analysis following Entman's methodology has been conducted on the four main green NGOs in Spain according to visibility, prestige and importance in relation to their activity and membership. These are: Greenpeace, World Wildlife Fund (WWF), Friends of the Earth and Ecologistas en Acción.

The main goal of the frame analysis was to examine whether the sampled green NGOs contribute with their discourse to disseminate the solutions aligned with the problems detected by the IPCC or, on the contrary, they neglect them. Thus, the three themes (the problems of animal-based diet and human overpopulation and the faith in technology) have been coded to see whether they have been taken into consideration and how in a sample of 1,209 documents.

The hypothesis of the research is that the main green NGOs operating in Spain are impregnated of ideological denialism and thus neglecting to disseminate the information that can objectively be more effective in the fight against climate change. Since these organizations are interest groups who

can be considered disseminators of knowledge regarding climate change, they are thus relevant communication actors which can have an impact on policies, media and the public opinion.

Id: 20567

Title: Is There a Medialized Science in China? Findings from Media Coverage on Smog Crisis, Climate Change and GMO Issues

Session Type: Individual submission

Authors:

Name: Lin Shi

Email: lin.shi(at) outlook.com

Country: CN (China)

Affiliation: Beijing Normal University

Abstract: With respect to the relationship between science and society, the most intuitive and direct observation is the increasingly close connection between science and society. On the one hand, science is gradually penetrating into other social fields, providing scientific analysis and scientific judgments for various decision-making; on the other hand, science itself is “more tightly coupled” (Weingart, 2002) with other social systems in terms of connection and interaction. Thereinto, the influence of political, economic and media systems on science is particularly prominent.

Based on this, this study focuses on the coupling relationship between science and media, using “medialization of science” proposed by Peter Weingart (1998, 2001) as a theoretical framework, to investigate how the media (especially the mass media) presents scientific issues and how science news is medialized through this process in the context of China. Three issues, smog crisis, climate change and GMO, from two scientific fields, climate science and biotechnology, are chosen. Combined content analysis and textual analysis on four well-known newspaper, results show that there does exist a medialized science in Chinese media while the degree of medialization varies among different issues. The smog crisis is a case of significant medialization, and the GMO presents a partial medialization case, while the climate change is less medialized. In addition, this study finds that media coverage on science follows an issue-attention cycle and forms a medialization cycle; competition for multiple discursive spaces exists across different media.

This study contributes to the field of science communication in two ways. First, it’s the first attempt to examine the medialization of science framework in the context of China, where scientific literacy and science communication has obtained intensive attention from the academia. Second, it’s helpful to better understand the interaction between science and media, and promote science-related policy-making in a long run.

Id: 20621

Title: Datacentres and the press: How the digital sublime obscures critical media reporting on data infrastructure

Session Type: Individual submission

Authors:

Name: Mikkel Eskjær

Email: Eskjaer(at) hum.aau.dk

Country: DK (Denmark)

Affiliation: Aalborg University, Copenhagen

Abstract: Digital communication relies on energy heavy infrastructures which usually have remained discursively invisible. ICT has been enveloped in the myth that it can change “the world without changing the Earth” (Maxwell & Miller, 2012, p. 9). Consequently, the material basis for ICT has, until recently, rarely been a topic in the public sphere. Even media studies have largely ignored this aspect of its own domain (Brevini & Murdock, 2017, p. 11).

The development towards cloud computing, internet-enabled devices, and video streaming has resulted in an explosive growth of data consumption. Datacentres have become the “factories of the digital economy” (Cook, 2017, p. 17). They are estimated to consume 3% of global electricity and accounting for 2% of global greenhouse gas emission resulting in a carbon footprint equivalent to the airline industry (Bawden, 2016). Datacentres have become the symbol of a “black box society” where corporate and public actors collect and store enormous amounts of data about citizens, “while we know little to nothing about how they use this knowledge” (Pasquale, 2015, p. 9).

This study looks at media coverage of datacentres. Since 2015 tech giants like Google, Apple, and Facebook have announced plans to construct six hyperscale datacentres in Denmark. So far, Apple is constructing two datacentres; Facebook is building one with another on the drawing board, and Google has purchased two plots for future datacentres.

Danish news coverage has been mostly celebratory and technical illustrating the lure and fascination with the technological and digital sublime (Mosco, 2004). In addition, new stories frequently report that Big Tech is drawn to Denmark by technical and socioeconomic factors. This includes a high reliability of electric supply, connection to transatlantic communication cables, and access to green energy, allowing Big Tech to run datacentres on renewable energy. Nevertheless, the combined demand for electricity by these datacentres is estimated to require a 10-20% increase in national electricity consumption and 8-10% in CO₂ emission. Few news stories have critically investigated the overall sustainability of attracting international datacentres.

Two research questions guide the study:

RQ1: What are the dominating frames (e.g. technology, economy, environment) in media coverage of datacentres in Denmark?

RQ2: How does traditional media (the press) and digital media (blogs, tweets, etc.) differ in reporting datacentres?

Based on a probability sample (from 2015 - 2018), and combining content analysis and digital methods (Rogers, 2013), the study investigates the distribution of thematic frames and generic frames across Danish press and online reporting.

As Denmark is set to become a hub for international datacentres, the study explores to what extent the traditional and digital public sphere manage to cover underlying implications of this development. This includes questions of tax breaks for tech giants, and environmental issues of how (and to whom) renewable energy is distributed. But it also implies questions of privacy and surveillance (Hogan, 2015), and the environmental consequences of digital lifestyles based on endless data consumption.

Id: 20655

Title: DISCOUNTING INDIGENOUS KNOWLEDGE SYSTEMS: FOOD SECURITY AND CULTURAL SURVIVAL IN THE ANTHROPOCENE

Session Type: Individual submission

Authors:

Name: Tyrone Hall

Email: TYRONE.HALL876(at) GMAIL.COM

Country: CA (Canada)

Affiliation: York UNiversity

Abstract: The intensification of unprecedented anthropogenic climate change lays bare the existential implications of discounting the value of indigenous knowledge. As indigenous scholars such as Agrawal (1996) observes, focussing on indigenous knowledge shifts from the West's enlightenment-infused preoccupation with centralized, technically oriented solutions, which continues to fail to improve the prospects of the world's poor and near poor. Likewise, Brokensha (1980), notes that ignoring people's knowledge is akin to ensuring failure in macro-societal planning and development. My paper draws upon fieldwork from seven rustic hamlets from across Andhra Pradesh, South India to highlight how indigenous knowledge gains vitality from being deeply implicated in people's lives, which has enabled these societies to cope with waves of geologic change over centuries. It then highlights how a lack of regard for the holistic knowledge systems in traditional and indigenous contexts results in the current wave of climatic change confounding well honed and adaptable knowledge systems. My paper explores key cultural and existential implications of the destabilization of the integrity and utility of indigenous knowledge systems in the seven resource dependent contexts. The paper also illustrates how the homogeneity induced by the Green Revolution and the limitations of ex situ conservation as a means of preservation foments and exacerbates fissures in the traditional social order, which further undermines adaptive capacity amidst climate change. The primary conclusion is that a deeper socio-cultural purview is needed. Thus, the paper highlights how religion, the traditional order, as well as, the collective risk perception and motive might be leveraged to enable agency to sufficiently tackle the existential implications of crop failure and broader livelihoods implications of climate change.

Id: 20709

Title: Exploring the antecedents and behavioral outcomes of scientific consensus on climate change: An extension of the Gateway Belief Model

Session Type: Individual submission

Authors:

Name: Tsung-Jen Shih

Email: tjshih(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Chengchi University

Abstract: Uncertainty is an important characteristic of the post-truths era, where a reality may be contested or perceived differently by groups with distinct purposes. Understanding how the general public makes sense of uncertainty and how uncertainty should be communicated, therefore, is vital. In the case of climate change, the uncertainty surrounding its evidence and the perception of consensus among scientists may affect how people perceive the issue. The Gateway Belief Model (GBM), which posits that people's scientific beliefs are heavily influenced by their perception of whether scientists agree with each other, provides a pertinent framework for the examination of the impact of uncertainty.

Research supportive of the model has been found in issues such as climate change (Ding, Maibach, Zhao, Roser-Renouf, & Leiserowitz, 2011), genetically modified food (Dixon, 2016), and the association between autism and vaccine (van der Linden, Clarke, & Maibach, 2015). For example, Ding et al. (2011) found that people who perceived higher disagreement among scientists were more uncertain about climate change and were less supportive of climate policy. However, although the GBM stipulates the impact of perceived scientific consensus, it does not attend to the predictors of such consensus. In addition, this line of research primarily focuses on the attitudinal consequence of scientific consensus, such as attitudes toward climate change or policy support. This study, therefore, extends the GBM by investigating the antecedents and behavioral consequence (i.e., civic actions related to climate change) of perceived consensus.

This study employs a nationally representative survey of Taiwanese adults. Conducted between June 29 and July 5, 2018, the survey interviewed a total of 1,111 respondents, including 907 from landlines and 204 from cell phones. The margin of error was $\pm 3.32\%$, based on the 95% confidence interval. The final sample size was 1,046 after removing respondents who have not heard about climate change.

The results showed that the perception of science as a debate between alternative positions (i.e., higher scientific uncertainty) was negatively associated with perceived consensus, whereas knowledge was positively related to it. In line with the GBM, the scientific consensus negatively predicted belief uncertainty about climate change. In terms of civic actions, which is the potential behavioral outcome examined by this study, the results fail to confirm its relationship with perceived consensus. On the other hand, the more uncertain people were about science in general, and about evidence in relation to climate change specifically, the less likely they were going to take civic actions. Further analysis indicated that the effect of perceived consensus on civic actions was mediated by uncertainty about climate change.

In conclusion, this study corroborates the GBM by linking perceived consensus directly to belief uncertainty, and indirectly to civic actions. This conforms to previous research which suggests that

people's action may be delayed because of the uncertainty inherent in science or among scientists. Moreover, this study suggests that, by increasing people's level of knowledge and by avoiding presenting science as only temporarily tenable, people's perception of scientific evidence may be closer to that of the scientific community.

Id: 20721

Title: THE PRESIDENCY OF THE PORTUGUESE REPUBLIC AND THE FIRE OF OCTOBER: ANALYSIS OF CRISIS COMMUNICATION ACCORDING TO SCCT

Session Type: Individual submission

Authors:

Name: BIANCA TONIOLO

Email: bianca.toniolo(at) ubi.pt

Country: PT (Portugal)

Affiliation: UNIVERSITY OF BEIRA INTERIOR

Name: GISELA GONÇALVES

Email: gisela.goncalves(at) labcom.ubi.pt

Country: PT (Portugal)

Affiliation: UNIVERSITY OF BEIRA INTERIOR

Abstract: The object of this study was the communication produced by the Press Office of the Portuguese Presidency (PRP) for the October Fires. We investigated whether the adopted communication strategy produced the appropriate response to the type of crisis according to Coombs Situational Crisis Communication Theory (SCCT) (2007).

As theoretical framework, we studied the concept of public relations applied to crisis management. From there, we present a brief bibliographical review about the pure asymmetric model or public information model and about the press office as a tool of public relations. The data were analyzed according to Coombs' Situational Crisis Communication Theory (SCCT) (2007), which proposes a set of guidelines that facilitates the identification of the type of crisis, its respective dynamics and indicates the most appropriate crisis response strategy to protect the reputation of the organization involved. We used the content analysis as methodology for this study. The PRP communication during the October Fires was categorized according to Coombs SCCT (2007), delimited by the observation of press releases and press conferences made available by PRP's press office. The selection of content was done through the search tool available on the PRP website with the keyword "fires" covering the categories News, Interventions, Messages and President of the Republic. The review material covered all publications between 15 and 28 October 2017, which was two weeks after the outbreak of the crisis.

The October Fires crisis belongs to the Accidental category, since there was no intentionality on the part of the PRP. As a subcategory, the most appropriate framework was Challenge, with minimal liability impact and moderate reputation threat. By sharing responsibility for the crisis with the Government and other stakeholders, the potential impact on PRP's reputation has been moderate. In relation to the crisis response strategy, the PRP adopted the Meaning Management, an efficient strategy to minimize the effects of the crisis, as it acts on the stakeholders' perception. In addition to an Adjustment Information strategy, the PRP communication reflected efforts to manage the meanings of the crisis, reduce the ambiguity and the psychological effects caused. The positive PRP assessment of over 69% between May and November 2017 indicated a reputation for PRP's positive relationship with the Portuguese population.

The analysis of the crisis according to Coombs (2007), as well as the characteristics of the content of the PRP crisis communication for the October Fires, were sufficient to confirm the appropriation of the chosen response strategy. The messages issued by the President of the Republic, through his Press Office, have generated positive effects for the information of the portuguese population and for the preservation of the institutional reputation of the PRP. The hypothesis that only the publication of press releases and the holding of press conferences would not be sufficient to produce adequate responses and preserve the institutional reputation has been refuted. We concluded that press counseling was a sufficient public relations tool to positively communicate and influence public opinion due to its rhetorical perspective and character persuasive.

Id: 20726

Title: From 'Life Takes Energy' to 'Keep Canada Working': The Evolvment of Canadian Petro-Rhetoric (Video presentation)

Session Type: Individual submission

Authors:

Name: Siboc Chen

Email: siboc(at) sfu.ca

Country: CA (Canada)

Affiliation: School of Professional Communication, Ryerson University

Abstract: As Barney (2017) argues, “infrastructures that enable the extraction, storage, and transportation of resource commodities [...] have been idealized not only as instrumental to the Canadian economy but, moreover, as materializing the Canadian nation” (p. 79). Indeed, Canadian politics since the beginning of the 21st Century have been characterized by continuous public controversies over fossil fuel infrastructures, such as the Northern Gateway Pipeline, the Energy East Pipeline, the LNG Canada Project, and the Trans Mountain Pipeline Expansion.

In response, there has been a growing body of critical communication scholarship addressing the communication aspect of Canadian extractivism. Drawing upon the theoretical insights offered by this research stream, this study examines the evolvement of Canadian petro-rhetoric as exemplified by two high-profile public campaigns: “Life Takes Energy” and “Keep Canada Working”. Launched back in 2014, “Life takes Energy” was arguably the most prominent public campaign focusing on legitimizing the Northern Gateway Pipeline among the Canadian public, especially those living in British Columbia. Meanwhile, “Keep Canada Working” was funded by the Alberta government in 2018 with a focus on recruiting national support for the Trans Mountain Pipeline Expansion.

By attending to the semiotic constructions of ordinary Canadians’ relationship with fossil fuels from the two campaigns, this study seeks to contribute to the ongoing scholarly discussion on Canada’s petro-nationalism. Specifically, the discursive tactics found in “Life takes Energy” suggested the omnipresence of petro-modernity, with the traditional “job versus environment” rhetoric being replaced by narratives that emphasize the centrality of fossil fuel to everyday life and downplay the urgency of radical post-carbon transition (Szeman, 2013). By contrast, “Keep Canada Working” sought to mobilize Canada’s petro-block by framing environmental disputes as a conflict between “foreign-funded radicals” and “ordinary working Canadians”. What makes this trend worrisome is its adoption of right-wing populism. Although such shift can be considered as the oil and gas sector’s defensive mechanism under mounting public pressure on sustainable development, it nonetheless creates an extremely powerful wave of attacks on anyone who oppose Canadian extractivism. As such, I argue that discourses found in “Keep Canada Working” fundamentally weaken the deliberative aspect of a valid legitimation process and should raise concern among critical communication scholars.

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Szeman, I. (2013). How to know about oil: Energy epistemologies and political futures. *Journal of Canadian Studies/Revue d'Études Canadiennes*, 47(3), 145–168.

Id: 20846

Title: Professional challenges and impediments to science journalism in Vietnam: some implications for the developing world

Session Type: Individual submission

Authors:

Name: Minh Tran

Email: mtran(at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Minh Tran, MA (Cardiff), is Lecturer of Journalism at Da Nang University - College of Education, Vietnam, and a PhD scholar at Bournemouth University, UK. Her main project examines news production and representation of global science controversies in the

Name: An Nguyen

Email: anguyen(at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: An Nguyen is Associate Professor of Journalism in the Faculty of Media & Communication. He has published four books and about 40 papers/chapters and industry reports, in several areas: * digital journalism, * digital news consumption/citizenship,

Abstract: Based on in-depth interviews with twenty-one science reporters and four senior editors in Vietnam, this paper uses this country as a case study to illuminate the many professional issues and challenges that science journalism in the Global South faces. Like any developing country, Vietnam depends heavily on an informed adoption and proper local appropriation of science and technology from scientifically advanced countries to progress, grow and develop. The news media, as the major and most effective communication channel to inform and engage public and policymakers with new science developments, play an instrumental in such development. This is especially crucial in areas of contested science developments that carry crucial benefits but also pose huge risks for developing societies, such as GM technology, stem-cell research, nanotechnology or artificial intelligence. Yet, our initial findings show that, while Vietnamese journalists lack the essential professional knowledge and skills to deal with science events and issues, having reported science for some time, several still struggle to define what science journalism is or should be about. They generally disregard the local relevance and importance of controversial science developments, and when they pay attention, they rely heavily on foreign sources and are uncritically skewed toward benefits at the expense of proper reporting of risks, including risks that are highlighted in the country's development. Also, with less than enthusiastic support from science-unqualified editors and news executives, they tend to sensationalise science to attract the audience, with some disastrous consequences that we will examine through several case studies. Added to these are a number of challenges and obstacles from outside the newsroom, including insufficient and reluctant cooperation of local scientists, political control on science and policy reporting, and commercial influences. Discussing the implications of such problems in the general literature about science journalism in developing countries, we will discuss how the situations could be changed for the better and who should play the central roles in that process.

Id: 20875

Title: Climate of the Anthropocene: A Historiographic Analysis of Anthropogenic Climate Change Discourse

Session Type: Individual submission

Authors:

Name: Ryan Wallace

Email: ryanwallace(at) utexas.edu

Country: US (United States)

Affiliation: University of Texas, Austin

Abstract: Climate science, politics, and even economics are widely present in contemporary discussions of human-caused climate change, but one component is often ignored—history. Borrowing from the traditions of environmental historians, this study seeks to blend communications methods of textual analyses with historiographic methods to investigate how anthropogenic climate change is discussed in modern literature. Comparing the works of historians with those of journalists and public intellectuals, this study gives a uniquely interdisciplinary view into how climate change is framed by diverse authors with different epistemological and methodological approaches. While the books analyzed in this corpus primarily deal with events of the past, they also have significant roles in guiding today’s media landscape on the topic, and informing policy-making of the future. Ranging from deep histories that have a global span, to brief histories with only one species at the center of the narrative, books written on the subject by environmental historians show a wide variety in topics with similar methodological approaches. They share archives, references, and most importantly a common vocabulary. Journalists and public-intellectuals, on the other hand, tackle similar historical narratives amongst themselves—particularly focusing on those since the period known as the “Great Acceleration”. Without strong scholarship or training in the methodological approaches of any one discipline, but a familiarity with many, these generalists adopt vocabulary and strategies from others, but lack the ability to critically examine their sources of information. Instead, they rely primarily on the words of experts in the field to develop their narratives. They bring with them their own stylistic traditions, their own bias for living sources of information rather than archives, and an ability to forecast into the future in a way that most historians would not do. Ultimately, although they may share similar timelines and at times similar methodologies, the climate change literature put forward by journalists is distinctly different from that of official historical texts. The value of these works is immense, and though journalistic works or those of public intellectuals may have larger public appeal, this study illustrates the strength of narratives that are constructed by environmental historians and historians of science. This is not to say that authors should leave history to the historians—but rather, that in the future it will be important that journalists and other academics work with historians to provide more comprehensive, critical, and cogent histories of humanity and its impacts on global climate change.

Id: 20997

Title: Media use and public perceptions of artificial intelligence in China: Evidence from an online survey

Session Type: Individual submission

Authors:

Name: Di Cui

Email: cuidi2009(at) gmail.com

Country: CN (China)

Affiliation: Fudan University

Name: Fang Wu

Email: wufangwf(at) sjtu.edu.cn

Country: CN (China)

Affiliation: Shanghai JiaoTong University

Abstract: Artificial intelligence (A.I.) is a fast growing area of innovation that draws worldwide attention. Having benefited substantially from developing Internet-related technologies, the Chinese government makes new commitments to boost the A.I. industry. With enormous investment from government and business, China is already among the global leaders in the research and development of A.I.. Though A.I. has increased in applied relevance, it is still an ambiguous and perplexing phenomenon in the public eye. Most of the Chinese public feel optimistic about A.I. and its potential benefit to the society, but they also have concerns that A.I. might bring risks (CISTP, 2018).

In contemporary societies, media play a main part in interpreting scientific progress for the public. Use of scientific media shapes how the public think and perceive new technologies. This pilot study explores the way Chinese people's risk/benefit perceptions and policy support of A.I. are linked with communication factors (i.e., traditional media and new media), cognitive factors (personal relevance, perceived knowledge) and affective factors (negative emotions and deference to scientific authority), and demographics. Data were obtained from an online survey based on a national sampling pool, from which we randomly recruited participants in November 2017. A final sample consists of 738 valid respondents.

Results show that respondents' score of benefit perception is higher than risk perception. Policy support is also high among respondents. This indicates that the Chinese public perceive A.I. to be a technology with more benefits than risks and have supportive attitudes towards it. Demographic variables have little to zero influence on dependent variables. Regarding cognitive factors, personal relevance is a consistent predictor of risk perception, benefit perception, and policy support. Perceived knowledge is not associated with any dependent variables. Deference to scientific authority can positively predict benefit perception and policy support. Negative emotions towards A.I. seem to drive people to elaborate more on the technology and therefore increase both risk and benefit perceptions. Overall, emotional factors played a more important role than cognitive factors in shaping respondents' perceptions of A.I..

Results showed that no media sources are significantly correlated with respondents' risk perception. Both traditional and online media must report major issues in favor of the government policies. Since the Chinese government is supportive of A.I., the media agenda is likely to portray

the technology in positive lights. However, media channels vary in their effects on benefit perception and policy support. Specifically, use of television and WeChat for information about A.I. are positively associated with benefit perception and policy support, but the association between newspaper use and these two dependent variables are negative. Regarding the interaction effects, a tenable conclusion is that personal relevance moderates the effects of newspaper and television use on benefit perception and the effects of newspaper use on policy support. For those with higher personal relevance, they receive less influence from television and newspaper than respondents with lower personal relevance in attitude formation. Personal relevance as a cognition-related factor could mitigate the influence of television and newspaper use.

Id: 21089

Title: The visual imagery of climate change induced migration: NGOs representations of human mobility in the context of a changing climate.

Session Type: Individual submission

Authors:

Name: Maria Sakellari

Email: sakellari(at) gmail.com

Country: GB (United Kingdom)

Affiliation: School of Media, University of Brighton

Abstract: Migration is one of the most profound impacts of climate change on the human population, but there has been little action by international policy bodies and national governments to address the issue. In the absence of government action, non-governmental organizations (NGOs) can play important roles, both raising awareness of climate change induced migration and advocating for policy reforms on this issue. Visual narratives are particularly important as most people have never experienced physically human mobility in the context of a changing climate. In this regard, this study aims to delve deeper into the underexplored but critical role that NGOs visual representations play in constructing a public narrative of climate change induced migration. It seeks to fill a gap in current scholarship on the importance of NGOs visual imagery in climate mobility discourses. The first question asked concerns the meanings of the images themselves: What do images used on NGOs dedicated websites and online blog postings show? The second question asked concerns the interplay of words and images: What is these campaigns are trying to communicate? Are the dominant discourses of climate migration in NGOs online campaigns different from those communicated by the news media, policy, and other arenas? For this purpose, this study first explores the nature of the public discourses of climate change induced migration. Then, through critical discourse analysis and using the paradigmatic case of the United Kingdom, it explores NGOs online campaigns' imagery, and how it connects with accompanying texts to construct climate migration as a discursive object. Findings show how NGOs are framing the narrative about consequences rather than causation of climate change induced migration. This limits openness to multiple ways of thinking about human mobility in the context of climate change. It also puts in question the ability of NGOs climate advocacy campaigns to affect the root causes of social vulnerabilities to climate change.

Id: 21104

Title: Japanese View of Nature and Environmental Communication

Session Type: Individual submission

Authors:

Name: Miki Kawabata

Email: kawabata(at) mejiro.ac.jp

Country: JP (Japan)

Affiliation: Mejiro University

Abstract: The purpose of this research is 1) to identify Japanese view of nature with a survey data, and 2) to discuss the effective environmental communication, especially focusing on media frames about environmental issues for the sustainable future. According to the National Institute for Environmental Studies in Japan, the nation-wide opinion survey about environmental issues in 2016 showed that 39.6 percent of the respondents answered that journalists and pundits in mass media are the most trustworthy sources for environmental issues. Although mass media has been one of the main sources of the information about the environmental issues in our daily life, there is a debate if it serves as the effective environmental communicator for promoting audience's eco-friendly attitudes and behaviors. Neuman et al.(1992) found out that mass media and audience tend to employ different frames to describe and understand the same political issues in the society. If we apply this result to the environmental issues, there might be a discrepancy between the media frame and the audience frame about the issues. The attitude toward nature may affect the audience frames to understand the information about environmental problems in the media. Hayashi et al (1994) conducted a nationwide survey about Japanese view of nature in 1993 and found that those who had nature-oriented way of thinking tend to have the opinion that humans should not trim out or change the nature even for the maintenance. They argued there were more people who think nature should be untouched by humans and less people who think nature should be controlled by humans than 10 years before. When mass media brings up the issues about environmental exploitation or preservation, it covers the issues mostly without considering those audience's views and attitudes. In order to identify the attitude structure toward nature and environment in Japan after 25 years from Hayashi et al.(1994) 's study, an online survey was conducted to the sample of wide range of age groups in Japan in early 2019. The author analyzes the result and discusses the current Japanese view of nature and attitude toward environmental issues, and compares the result with Hayashi et al. (1994). Conclusively, the author discusses what kind of media frames should be used for better environmental communication in Japan.

Id: 21112

Title: New media, new practices' The potential to bridge gaps in public understanding of environmental issues through critical digital practices

Session Type: Individual submission

Authors:

Name: Trish Morgan

Email: trish.morgan(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: This paper reports on findings from a project, funded by the Environmental Protection Agency of Ireland, that engages with alternative digital media perspectives on communicating environmental issues.

In terms of public understanding of environmental matters, this paper acknowledges that the media are key drivers. However, they have been revealed to be compromised in terms of commercial and content-related pressures (Morgan 2017; Hansen & Cox 2015; O'Neill 2013). Furthermore, the 'framing' of environmental stories in the media can be problematic, with issues of 'false balance' diluting the perception of the scientific consensus on climate change (Ashe 2013; Boykoff 2013; House of Commons Science and Technology Committee, 2014). However, perhaps the most significant recent and developing threat has been the rise of right-wing nationalism and populism, and its effects on communication of environmental issues (Carmichael and Brulle 2018).

Therefore, knowledge gaps in the public understanding of environmental matters are complex, with questions around the efficacy of traditional and digital mainstream media to bridge those gaps. As critical communication perspectives show, there exist significant and growing power relationships between the industrial and commercial producers of culture, and the audience. Critiques of such commercialisation are well-established, ranging from Adorno (1991/1936), in relation to so-called 'mass' media, to Fuchs (2012) and Shimpach (2005) who critique the enclosure of user data for the purposes of selling it for profit in digital contexts.

This paper contends that there exists an opportunity to bridge a knowledge gap in public understanding of environmental issues, by using digital cultural practices in ways that are engaging and informative. The project also argues that the threats posed by ecological crisis are vast enough to challenge ideas of the 'two cultures' (Snow 1956) of separate disciplines of the 'affective' humanities and the 'rational' sciences, and require problem-solving on both fronts. Therefore, there exist opportunities to increase public awareness of environmental issues by working with scientific or environmental data in non-commercial ways. Cohorts such as 'critical makers' engage with issues of enclosure, they champion free and open-source software and are concerned with collaborative practices and sharing (Morgan 2012; Parikka 2013; Dieter 2014; Wakkary et al 2015). They are a cohort of technically skilled practitioners who also have concerns with the social, economic, environmental and ethical dimensions to technology (O'Neill, forthcoming). Such practitioners are therefore in a unique position to investigate the role of urban data and sensing

including 'smart' infrastructure, while also communicating environmental issues in alternative ways.

From the critical communications perspective therefore, the relationship between digital media and the environment is potentially positive, once we acknowledge certain digital practices as a cultural domain that can use technology as a tool, yet also be critical of it. Makers, hackers, and critical engineers can contribute to discourses of the role of technology (networked and physical) in societal contexts. Such practices can move beyond traditional discourses of the role of media in communicating environmental issues, and consider radical alternatives to digital communication of such urgent issues.

Id: 21202

Title: #mybloodywaste Environmental activism with tampons, pads and no blood and the potential of Ecoculture Jams in pedagogy and practice

Session Type: Individual submission

Authors:

Name: Franzisca Weder

Email: franzisca.weder(at) aau.at

Country: AT (Austria)

Affiliation: University of Klagenfurt, Dep. for Media and Communication Studies

Abstract: As media and communication scholars we're fascinated by frames, practices, and symbols used in public discourses. Culture jams are acts of creative resistance to hegemonic messages and dominant claims in the public sphere, are a form of activism that relocates existing connections of power, meaning and common ways knowledge is represented, perceived, and practiced (Lasn, 2000; Milstein & Pulos, 2015). With Milstein, we position ecoculture jams as specific forms of "envirosocial activism" to inform creative and playful activist tactics and engage students as well as teachers in change agent-focused learning. Thus, an ecoculture jam can be described as higher education assignment in environmental studies but as well in communication studies with a focus on environmental issues, sustainability and climate change or risk communication. Furthermore, this specific problem-based learning project collaboratively generates transformation in environmental communication (Woodside, 2001; Nome, 20012; Dery, 1999).

In 2018, after debating a variety of communication strategies to engage the public in raising awareness about environmental problems as well as solutions, mainly debating waste and problematizing plastic packaging, a group of students in my environmental communication class used an ecoculture jam as creative mean to "create cracks in underlying systems of power, and to promote unsettling moments of reflection and debate" (Milstein & Pulos, 2015, p. 397; de Certeau, 1988). Over the two-semester course, the students became acquainted with the issue of female hygiene products, practices of wasting the (plastic) packaging, negative framing as well as stigmatization and taboos communicatively woven around this issue in the public. With the ecoculture jam entitled #mybloodywaste, the students got engaged to create an "unsettling moments of reflection and debate" and stimulate further communication.

With a funding from the University we bought 17.000 products, more precisely 311 boxes of tampons and pads (amount an average woman needs throughout her lifetime) and stapled it in the inner city of our town, together with an invitation to all people passing by to join in (direct communication) and stimulation of the discourse via social media and comments in newspapers (indirect communication). Afterwards, the products were donated to a social organization and the stimulated discourses were analyzed.

Overall, with the ecoculture jam, students were supported and motivated to take action, mobilize, and actively engage with their environment by creating moments of disequilibrium where change can happen, stimulating consciousness, reflexivity on contested truth and critical awareness of human rights (Darts & Tavin, 2010; Harold, 2007).

In our contribution and with the #mybloodywaste-example, we put ecoculture jams up for discussion as being particularly relevant for environmental communication scholars, pedagogues, and practitioners, feeling their “ethical duty” (Cox, 2009) in search for innovative teaching methods with a social and environmental impact.

Id: 21283

Title: La communication environnementale à l'épreuve de la dimension éthique. Un essai de reconstruction symbolique

Session Type: Individual submission

Authors:

Name: Oumar Kane

Email: kane.oumar(at) uqam.ca

Country: CA (Canada)

Affiliation: -- Département de communication sociale et publique Université du Québec à Montréal (UQÀM) Montréal, Québec, Canada

Name: Aimé-Jules Bizimana

Email: aime-jules.bizimana(at) uqo.ca

Country: CA (Canada)

Affiliation: Université du Québec en Outaouais

Name: Ahmed Al-Rawi

Email: aalrawi(at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: L'importance de la communication portant sur les changements climatiques fait intervenir une multiplicité d'acteurs en compétition pour l'interprétation légitime des observations faites par la science du climat. Lorsqu'on analyse les discours sociaux sur cette problématique, l'impression première est que les contenus discursifs ordinaires sont beaucoup moins consensuels que les discours savants et institutionnels sur la question des changements climatiques. La manière dont ce fait a été analysé a été prioritairement de pointer un déficit de compréhension. Par conséquent, un travail d'information, d'éducation et de vulgarisation a été identifié comme la solution au problème que constitue le « manque d'informations » lié à la question climatique contemporaine (Wolf et Moser, 2001).

Cependant, d'autres chercheurs ont montré que la dimension cognitive ne saurait à elle seule rendre compte des attitudes puisque dans certains contextes, des individus éduqués et bien informés sur la question adoptent malgré tout un déni des changements climatiques. Dès lors, la corrélation entre information et attitude ne saurait être inférée de manière systématique. C'est pour remédier à ce problème que certains chercheurs ont critiqué la thèse du déficit de compréhension pour proposer à la place un modèle du cadrage socioculturel en vue de rendre compte de manière plus circonstanciée des différentes attitudes. Dans le cadre d'une étude menée par le Yale Program on Climate Change Communication sur plusieurs années, les chercheurs ont ainsi pu segmenter la population américaine en six profils spécifiques relativement à leurs croyances et attitudes face aux changements climatiques (Leiserowitz et al., 2009). L'intérêt de cette partition est de ne plus mettre uniquement l'accent sur l'accès à une information factuelle, mais également de tenir compte des croyances et des cadres interprétatifs des personnes.

Dans notre communication, nous partirons de l'important travail de Hulme (2014) pour analyser les différentes visées éthiques portant sur les changements climatiques. Ce chercheur soutient que le

changement climatique est plus un phénomène politique et culturel qu'environnemental et distingue quatre thèmes récurrents dans les discours portant sur le climat à l'heure actuelle : la perte (du passé), la peur (du futur), le désir (de maîtrise) et la justice (sa poursuite). Cette dimension symbolique servira de trame en vue de déterminer dans quelle mesure elle est susceptible de rendre compte des récits identifiés dans notre corpus. À travers ces tropes narratifs, il s'agirait ultimement de lire les discours analysés comme des instanciations éthiques d'un métarécit dans une conjoncture historique où les individus et les communautés effectuent une transition à la fois matérielle et symbolique en réponse à un contexte de crise majeure.

En recourant à une analyse de contenu thématique, nous analyserons ensuite cette typologie symbolique à la lueur des différentes éthiques de l'environnement identifiées que sont l'anthropocentrisme (centré sur les intérêts de l'être humain), le biocentrisme (centré sur la préservation de la vie) et l'écocentrisme (centré sur l'interdépendance des systèmes naturels et sociaux).

Id: 21325

Title: Transgenic Maize vs. Organic Farming: An Analysis of Greenpeace Mexico's Discourse on Food Security, Food Sovereignty and the Right to Food

Session Type: Individual submission

Authors:

Name: María Luisa Azpíroz

Email: mazpiroz(at) up.edu.mx

Country: MX (Mexico)

Affiliation: Universidad Panamericana

Abstract: At the World Food Summit convened by the Food and Agriculture Organization of the United Nations (FAO) in 1996, it was established that “food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life.” The concept of food sovereignty was developed as an alternative to the neoliberal model of development and industrial agriculture based on free trade, where some critics have placed the concept of food security. The initial definition of food sovereignty is attributed to the transnational organization Vía Campesina which, at the Alternative Forum to the 1996 World Food Summit, described it as “the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agricultural systems”. Other critics have associated the concept of food sovereignty with a Marxist view of the political economy. For its part, the human right to adequate food is a legal concept that protects the rights of all human beings to feed themselves with dignity, either by producing their own food or by acquiring it. This right is included in the Declaration of Human Rights of 1948 and in the International Covenant on Economic, Social and Cultural Rights of 1966, and has been recognized in various national constitutions, including the Mexican Constitution since 2011.

Scholars have stated that Greenpeace often takes a double position in the face of confrontations between the supporters of liberal globalization and the alter-globalist militants. For example, it is present as a negotiator at WTO summits and economic forums such as Davos, but also as a participant in the corresponding counter-summits (Fréour, 2004). This research analyzes Greenpeace Mexico's discourse on the concepts of "food security", "food sovereignty" and "right to food", to determine their position at this regard. The methodology consists of a qualitative and quantitative analysis of Greenpeace Mexico's press releases and articles that include these concepts. First, the approach to framing of Benford & Snow (2000) is applied. These authors consider that the framing process addresses three functions: diagnostic framing (describing the current situation); prognostic framing (describing what should be done); motivational framing (clarifying why the suggested measures are necessary). The analysis also includes the allocation of responsibility (guilt and responsibility to act). In a second process, the terms that are most repeated in each framing function are identified. The analysis, which covers a period of ten years (2007-2017), reveals that in the case of Greenpeace Mexico, the three concepts are employed in parallel to argue about a very specific and still current topic: the threat that transgenics crops (especially transgenic maize) from big biotechnological companies represent for Mexico, and the solution that lies in ecological agriculture.

Id: 21485

Title: Analyzing theme penetration from specialized to non-specialized discourses with NLP: the case of the IPCC Special Report Global Warming of 1.5 °C

Session Type: Individual submission

Authors:

Name: Andrea Catellani
Email: andrea.catellani(at) uclouvain.be
Country: BE (Belgium)
Affiliation: Université catholique de Louvain

Name: Thomas François
Email: thomas.francois(at) uclouvain.be
Country: BE (Belgium)
Affiliation: Université catholique de Louvain

Name: Patrick Watrin
Email: patrick.watrin(at) uclouvain.be
Country: BE (Belgium)
Affiliation: Université catholique de Louvain

Name: Julie Matagne
Email: julie.matagne(at) uclouvain.be
Country: BE (Belgium)
Affiliation: Université catholique de Louvain

Name: Pierre Fastrez
Email: pierre.fastrez(at) uclouvain.be
Country: BE (Belgium)
Affiliation: Université catholique de Louvain

Abstract: Discourses as scientifically sharp and socially influential as the IPCC reports raise the question of their relationship with non-specialists discourses on climate change. IPCC reports are officially aimed at governments (IPCC, 2019), and their reception by the general public is certainly filtered by legacy media (O'Neill et al. 2015; Painter, 2014; Kunelius, 2017) and shaped through social media (Pearce et al., 2014; O'Neill et al., 2015). Social media discourses are known to be sometimes polarized and over-simplified, and one can expect such discourses to focus only on some of the IPCC reports topics.

In this research, we use natural language processing (NLP) techniques as well as a qualitative analysis to identify the main concepts and topics in the Special Report Global Warming of 1.5 °C by the IPCC (2018) and track their presence and recycling in a sample of the general public discourses on social media. Our aim is to understand how topics covered in the last published IPCC report are represented in social media discourses, as a step towards a deeper understanding of the appropriation of specialized discourses on climate change (like IPCC documents) by the general public.

The contribution of this communication is twofold. First, whereas other NLP-based investigation of climate discourse have mainly relied on Twitter data (O'Neill et al., 2015; Newman, 2017; Yagodin et al., 2018), our approach will make use of a different type of digital media data, namely Reddit. Reddit is a social platform where news and opinions are shared and debated. As such, it can be a valuable source of data on climate change discourses, and also provides new perspectives in relation to Twitter-based analyses. Second, previous studies have carried out rather limited topic analyses of Tweets, either manually classifying a small sample of Tweets into a few categories (Newman, 2017) or using the most frequent hashtags as topics (O'Neill et al., 2015). In this study, we have developed a system able to detect all concepts listed in the official glossary of the Special Report Global Warming of 1.5 °C (<https://www.ipcc.ch/sr15/chapter/glossary/>), which offer a much more representative outline of the topics occurring in IPCC reports than hashtags (which already reflects biases). The distribution of these concepts will first be compared across the whole IPCC 1.5 °C report, the 1.5 °C report's "Summary for Policymakers", and the subreddits threads related to climate issues. In a second step, we will automatically cluster these concepts into larger themes, based on the Doc2Vec similarity methods (Le et Mikolov, 2014) and compare their distribution on the three above corpora. Finally, a sample of threads will be manually analysed in order to shed light on the results obtained by the automatic approach.

Id: 21549

Title: News Construction of Community Resilience: Comparing National and Local Responses to Hurricane Florence.

Session Type: Individual submission

Authors:

Name: Lola Xie

Email: wox5026(at) psu.edu

Country: US (United States)

Affiliation: The Pennsylvania State University

Name: Juliet Pinto

Email: jzp726(at) psu.edu

Country: US (United States)

Affiliation: The Pennsylvania State University

Name: Heather Froehlich

Email: hgf5(at) psu.edu

Country: US (United States)

Affiliation: The Pennsylvania State University

Abstract: In an age of accelerating climate change, extreme weather events have caused tremendous economic, social and emotional losses and have also brought public attention to the need for increased community resilience in coastal areas (Lumbroso et al., 2017). More challenging tasks will be posed on coastal communities as the frequency and intensity of extreme events and their associated threats such as storm induced flooding may drastically change from historical levels (Spanger-Siegfried et al., 2014). Across the world, communities vulnerable to such events face challenges in terms of their abilities to withstand and recover from such events. The term “community resilience” has gained traction in recent years by risk management scholars and practitioners to mean the ability of a community to prepare for, respond to and recover from disruptions (Lumbroso et al., 2017).

Yet whether news accounts discuss dimensions of resilience or bring attention to the agency of individuals in making their communities resilient in the face of a devastating storm is less understood. Not only do news media serve as sources of information for vulnerable populations, but also understanding how their socially constructed news content discusses resiliency can provide a lens into the portrayals of socio-ecological realities published to global publics during times of natural disasters (Dhakal, 2018; Gortner & Pennebaker, 2003).

The goal of this study is to understand how community resilience was constructed and framed by both national and local media outlets during the event of Hurricane Florence, which struck the U.S. East Coast in September 2018, leaving numerous communities devastated not only by the force of the storm, but the ensuing storm-related flooding. By analyzing language surrounding community resilience in news accounts from CNN, USA Today and the Wilmington Star News, we examine how different dimensions of resilience were constructed and discussed, including dissemination of

risk information, public perception of potential risks, community readiness and capacity, and the adaption and learning process at different stages of the storm. Moreover, we are able to identify differences in narratives and perspectives taken by media outlets at different scales and for differing audiences.

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Id: 21551

Title: "Menyama Braya" on Digital Media: A Study of Disaster Communication in Bali, Indonesia

Session Type: Individual submission

Authors:

Name: Dian Tamitiadini

Email: diantamitiadini@ub.ac.id

Country: ID (Indonesia)

Affiliation: Universitas Brawijaya

Name: Pratama Yudha Pradheksa

Email: pyudhap@vt.edu

Country: ID (Indonesia)

Affiliation: Euthenics Research Association

Abstract: In disaster communication, local wisdom has an important role in emerging successful cultural mitigation. Menyama braya is a local value of Balinese traditional society that emphasizes living in harmony with social life and environment. This spirit is driven by Balinese's belief in dealing with disaster. Since the eruption of Mount Agung in November 2017, the Bali local government together with Indonesia disaster management agency promoted menyama braya as a disaster communication approach. Along with Information Communication Technology (ICT), menyama braya has been emerging to greater possibilities of integration of the different communication systems. This paper aims to discuss how menyama braya spirit encounters ICT. In addition to intensive interview with the Bali Regional Board of Disaster Management (BPBD), head of Klian Banjar, and the local society and the document analysis, the author conducted content analysis on the internet, related to the Mount Agung eruptions. The result of the research has demonstrated the shift of menyama braya as disaster communication. Before using ICT, indigenous communities adopted menyama braya as face to face communication as well as their main and genuine channel. Menyama braya was a direct communication practice in order to reduce potential risk through spiritual belief. However, rather than reducing risk, it placed the society at high risk situation which is closed to the eruption. Lately, the Bali local government initiates ICT as supporting channel. the Bali local government and indigenous communities adopt menyama braya spirit in a new ICT platform. With the development of computer mediated communication theory, I found a phenomenon in digital society that emphasizes "click and share" about the disaster information which is also well known as slacktivism in online media to show their empathy and solidarity. This research argues that communication technology can shift the public perspectives and participation on menyama braya. Lastly, this paper highlights public involvement on disaster communication through digital media has become a new presentation of menyama braya.

Key words: risk communication, communication technology, disaster communication

Id: 21589

Title: We are not white men: A visual discourse analysis of websites from companies with bad environmental reputation

Session Type: Individual submission

Authors:

Name: Priscila Medeiros

Email: prismuniz(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Alagoas (UFAL)

Name: Isaltina Maria Gomes

Email: isaltina(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Pernambuco (UFPE)

Abstract: In the present study we aimed to visually analyze the institutional websites of multinational companies with bad environmental reputation. Our main goal was to identify common strategies of image repair. Methodologically, we decided which enterprises would integrate the corpus first by choosing three lines of business that are commonly considered environmental harmful: biotechnology, petrol and mining. As a second step, we examined the Harris Polls reputation quotient from 2015 to 2018, listing the biotechnology/petrol/mining enterprises that, in any of the studied years, had less than 65.00 points, what is considered a low quotient (poor, very poor or critical). We reached a list of four multinationals: ExxonMobil, Halliburton, Monsanto and BP. The first common feature between the websites has to do with the fact that, because of the chosen lines of business, such websites are not focused on selling final product to the consumers, what explains why the images used in its communication are not similar to advertisement images (creation of dreams). Rather, such images have the aim of building an identity to the company, to humanize it and to represent it for the world. A first result was that all the companies tend to try to associate their images to an idea of diversity by choosing pictures that shows both men and women of different ethnicities as workers/consumers. They rarely show images of white men alone, what can indicate an attempt to escape from an image of elitism and privilege. Still, in the sections about leadership or management, almost all the pictures show white men. All the enterprises have sustainability sections or topics in their websites, and, in our research, we identified that most of the human images in such sections are from women. Such result shows that the studied enterprises tend to associate environmental issues to the female figure. Theoretically, we connected such tendency to a historically perceived division between male and female that associates the first to culture and the second to nature (Merchant, 1989). Also, popular culture and advertisement have created another dichotomy: men-violence versus women-fragility (Katz, 2003). Since such enterprises are often accused of violence against nature, the women images could soften such reputation. Our theoretical approach focuses on the fields of environmental communication, public relations and image repair and image studies.

Id: 21642

Title: Comparing Nigerian and Turkish media coverage of climate change

Session Type: Individual submission

Authors:

Name: Defne Gunay

Email: defne.gunay(at) yasar.edu.tr

Country: TR (Turkey)

Affiliation: Yasar University

Name: Emre İşeri

Email: emre.iseri(at) yasar.edu.tr

Country: TR (Turkey)

Affiliation: Yasar University

Name: Metin Ersoy

Email: metin.ersoy(at) emu.edu.tr

Country:

Affiliation: Eastern Mediterranean University

Name: Adeola Abduleef Elegu

Email: eleguadeola(at) gmail.com

Country:

Affiliation: Eastern Mediterranean University

Abstract: Climate change mitigation using market solutions and technological solutions (such as carbon trade, financial credits) has been frequently covered in climate change debates particularly in intergovernmental organizations like UN, and the developed countries that have had mitigation obligations since the Kyoto Protocol. We are interested to analyze if this mitigation discourse is reproduced in the news media of the developing countries, which did not have mitigation obligations in Kyoto. It is expected to see mitigation covered extensively in developing countries media, as they had the obligation to mitigate. Hence, the literature on media coverage of climate change focussed extensively on developed country cases, leaving developing world understudied (Thaker et al., 2017, p. 2; Uzelgun & Castro, 2015, p. 734). But if Nigerian and Turkish newspapers also use mitigation frame more than adaptation and system transformation frames, it is an unexpected finding. Nigeria and Turkey are both emerging economies with high carbon emissions, both with similar climate change vulnerability rankings, both with similar freedom of the press scores. They are however different as Nigeria is a carbon exporter country while Turkey is a carbon importer. As carbon importing could lead a country to advocate adaptation and system transformation solutions, and carbon importing could lead a country to advocate mitigation measures we chose these two countries to be able to have two countries with a key difference while most other conditions are controlled. If they both cover mitigation more than the other solutions, and if they rely on foreign sources in their coverage it means they reproduce hegemonic discourses on climate change mitigation. We conduct content analysis of the adaptation, mitigation, transformation frames used in the online editions of Turkish and Nigerian newspapers. We choose

the newspapers according to their click rates. We also code news attribution to see if foreign or domestic sources are used in the climate change-related news that we analyze. Our initial findings indicate that both Turkish and Nigerian newspapers that we analyzed cover mitigation more than adaptation or system transformation. Therefore, we contribute developing country data to the literature on hegemonic discourses on climate change (Horta, Carvalho and Schmidt 2017).

Id: 21644

Title: Contesting Drought Risk Policies in Israeli Newspapers (2001-2010): Delegitimization of Farmers and Marginalization of Environmentalists

Session Type: Individual submission

Authors:

Name: Shai Kassirer

Email: S.Kassirer(at) brighton.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Brighton

Abstract: This paper uses a risk conflict perspective (Maesele, 2015) to analyze contesting discourses over hydro-policies in Israeli newspapers during drought periods, to identify strategies of depoliticization and delegitimization of political actors and social groups participating in the policy debate.

The risk conflict perspective examines public debates over definitions of environmental risk and responses to uncertainty by social actors selectively using competing knowledge statements motivated by the convergence of scientific/economic rational claims, values and interests (Maesele, 2015). Coming from a politicized approach which understands risk conflicts as a form of political conflict, and its media representation as another arena of contestation, this paper is interested in revealing aspects of the coverage contributing to depoliticization of the debate. Depoliticization is the process of transforming an issue of ideological contestation into a matter of administration, when expert rationales (economic, scientific or legal) navigate decision making instead of political positions or values (Wilson & Swyngedouw, 2014). In recent years, emerging literature has started to identify and critique the depoliticized nature of environmental discourse, especially in the news (Hammond, 2018). The focus in this study upon Israel offers insights from an understudied area in both the field of environmental-risk communications and depoliticization.

This paper examines discursive practices of depoliticization through a case study of Israel's hydro-policies and their newspapers' representation. Since the turn of the century, the Eastern-Mediterranean has experienced three long droughts (1999-2002, 2004-2011 and 2014-2018), which increased existing national and regional tensions caused by already scarce water resources. Employing the risk conflict perspective, this paper asks which political actors, policies and ideologies enjoyed privileged positioning in the press and which voices were silenced? Moreover, it examines discursive elements in the coverage which contributed to delegitimization and depoliticization of the marginalized voices. This paper introduces selected findings from a longitudinal analysis of newspaper coverage of droughts in Israel during 1990-2017. The analysis was conducted by using critical discourse analysis and data included 850 of articles published in Yediot-Aharonot (a popular paper) and Haaretz (an elite broadsheet). This presentation will concentrate on findings from two pre-identified critical discourse periods (2001-2002 n=433; 2008-2010 n=417), during which two state commissions of inquiry operated to re-evaluated Israel's hydro-policies.

Four competing discourse-coalitions were identified in the press: Economic, Nationalistic-Agricultural, Environmental and Local-Social, each offering different paradigms for understanding the origins of the water crisis and possible solution for it. This paper will focus on findings of discursive elements in the newspaper coverage that contributed to delegitimization and marginalization of the Nationalistic-Agricultural and the Environmental discourse-coalitions. While members of these two coalitions have presented themselves as guardians of public-goods, they were represented by journalists and the contesting coalitions as protectors of illegitimate and irrational privileges and interests. This positioning was more focused on Israeli farmers and their representing bodies, and was discursively built on the privileged position in the press of economic rationales over other values.

Id: 21789

Title: From catastrophe to economic driver: The curve of coverage of the Brumadinho and Mariana disasters in Brazil

Session Type: Individual submission

Authors:

Name: Nivea Bona

Email: bonanivea(at) gmail.com

Country: US (United States)

Affiliation: Independent

Name: Juliet Pinto

Email: Jzp726(at) psu.edu

Country: US (United States)

Affiliation: Pennsylvania State University

Name: Paola Prado

Email: pprado(at) rwu.edu

Country: US (United States)

Affiliation: Roger Williams University

Abstract: On Jan. 25, 2019, the tailings dam #1 at Córrego do Feijão (Feijão Stream) that held waste from iron-ore mining activity collapsed near the town of Brumadinho, located in the Brazilian state of Minas Gerais. The collapse allowed a river of muddy toxic sludge to cascade down the hillside; the disaster left dozens dead and hundreds remain unaccounted. The contamination so far has polluted the Paraopeba river, destroyed uncounted animals and impacted urban, riverine, and indigenous communities who depend on the river and its waters. The dam collapse at Brumadinho happened just three years after a similar tailings dam collapse in the town of Mariana disaster that killed 19 people, left thousands without homes, and decimated the Doce River ecosystem; the ensuing contamination left thousands without drinking water or work centered around fishing industries, as it flowed miles down beyond the Atlantic Forest biome and into the Southern Atlantic Ocean's most pristine preserved area of biodiversity conservation (Fernandes et al., 2016).

In both instances, the collapsed tailings dams were operated by the Vale group, a private Brazilian conglomerate that operates in over 30 countries. One of the world's top producers of iron ore, pellets and nickel, Vale posted annual revenues of US\$34 billion in 2018 and, prior to this second disaster was valued at US\$82 billion. The two mining collapses in the span of three years garnered intense international news media attention: news accounts of the gruesome search and recovery efforts at Brumadinho reference the previous disaster at Mariana, even as others continue to discuss lingering legal and financial battles over the reparations, clean up and settlement for damages wrought in Mariana in 2015.

Whereas the preponderance in the use of official sources and episodic reporting in news accounts of environmental issues has been well established in the literature, (e.g. Anderson, 1991; Hansen, 2010), less is known of how news reporting patterns of disasters compare and contrast, use similar narrative arcs to depict suffering, invoke blame, or reposition industry claims and political fallout. We examine the patterns of source inclusion and framing practices for both disasters to provide a

model for news media narrative arcs that are presented to global publics as a means of building a framework for international disaster coverage.

We examine news stories about the tailings dam collapses at Mariana and Brumadinho published in the digital editions of major news dailies Estado de Minas and Folha de São Paulo in Brazil, and abroad in The Guardian (U.K.), The New York Times (U.S.A.), El País (Spain) during the first three months in the immediate aftermath of each mining collapse. We compare nuances across international coverage as a means to ascertaining commonalities in narrative arcs, with discussion of implications for public understanding and opinion.

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Id: 21911

Title: News framing, argument type and public engagement in rooftop solar energy: A population-based survey experiment in Taiwan

Session Type: Individual submission

Authors:

Name: Mei-Ling Hsu

Email: mlshiu(at) nccu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chengchi University, Taiwan

Abstract: Renewable energy has been considered effective means to help reduce greenhouse gas (GHG) emissions around the world. In 2018, the Taiwanese government started a nationwide program to promote and subsidize residential rooftop solar installations. Despite strong support for renewables, most Taiwanese public was poorly informed about the issue. Local news analysis also reveals that stories on renewables were mostly framed as positive economic development. This study is thus interested in exploring whether news framing and argument type could affect public engagement of renewables differently. It also aims to investigate to what extent could crucial socio-demographic and -cultural factors influence public engagement of the issue.

A population-based survey experiment was conducted on 1,009 Taiwanese adults in October, 2018. A stratified random sampling was adopted to ensure the participant representativeness of the target population by gender, age and region. A 2 (GHG emission reduction vs. economic development frame) x 2 (one- vs. two-sided argument) x 2 (gender) factorial design was used, with openness to change and altruism as the covariate. Participants were first randomly assigned to 4 (2 frame x 2 argument type) conditions to read a story on building rooftop solar community. Manipulation check showed that the conditions significantly differed: Frame $\chi^2(1, 948) = 31.43, p < .001$; argument type $\chi^2(1, 948) = 51.98, p < .001$. Two dependent variables were measured next, including willingness to learn more about solar energy and a two-item composite on willingness to install rooftop solar energy and to lease rooftop space to investors ($r = .72, p < .001$). The covariate was measured by a three-item construct on willingness to help others, concern about environment, and valuing new ideas and creativity (Cronbach's $\alpha = .61$). The above dependent variables and covariate were all measured on a 5-point scale from 1 = strongly disagree to 5 = strongly agree.

Two separate ANCOVAs were conducted to test public engagement in rooftop solar energy. Although framing and argument type did not reveal any main effects on both dependent variables, a significant interaction was found on participants' willingness to install and lease their rooftops to investors, $F(1, 1009) = 5.46, p < .05$. For participants assigned to the frame of GHG emission reduction, one-sided argument induced stronger willingness for actions than two-sided argument. The pattern was the opposite for the economic development frame. Arguments emphasizing both the benefits and weaknesses of solar energy triggered stronger willingness for actions than one-sided positive argument. Consistent with the findings on engagement in environment-friendly behaviors, women demonstrated stronger willingness to learn about solar energy than men did, $F(1, 1009) = 4.45, p < .05$. The covariate was positively correlated with both two dependent variables: Learning $F(1, 1009) = 156.34, p < .001$; Action $F(1, 1009) = 108.90, p < .001$, echoing studies extending Schwartz' values theory in predicting environment-friendly behaviors by altruism and openness. This finding implies that depending on the argument type, both economy- and

environment-related news frames could encourage public engagement in solar energy, which may lead to more effective advocates for clean energy development.

Id: 21928

Title: No such thing as a dead reef: Communicating climate change through crisis

Session Type: Individual submission

Authors:

Name: Claire Konkes

Email: claire.konkes(at) utas.edu.au

Country: AU (Australia)

Affiliation: University of Tasmania

Name: Kerrie Foxwell-Norton

Email: k.foxwell(at) griffith.edu.au

Country: AU (Australia)

Affiliation: Griffith University

Abstract: The image of Australia's Great Barrier Reef (the Reef) as a dead or dying reef has informed global understanding of the Reef since the earliest campaigns for its protection. For instance, in 1967, the first campaign for its protection challenged proposals to mine "dead" coral for agricultural fertiliser on the grounds that there was 'no such thing as a dead reef'. The campaign was notable for challenging orthodox scientific understandings of reef ecology which went informed the listing of the world's largest collection of coral reefs as a single World Heritage property in 1981.

More recently, the spectre of a 'dead Reef' after coral bleaching in 2016 and 2017 was used by journalists, environmentalists and scientists as a harbinger of the ecological devastation wrought by climate change – the Reef even had its own obituary! But the Reef is not dead and the reports of its demise, and the resulting despair and plummeting tourism numbers, makes an interesting case study to examine the relationship between contemporary trends in the nexus of global digital media, environmental policy and ecological understanding. This paper discusses how the mediated idea of a dead Reef continues to inform our understanding of contemporary environmental issues, such as climate change.

Id: 22000

Title: Social Media, Parks and Protected Areas

Session Type: Individual submission

Authors:

Name: Alison Beale

Email: beale(at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: News reports abound of the damage to national parks, protected areas and hiking trails caused by excessive and sometimes illegal visitation. The "culprits" are Instagram users and influencers who Geotag their selfies and other photos and incite great numbers of visitors to do the same. The managers of parks and other environmentally sensitive sites want increased but at the same time selective, managed tourism. Some parks managers have adopted an "if you can't beat them join them" approach in creating partnerships with volunteer social media "brand ambassadors" and with paid collaborators such as popular nature photographers, to control visitation and redirect tourists to less frequented locations.

This paper summarizes both the global scope of the problems social media are reported as posing to park administrators, and some of their efforts to turn social media into a tool for managed visitation. It acknowledges the usefulness of social media analytics in producing more accurate visitor and visitor-location data, and in remote monitoring of the condition of key environments. The paper then discusses the social media challenge and related responses to it in the context of key frameworks in the establishment, promotion and management of lands designated as parks, protected areas, etc. The frameworks to be addressed are:

- a) parks and protected areas as "spectacular", "beautiful" and "unique". Social media are not a phenomenon apart, but perpetuate an emphasis on the visual and visual technology that has been fundamental to the institutionalization of these places.
- b) social media as disrupting the legitimate management of parks, in which parks managers are the representatives of the public interest, and social media users and influencers are both consumers and commercial exploiters of a common resource. This framing overlooks the already porous boundaries (literal and figurative) between parks and commercial activity, and fails to examine exactly what "public" has been represented by parks authorities (and may be effectively challenged by social media).
- c) social media as encouraging human-centric, narcissistic behaviour that sacrifices environmental protection to technology and self-promotion. This framing calls up a particular Euro-centric view that separated humans from nature, and legitimated the eviction of (some) humans and their subsistence, and their technologies, from lands that became parks. This view is now explicitly discredited in many parks systems and is challenged in others. The framing also references the romantic (again, Euro-American) belief in the redemptive power of low-tech individualised immersion in nature, which fails to acknowledge the considerable economic and environmental cost of the technology (railway, road, air) and the reliance on institutions (park management, emergency services) and economic privilege that enables this transcendental experience.

Our nature-focussed institutions and the claimed "disruptive" capacity of social media deserve our attention together for the questions they raise about how we live with/in nature. We

need to overcome our blindspots about such fundamentals as the blurring of public and private interest in both parks and in social media, about the separation between humans and nature, and about the space between humans and our technologies.

Id: 22011

Title: Negotiating discursive spaces for food sustainability in the production of MasterChef Australia

Session Type: Individual submission

Authors:

Name: Luke van Ryn

Email: luke.vanryn(at) unimelb.edu.au

Country: AU (Australia)

Affiliation: The University of Melbourne, Parkville, Australia

Abstract: The environmental sustainability of food production, distribution and consumption is becoming increasingly pressing in everyday life (Goodman, Johnston and Cairns, 2017). Scholars such as Fischer, Haucke and Sundermann (2017), Holbert, Kwak & Shah (2003), Nulman and Özkula (2016), and Muñoz-Erickson & Cutts (2016) pose investigations into how practices of television production shape discourses of food sustainability such as ethical consumption, animal welfare, and food waste. This research presentation complements the field of inquiry into food media through the study of production techniques for MasterChef Australia, one of the most popular and long-running food television shows in Australia, with a substantial influence on purchasing habits domestically and internationally (Kirkwood, 2017).

Based on qualitative interviews with workers engaged in the production of MasterChef Australia, this paper specifically addresses the dimensions in which they negotiate issues of food politics in their daily work. This research combines actor-network theory (Latour, 2005) with pragmatic sociology of critique (Boltanski & Chiapello, 2005; Boltanski & Thévenot, 2006) to understand the food values of media professionals. A particular focus of the analysis was understanding the repertoire of justifications used by MasterChef Australia's production team, the team's responses to critique of the program's production practices, and their construction of normative discursive spaces.

Results reveal that the Coles supermarket chain was a crucial component of the production, determining many aspects of the program's environmental politics. The program may be reformed in the direction of sustainability, so long as this conforms with the needs of program sponsors. The inclusion and exclusion of particular ingredients, animal cruelty, and accessibility were key areas where informants were sensitive to food politics. The production's response to food politics is generally one of silently shifting suppliers: operating largely through market signals rather than explicitly criticizing other modes of production. MasterChef Australia's "aspirational" aesthetic provide a type of political anesthetic, numbing the production to a more explicit engagement with issues of food politics.

This paper analyses informants' justifications for the decisions they have made in specific stages of the production process of MasterChef Australia. The paper also studies where producers' values align with concerns of environmental sustainability. Informants were more engaged with artistic critiques (and questions of freedom and individuality) than social critiques (and questions of alienation and equality). This research is used to present a picture of the professional ethics at work

in informants' self-presentation, and to explore the idea of "good television" that they share, as well as what this idea omits, obstructs and precludes. Assembling a diagram of the normative frames deployed by informants is necessary to identify opportunities to align these with environmental sustainability. Overall, this paper shows how production staff on MasterChef Australia justify their approach to their work, explores vulnerabilities to critiques within the production, and illustrates opportunities for negotiating between the demands of media production and environmental sustainability.

Id: 22102

Title: Scientific and Technological Images in Popular Culture--An international Comparative Study of Scientific TV Drama

Session Type: Individual submission

Authors:

Name: Chun Ju Huang

Email: cjhuang(at) ccu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chung Cheng University

Name: Miao Ju Jian

Email: mjjian(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Chung Cheng University

Abstract: How science merged with life is an important indicator for promoting science communication and public science participation within various societies. A TV program is one of the cultural forms closest to the general public's life and is an important research topic. This article focuses on two research questions: First, to compare the science-related TV drama series in Taiwan, the US, the UK, Japan, and Korea, and then explore the extent to which scientific knowledge is integrated into popular culture. Secondly, to interview the practitioners of Taiwan's TV dramas to investigate the difficulties encountered in the popular culture industry for the integration of science into popular culture.

In terms of research methods, for the first question, the collection period was from January 2011, to December 2014, being a total of four years. A total of 105 science-related programs including seven in Taiwan, 45 in Japan, 21 in Korea, nine in the UK, and 23 in the US, were analyzed for the distribution of scientific knowledge and the image of scientists through the content analysis method. In addition, four representative medical dramas were selected, including House in the US, Medical Dragon in Japan, Emergency Men and Women in Korea, and Wake Up in Taiwan. Each of the first six episodes were analyzed, with a total of 982 scenes. For the second question, we interviewed 20 TV drama practitioners, including screenwriters, producers, directors, actors, and scientific consultants, to explore the considerations and problems of placing scientific knowledge into the programs.

The research results showed that the science-related TV drama series from different countries present different types of scientific knowledge preferences. For example, Taiwan's content subject matter is single, and all the dramas are related to medical issues. When compared to the UK and the US, there are many other different themes, such as basic science information science, natural disasters, and gene duplication. In the narrative style, there are different faces of science emphasis, for example, Taiwan and Korean highlights in scientific knowledge is relatively low, however, the US and Japan attach greater importance to the presentation and elaboration of scientific expertise in the medical scenes. In the part of drama production, the TV producers tend to think that the main essence of the drama is feelings and emotions, as science is only a possible marketing strategy, and the imagination of "science" is close to Instrumentalism. The problems of modern scientific content

are less touched on, such as the uncertainty of medical knowledge, professional barriers, and social influences, etc., which are far less included in the drama.

From the results of this study, we have grasped the basic picture of science in popular culture, and these images could make a huge impact on the public's participation in the technological society. In the next stage, we hope to further explore how the audience can perceive the scientific content presented in related programs.

Id: 22126

Title: Does storytelling help adolescents to engage in sustainable consumption' (Video presentation)

Session Type: Video Submission

Authors:

Name: Anna Sundermann

Email: anna.sundermann(at) leuphana.de

Country: DE (Germany)

Affiliation: Leuphana University Lüneburg

Name: Daniel Fischer

Email: Daniel.Fischer.1(at) asu.edu

Country: US (United States)

Affiliation: Arizona State University

Name: Hanna Selm

Email: hanna.selm(at) leuphana.de

Country: DE (Germany)

Affiliation: Leuphana University Lüneburg

Abstract: Although it is contested how strongly knowledge influences behavior change (Kollmuss & Agyeman, 2002), there is broad agreement (as expressed e.g. in SDG 4.7) that basic knowledge about sustainability is a necessary condition for citizens to act in an informed way. Media coverage is a critical means to raise awareness about sustainability issues. However, patterns of media reception are in flux, especially among adolescents (Newmann et al., 2018). Studies show a lack of interest in and understanding of traditional media news depending on personal characteristics (Eastin et al., 2015). It is thus necessary to explore alternative formats to engage adolescents in sustainability challenges.

Storytelling has been shown to be a promising approach when it comes to engaging adolescents with general news (Machill, Köhler & Waldhauser, 2006). Unsurprisingly, interest in storytelling is growing in different fields of sustainability communication (e.g. journalism, corporate or science communication). However, there is a paucity of empirical research substantiating the effectiveness of storytelling in a sustainability context, in particular regarding audience characteristics (e.g. affinities, educational background).

The SusTelling project explores how effectively narrative-style vs. reporting-style communication engages adolescents (18-22 years), and whether and how personal characteristics are influential. Informed by research in environmental psychology, journalism studies and sustainability science, it explores three questions: First, can narrative journalistic texts on sustainable consumption increase consumption- and sustainability-related intentions among adolescents compared to reporting style journalistic texts? Second, do narrative journalistic texts have different impacts on adolescents with different sustainability affinity? Third, do narrative journalistic texts have different effects on adolescents in dual vocational training?

The study employed a self-reported paper-pencil survey for data collection. Data from N=500 university freshmen from one university and N=500 vocational training students from two schools

(18-24 years) were gathered. Participants were randomly assigned one of two experimental conditions (reporting-style vs. narrative) of the same local newspaper article dealing with engagement in a Zero Waste Initiative. The effects of the storytelling approach are examined in a between subjects design: 2 journalistic style types (reporting-style, narrative) x 2 sustainability affinity (high, low) x 2 education (university, vocational training). Multivariate variance analysis (MANOVA) assesses the influence of narrative vs. reporting-style communication on behavioral intentions (i.e. individual consumption, pro-environmental engagement) and communication factors (i.e. involvement).

At the time of submission, data analysis is still ongoing. At the conference, we will for the first time present preliminary findings from our SusTelling study.

Eastin, M. S., Cicchirillo, V., & Mabry, A. (2015). Extending the Digital Divide Conversation: Examining the Knowledge Gap Through Media Expectancies, *Journal of Broadcasting & Electronic Media*, 59:3, 416-437, DOI:10.1080/08838151.2015.1054994

Kollmuss, A., & Agyeman, J. (2002). Mind the Gap: why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8, 239–260.

Machill, M., Köhler, S. & Waldhauser, M. (2006). Narrative Fernsehnachrichten. Ein Experiment zur Innovation journalistischer Darstellungsformen. *Publizistik*, 51 (4), 479–497.

Newman, N., Fletcher, R., Kalogeropoulos, A., Levy, D. A., & Nielsen, R. K. (2018). Reuters Institute digital news report 2018.

Id: 22129

Title: Understanding Corporate Environmental Communication in Greater China: A Comparative Study of Mainland China, Hong Kong and Taiwan

Session Type: Individual submission

Authors:

Name: Mengmeng Zhao

Email: sarahzhao(at) hsu.edu.hk

Country: HK (Hong Kong)

Affiliation: The Hang Seng University of Hong Kong

Abstract: In this increasingly competitive market and transparent information era, good corporate reputation has become one of the most important intangible assets for businesses. Being environmentally responsible is regarded as a strategic issue than merely an ethical consideration (Charter, 2017; Curkovic & Sroufe, 2016). Reporting pro-environmental endeavors to stakeholders has become an essential part in corporate communication (Arena, Bozzolan, & Michelon, 2015; Bhattacharyya, 2016; Chelli, Durocher, & Fortin, 2018) and one of the deciding factors of corporate environmental performance. However, as Chinese corporations play major role on the global stage, studies on environmental disclosure are still quite scarce in Chinese context.

This study examines how the leading companies in Greater China (i.e. Mainland China, Hong Kong and Taiwan) communicate their environmental values and practices on their corporate websites, which have become a primary source for companies to communicate their positions regarding environmental issues to stakeholders (Bortree, 2011; Capriotti & Moreno, 2007; Chaudhri & Wang, 2007). This research selects the three convergent-yet-divergent societies – Mainland China, Hong Kong and Taiwan – for investigation for several reasons: First, these three regions are highly interconnected for historical, cultural and economic reasons. Second, due to their particular eco-social systems, environmental responsibility could be perceived and practiced differently. Third, as Greater China has become increasingly important to global business, understanding its communication strategies will have significant implications on other countries' practices.

This study aims to compare and contrast the environmental policies and practices displayed on the websites of 338 leading companies in Mainland China (233), Hong Kong (58) and Taiwan (47), examining the commonalities and disparities of environmental values in these three regions. Data are collected from 2018 Forbes Global 2000 List (Forbes, 2018) to ensure the equivalency in company size and revenue. The focus tends to be on leading and large companies because they often wield more influence (Carroll, 2010). The eight analytical focuses are as follows:

- 1) Presence of information (Capriotti & Moreno, 2007);
- 2) Prominence of information: the position the companies display the information;
- 3) Extent of information: the number of the pages devoted to environmental disclosure (Chaudhri & Wang, 2007; Wanderley et al., 2008);
- 4) Top management support;
- 5) Elaboration on environmental values;
- 6) Environmental issues;

- 7) Institutionalization of environmental concerns (Alon et al., 2010; Chapple & Moon, 2005; Maignan & Ralston, 2002); and
- 8) External validations or certifications of environmental programs (Jose, 2007).

As the first comparative investigation of environmental communication in Greater China, this study fills the research gap in both corporate communication and corporate social responsibility fields in Chinese context. It also contributes to the growing discussion about environmental practices in emerging economies, and provides significant implications for environmental communicators.

Id: 22171

Title: Shopping online: digital platforms, networks and environmental impacts

Session Type: Individual submission

Authors:

Name: Aneta Podkalicka

Email: aneta.podkalicka(at) monash.edu

Country: AU (Australia)

Affiliation: Monash University

Abstract: Digital platforms for trading goods and services, such as popular eBay, Airbnb or Uber, have become a significant part of everyday life contexts, at the same time sparking growing public and academic debates about their real beneficiaries, business models and regulatory conditions needed to support ‘a fairer sharing economy’ (Graham and Anwar 2018). In terms of environmental impacts, they have been discussed, on the one hand, positively – through their potential to encourage re-circulation and re-use of goods and to curb material consumption by displacing ownership with access and sharing (Botsman and Rogers 2010). On their other hand, they have been critiqued for ‘corporate co-option’ of the discourse of sharing, commercialisation (Martin 2016: 157) and leading to over-consumption (Parguel, Lunardo and Benoit-Moreau 2017). More broadly, media scholars with interest in environmental studies have argued to consider media technologies as material objects – and to include media industries’ contribution to carbon emissions and waste in commentaries about the climate and environment (Maxwell and Miller 2012).

This presentation will focus on digital platforms for buying and selling physical goods and their environmental impacts. While there is much business and marketing literature available, cultural and media studies disciplines have paid less attention to online shopping and its networked infrastructure despite the practice’s ubiquity in everyday life, mediatisation and wide-ranging implications for consumption. Drawing on comparative case study research of digital retail platforms in Australia functioning at different scales and under different governance structures (e.g. Gumtree versus Facebook’s Marketplace), I will discuss their nature, organisation and practices, framing my empirical study within contemporary cultural and media studies debates on digital retail, datification (Turow, McGuigan and Maris 2015) and consumer-citizen dynamics in the contested sharing economies. The presentation will include (i) the analysis of data collected from the selected platforms alongside a review of annual reports and media commentary, and (ii) methodological reflection, to contribute to the emergent academic studies of digital retail and its environmental footprint.

Id: 22311

Title: Non-human voices and human communication: the raising ventriloquism effect.

Session Type: Individual submission

Authors:

Name: Céline Espuny

Email: celine.pascual(at) univ-amu.fr

Country: FR (France)

Affiliation: IRSIC - Aix Marseille University

Name: Andrea Catellani

Email: andrea.catellani(at) uclouvain.be

Country: BE (Belgium)

Affiliation: Université Catholique de Louvain la Neuve, LASCO

Abstract: At a conference in 2016, Peter Jackson, Sea Shepherd's president, said that we spend millions to go to Mars, but we're not able to understand non-human voices. Quite surprisingly, vegetal communication and plants as "communicators" represent today a raising theme in the media. From December 2017 to December 2018, we collected more than 15 best-selling books, documentaries, and special issues of popular scientific magazines. This opens a new field in environmental communication practice and research. In this paper, we focus on how non-human vegetal voices are given place and visibility in human communication, in connection with the questioning concerning the rights and place of non-human beings. The notion of "ventriloquism" (Cooren, 2007) can be useful in this case.

Environmental communication research has developed knowledge about the relation between non-human voices and human communication. On the one hand, there has been a slow but sure conversion of the vision of nature as "wild" and sublime into a vision in which nature is much more "entangled" with human culture (Williams, 1972). Haraway (1989) proposed a vision of nature close to an eco-centric animist vision. Cantrill and Oravec (1996) focused on the origin of the concept of the "environment", and Crone (1996), Abram (1997), Davis (1997), Sowards and Stibbe (2001) worked on the place of man in relation to nature. On the other hand, Cox (2007) and Milstein (2007, 2009) proposed a completely different analysis, which is still relevant today, pointing the importance of the reference to the "mega fauna" (emblematic mammals species) in the discourses on nature. They identified also biases, like the "Bambification phenomenon" (Milstein, 2007), which is an angelic conception of wild animals and the attribution of human characteristics to their behaviour. These various researches underline the entanglement and links between nature and culture from the point of view of communication. The works of Latour (2004, 2005) and Descola (2013) are other important contributions on this subjects from other disciplinary points of view, as is the philosophy of antispecism (Singer, 1975).

The conceptions of Nature are changing today. Berger (1980) had already pointed out to what extent the media representations of a "vibrant and lively" nature have transformed the animals into objects of observation and spectacle. Cheryl Lousley (2016) extends this comparison, using the term "charismatic life" to translate the evolution towards a permanent emphasis or even a "fetishization" of living beings: nature becomes a "collection of souvenirs" and biodiversity becomes a spectacle.

We propose in this paper to analyze in the first part the place of non-human voices communication in environmental communication research. The second part will discuss the basic findings of our content and semio-pragmatic analysis concerning the actual emergency of the theme of vegetal beings as communicating beings in media communication, using the scope of semio-pragmatics. Our semio-pragmatic analysis is applied to our corpus of more than 15 different media contents, including more than 1300 pages and 80 minutes of audiovisuals, including off and on-line media. Finally, the third part develops a discussion on a potential ventriloquist effect (Cooren, 2007).

Id: 22463

Title: Identifying and understanding attitudes towards Science of TV Professionals

Session Type: Individual submission

Authors:

Name: María T. Soto-Sanfiel

Email: maite.soto(at) gmail.com

Country: ES (Spain)

Affiliation: Departament de Comunicació Audiovisual i Publicitat. Universitat Autònoma de Barcelona

Name: Isabel Villegas-Simón

Email: isamarvillegas(at) gmail.com

Country: ES (Spain)

Affiliation: Departament de Comunicació Audiovisual i Publicitat. Universitat Autònoma de Barcelona.

Abstract: We present the results of a study funded by the Spanish Foundation for Science and Technology (FECYT/ FCT-15-9831), which aims to advance the identification and understanding of the attitudes of Spanish TV professionals with managerial responsibilities in creative, organizational and productive fields about programming and consumption of scientific content in television.

We carried out a study of mixed methods, which is presented in two subsequent and consecutive phases. The first was exploratory and qualitative (two discussion groups containing 5 participants each). It sought to know the perception of a sample of TV professionals about different aspects of science on television. This phase also allowed generating questions for the instrument applied during the second phase, quantitative and confirmatory. In turn, the aim of this phase was to magnify the perceptions obtained during the first for determining their degree of generality among members of the industry. The sample of the second phase was formed by 450 professionals (50.4% men) from 6 Spanish regions. Out of these professionals, 56.3% had university studies, 19.6% postgraduate studies, 14.5% only professional training, 5.6% a PhD and 4% secondary school training. Of these professionals, 85.5% worked in a TV channel, 7.1% in a TV production company and 7.4% in both. Finally, 72.3% declared having a productive/creative position and 24.8% a directive/ organizational position.

The main results of the study show that, generally speaking, the professionals of the sample manifest a neutral-positive attitude in most of the Likert scales used to measure their attitudes. However, the respondents show a favorable positive attitude to consider the presence of science in television to be important. They also have a positive attitude about the ideas that science in TV must offer a different vision of social problems, that it must improve the degree of literacy of society or that it must awaken scientific vocations. On the other hand, there are detected significant differences in the participants' attitudes about the role of television in scientific dissemination according to the type of audiovisual enterprise the professionals of the sample work for (production company or television channel) and the level of academic education they hold. Regarding the role

of new technologies, the professionals show a very positive attitude about the idea that science is interesting for all audiences and that the state of the science in a specific country reflects its technological development. Besides, the participants show a neutral attitude when considering that the best place for showing science content is Internet and that the proper audiovisual scientific content niche remains outside of mainstream TV. In addition, there are differences in the attitudes of the professionals according to their gender, the type of audiovisual industry they work for (production company or television channel), their level of education, the ownership of the company that employs them and its coverage/audience.

These and other results are discussed to the light of a complex theory formed by different approaches: cultivation theory, studies about the role of professionals in television, studies of attitudes as predictors of behaviors and the deficit model of scientific communication.

Id: 22593

Title: Social media communication, risk dialogue and risk governance: The consensus development between experts and laypeople in the food safety issue in Taiwan

Session Type: Individual submission

Authors:

Name: Yi-Chen Wu

Email: 032526(at) mail.fju.edu.tw

Country: TW (Taiwan)

Affiliation: Fu-Jen Catholic University

Name: Ming-Ying Lee

Email: miyilee(at) pu.edu.tw

Country: TW (Taiwan)

Affiliation: Providence University

Name: Chun-Fu Chen

Email: maco2057(at) mail.fju.edu.tw

Country: TW (Taiwan)

Affiliation: Fu-Jen Catholic University

Abstract: Risk governance is the structural response to risk, while risk communication is a crucial part of risk governance. However, there is always a discrepancy between experts and laypeople's perceptions of scientific risks. The mistrust of laypeople to scientists also increases the difficulties of risk governance and communication. Using the food safety issue as an example, this study explored the dialogue and consensus between experts and laypeople and examined the role of social media in connecting the two groups' perceptions.

Two focus group interviews were conducted in September 2016 in Taiwan to create an interactive setting for seeking dialogue and consensus among different stakeholders. The goal of focus group interviews was to develop strategies that embody civic participation in risk communication and provide important references to the government for future risk governance and communication. Each focus group consisted of the representatives of experts and laypeople, so as to stimulate more cross-group discussion and opinion sharing.

The focus group interviews yield several significant findings. Firstly, laypeople admitted the limitations of the scientific standards regarding food risks. However, they were able to actively looking for more information to eliminate the fear of uncertainty. Secondly, laypeople did not take the "absolutely safe" propaganda that the government or experts claimed with no doubt. On the contrary, clear and accessible messages can help laypeople to comprehend complicated scientific terminology. Thirdly, when experts claimed the existence of uncertainties in food safety, laypeople expressed no doubt to the experts' profession. What the laypeople care was sufficient information about the risk involved, from which they can make their own decisions in food consumption. Fourthly, civic participation was necessary for achieving consensus in risk communication. Social media were regarded as the effective platforms in building the bridge for message transmission, information exchange, rumor, and fake news clarification, food consumption guidance or food safety policymaking.

This study provided a profile of risk perceptions and a consensus between food safety experts and laypeople. Very few, if any, empirical studies have gathered the heterogeneous groups in the same setting for focus group discussion. In addition, this study should be one of the few studies that discovered the experts-laypeople consensus in the food safety issue. Future research should take a closer look at social media effectiveness in promoting experts-laypeople agreements towards scientific disputes.

Id: 22645

Title: [Panel] Roundtable: The Local and the Digital in Environmental Communication

Session Type: Panel Submission

Authors:

Name: Pieter Maesele

Email: pieter.maesele(at) uantwerpen.be

Country: BE (Belgium)

Affiliation: Dept. of Communication Studies, Faculty of Political and Social Sciences, University of Antwerp (Belgium)

Name: Joana Diaz-Pont

Email: Joana.Diaz(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

Name: Annika Egan Sjölander

Email: annika.egan.sjolander(at) umu.se

Country: SE (Sweden)

Affiliation: Umeå Universite

Name: Maitreyee Mishra

Email: maitreyee.mishra(at) manipal.edu

Country: IN (India)

Affiliation: Heidelberg University and Manipal Academy of Higher Education

Name: Kerrie Foxwell-Norton

Email: k.foxwell(at) griffith.edu.au

Country: AU (Australia)

Affiliation: Griffith University

Name: Alana Mann

Email: alana.mann(at) sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Name: Aneta Podkalicka

Email: aneta.podkalicka(at) monash.edu

Country: AU (Australia)

Affiliation: Monash University

Name: Franzisca Weder

Email: franzisca.weder(at) aau.at

Country: AT (Austria)

Affiliation: University of Klagenfurt

Name: Kenneth C.C. Yang
Email: cyang(at) utep.edu
Country: US (United States)
Affiliation: University of Texas at El Paso

Abstract: Recent changes in territorial and digital capabilities of communication pose new challenges for environmental communication, with particular impacts and consequences at the local level. On one hand, a redefinition of environmental problems is called for from the well-known maxim “think globally and act locally” to the new “think locally and act locally”. On the other, social media and the emergence of collaborative platforms having an impact on the local level are exposing multifaceted realities. In the intertwining of the local and the digital, new injustices arise but also new opportunities. Social media such as Facebook and Whatsapp trigger the emergence of social movements and local platforms to fight the effects of decisions sometimes taken at distant territorial levels and in digital spaces disconnected from the local. Apps and spatial media with georeference affect local decisions and social relations, and can provide an alternative scenario for activism, participation and risk communication. This panel explores the interplay of the local and the digital in environmental communication by addressing the following questions:

- How are digital media influencing environmental communication in the emergence of local environmental activism, networking, and political and social participation?
- What is the role of new media applications and social networking sites in navigating the local and the digital in environmental and risk communication?
- How are local environmental and social movements created or redefined in response to the new scenarios originating in digital spaces?

By presenting different answers to the above questions, the panel identifies relevant environmental communication challenges and opportunities for activism, risk and everyday practices at the local level. It examines the digital turn in environmental communication especially seen from a local perspective.

The rationale and participants of this panel are involved in a book volume with the same title that will be published in the IAMCR/Palgrave Global Transformations in Media and Communication Research series. This book volume is a joint collaboration between the Environment, Science and Risk Communication Working Group of IAMCR and the Science and Environment Communication Section of ECREA.

Id: 22658

Title: Local community development and public understanding of ecological conservation via science exhibitions: The case of Taiwan

Session Type: Individual submission

Authors:

Name: Ming-Ying Lee

Email: miyilee(at) pu.edu.tw

Country: TW (Taiwan)

Affiliation: Providence University

Abstract: Various biological species live on the earth, which maintains the relationship of interconnectedness and interdependence. Many studies have paid attentions on the environmental issues such as global warming, climate change and so on. However, most of contemporary environmental discourses seem to be on the way toward ‘modernity of ecology’, indicating the sustainable development on the conditions of technologies and economy for human beings. Speak of which, live of humankind was ultimate and only thing. Such a perspective was restricted to benefits of human beings, while was less concerned with other species in ecosystem.

For a long time, the compromise between ecological conservation and community development was an endless dispute. The ecological conservation paradigm has changed from central management to local community participation, including the approaches of community based conservation and tourism. In particular, the latter integrated science activities and tourism was expected to promote local economy as well as ecological conservation.

The aim of this study is to discuss the relationship between biological species and human beings presented via science exhibition and further analyze its implications to science communication, drawing the case of 2018 World Flora Exposition from November 2018 to April 2019 held by Taichung City government in Taiwan. The central theme of the exposition was ‘Green, Nature and People’.

Research questions were asked: what content of biological species presented in the science exhibition? What was the relationship between biological species and human beings portrayed in the science exhibition? Research methods deployed include: ‘secondary analysis’ of publicity materials such as news coverage, pamphlets, advertisements and posters; ‘participating observation’ on available visual displays and technology-assisted communication devices in the scenes; and ‘in-depth interview’ with 2 officials who were in charge of the exposition and 20 visitors who have been there. Also, this study interviewed 4 local opinion leaders who lived in surrounding communities of the exposition.

This study found that the exposition intended to advocate the intimate relationship between humanity and nature. Conservation of wildlife, for example leopard casts, was particularly addressed. In Taiwan, leopard cats were critically endangered species which once appeared in planned areas of the exposition. The exposition then utilized leopard casts as a symbolic related to conservation and heavily applied to public consumption. A cheerful and harmony future was

created in the scenes. However, the public only saw leopard cats as cute animals. They were not aware of risks and crisis of leopard cats. Therefore, this study argued that ecological conservation was transformed as commodification to benefit local community economy. Public imagination and cognition on ecological conservation of leopard cats was in need of re-construction.

Id: 22684

Title: Unlocking the power of digital storytelling for community resilience building in disaster risk communication: A case study from Australia

Session Type: Individual submission

Authors:

Name: Jenny Zhengye Hou

Email: jenny.hou(at) qut.edu.au

Country: AU (Australia)

Affiliation: Queensland University of Technology

Abstract: Multi-hazard disaster risk communication has for long been characterised by one-way information transmission from authorities and experts to public in general. While social media allow public participation in government-led disaster communication, the user-generated and shared information can be flawed in authenticity, accuracy, and lack unified coordination. In such situations, there has recently emerged a call for a ‘narrative turn’ (Kent, 2015) to disaster risk communication based on the benefits that storytelling offers. Compared to non-narratives (e.g., information summaries, reports, profiles) with explicit intentions to either persuade or inform, narratives (e.g., stories, anecdotes, testimonials) are more likely to draw audience interest, evoke emotional resonance and reduce counter-arguing. Narrative accounts of individual experience can also facilitate creating shared values within communities, and therefore enduringly change public attitudes and behaviours in disasters. Despite the usefulness of narratives, research into disaster risk communication has not yet fully explored storytelling as a particular genre to engage and empower the public and wider communities.

To remedy this deficiency, this study applies Australian ‘Resilient Queensland Stories’ as a case study to examine the use of digital storytelling for building community resilience in disaster preparedness, response and recovery. It draws on Coombs and Holladay’s (2018) Transmedia Storytelling Narrative Transportation (TNT) approach, which involves analysing how organisations (i.e., Australian Government) use multiple media to tell a series of stories around the central theme of ‘resilience’, as well as to prompt audience to contribute their own stories and co-create meanings of disaster events. Data were derived from narrative analysis of the Queensland Reconstruction Authority’s (a State government department) internal media (e.g., newsletters, publications distributed to employees) and social media (e.g., Facebook, LinkedIn, YouTube) featuring stories about ‘Resilient Queensland’ during 2017.

Based on the findings, this study argues that ongoing disasters and risks require a long-term, sustainable approach to storytelling to mobilise audience agency in building community resilience. For this purpose, government agencies and public organisations need to combine both planned (e.g., organisation-led meta-narratives) and emergent storytelling strategies (e.g., encouraging audience story contribution) to not only inform citizens of prescriptive response plans, but also educate them to be self-sufficient and resilient in disasters. To reduce compassion fatigue by telling ‘sad stories’ in disasters, it is advisable to tell full stories in ways that balance the need for facilitating audience realistic understanding of risks and also inspiring their positive attitude and behaviours.

This study contributes to enriching the existing scholarship of disaster risk communication through revealing the power of digital narratives and storytelling. It also provides practical implications to assist other nations' governments shifting from the conventional and didactic message dissemination, to strategic transmedia storytelling that engages and empowers communities in an authentic and memorable way. This submission fits well with the aim and scope of the Environment, Science and Risk Communication (ESR) Working Group.

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Kent, M. L. (2015). The power of storytelling in public relations: Introducing the 20 master plots. *Public Relations Review*, 41, 480–489.

Id: 22711

Title: Communication and memory in water governance and climate change adaptation

Session Type: Individual submission

Authors:

Name: Danilo Rothberg

Email: danilo.rothberg(at) unesp.br

Country: BR (Brazil)

Affiliation: Unesp - Sao Paulo State University

Name: Joanne Garde-Hansen

Email: J.Garde-Hansen(at) warwick.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Warwick

Abstract: Brazil has become a field of water governance experimentation where power-sharing designs are being fostered, making the inclusion of forms of representation of a number of civil society actors, who must have parity with state officials. This paper will present and interpret preliminary results of our research on how the High Tietê River Basin Committee, Sao Paulo, has been struggling to strengthen its roles in the context of climate change adaptation and declining democratic values. The core objective of our research is to understand the shareable experiences, methods and messages of participatory water governance for the benefit of communities at environmental risk with the aim to transform understanding of water through digital memory work. The main contribution will be given through the creation of actionable knowledge capable of assisting decision-making and environmental governance, developed based on organizational memories of water management and water activism stories and memories, and taking the form of contents in digital media on how personal and collective involvement with actions and policies aimed at mitigation and adaptation to climate change has been developing in the country in terms of hydro-citizenship. The Scientific and Technological Challenge is to gain access to stories, memories and narratives on two scales: the personal and the collective experiences of floods, droughts, water shortages and other potential climate change effects. This involves participatory processes involving government, regulators, stakeholders and communities in decision-making within the High Tietê River Basin Committee. Methods of research include content analysis of web based media platforms and interviews with a number of representatives of communities, businesses, water companies, municipal and state officials. Interviews use techniques borrowed from journalism, oral history and social memory. Interviewees are selected from three domains: current and former members of the river basin committee; individuals distinguished by their role in leadership of communities, businesses, water companies and public authorities; individuals directly affected by floods, droughts, water shortages and other potential climate change effects. Initial findings suggest that former and current committee members have an accurate perception of the challenges they are facing, but there is room to develop the democratic model of science communication within their management practices through advanced communication and memory work techniques.

Id: 22713

Title: Contesting truths in green criminology: Discursive deletion of responsibility from corporate crime vs opposition reading through social media.

Session Type: Individual submission

Authors:

Name: David Katiambo

Email: dkatiambo(at) gmail.com

Country: KE (Kenya)

Affiliation: Technical University of Kenya

Abstract: The news media attention to victims of corporate environmental crime vary, often, more attention is given to victims portrayed as ‘ideal’. This is worsened by the fact that many destructive practices are legal and powerful offenders are able to mute the mainstream media and shape policy definitions to condone harmful practices. This means the news media is among forces that construct social and institutional responses to corporate environmental crime and victimhood. Despite the ability of social media to substitute some mainstream media truths, no in-depth study has been done about the struggle between mainstream media ‘othering’ of victims of corporate environmental crimes and oppositional reading of such othering through social media. This presentation analyses mainstream media representations of a corporate environmental crime that led to several deaths and how this representation was challenged by Facebook users. On 10th May 2018, an embankment dam in a rural village 250 kilometres west of Kenya’s capital city, Nairobi, failed due to flood overtopping, releasing a deluge of 600 million cubic meters that killed 48, injured over 500 and caused massive destruction of property. Victims of such an environmental crime are not always recognized as victims of “crime” because their collective victimization challenges the traditional victimology approach. Although the burst dam was a non-criminal event, the incident was not an act of God as tort law can remedy to such crimes. Even with the influence of the news media over framing of white collar environmental crimes, discourses on effectiveness of tort law lack interdisciplinary approaches with efficiency of tort viewed from legal and economics perspectives, overlooking the communication fields. Using literature from green criminology, victimology and media studies, this presentation brings tort law into communication scholarship by describing how the mainstream news media attempted to delete tortfeasors liability and construct victims as underserving and how this process was contested by social media users through oppositional reading. Using burst dam case study, I describe how social media can contest mainstream media’s representations of corporate crime victims. To achieve this purpose, I use Critical Discourse Analysis (CDA) to examine how headlines of news articles in three leading newspapers in Kenya discursively deleted, suppressed, substituted and abstracted responsibility for white collar environmental crimes through nominalisation: the use of noun phrases instead of verbs and the passive voice rather than active voice to conceal tortfeasors from criminality. Secondly, I use the same approach to describe how oppositional reading by Facebook users expose discursive deletion of responsibility. Hence while mainstream media deletes responsibility through nominalisation, Facebook users re-allocate responsibility by conveying information on culpability of powerful offenders. I discuss the meaning of these findings in relation the struggle between mainstream media’s hegemonic discourses that disempower victims and the counter-hegemonic social media discourse on victimization.

Id: 22714

Title: Confidence in Science Literacy: An Experimental Analysis of Measurement

Session Type: Individual submission

Authors:

Name: Meaghan McKasy

Email: mckasym(at) gmail.com

Country: US (United States)

Affiliation: Utah Valley University

Name: Michael Cacciatore

Email: mcacciat(at) uga.edu

Country: US (United States)

Affiliation: University of Georgia

Name: Leona Yi-Fan Su

Email: lyfsu(at) illinois.edu

Country: US (United States)

Affiliation: University of Illinois Urbana-Champaign

Name: Sijia Qian

Email: sijia.qian(at) utah.edu

Country: US (United States)

Affiliation: University of Utah

Name: Sara Yeo

Email: sara.yeo(at) utah.edu

Country: US (United States)

Affiliation: University of Utah

Name: Liane O'Neill

Email: liane.oneill(at) utah.edu

Country: US (United States)

Affiliation: University of Utah

Abstract: Research suggests that media are the primary information source for knowledge on many scientific topics (Hofstetter, Schultze, & Mulvihill, 1992; Miller, Augenbraun, Schulhof, & Kimmel, 2006). Taddicken, Reif, and Hoppe (2018) identified that different operationalizations of factual science knowledge are used interchangeably in studies and that it was unknown if one measurement was more effective. Using recoded data from an online study, they analyzed three response scales representing varying degrees of confidence and found that a 5-point scale yielded the best results. The authors acknowledge that recoding the variables after data collection limited their findings and called for future experimental research to test their findings. Here, we respond to that call by presenting data from an experiment embedded in an online survey (N = 1,502). The between-subjects experimental design assigned respondents to one of two

conditions. In both conditions, respondents answered seven general textbook scientific knowledge questions, sometimes referred to as the Oxford Scale (Allum, Sturgis, Tabourazi, & Brunton-Smith, 2008). However, in one condition, responses were recorded on a 3-point scale (True, False, Don't Know); in the other experimental condition, responses were recorded on a 5-point response scale (Definitely True, Likely True, Likely False, Definitely False, Don't Know). For comparison, we recoded the 5-point scale by combining the two true categories and the two false categories. We then tested the distribution of correct, incorrect, and "Don't Know" responses by assigned condition on both a combined knowledge index and the seven individual knowledge measures.

We found evidence that participants provided with the 5-point response scale were more likely to report incorrect responses, while those with the 3-point scale were more likely to offer "Don't Know" responses across several of the individual measures. This general pattern of results was present among knowledge items with differing levels of difficulty, indicating that the pattern is not necessarily tied to the complexity of the question. We also found variations when assessing differences across demographic indicators. For example, respondents who reported higher levels of religiosity typically performed better in their factual knowledge when they were offered the 5-point rather than 3-point response scale. In a similar pattern, those with fewer science courses in their educational background generally performed better with the 5-point response scale. These findings imply that measuring factual science knowledge is more complex than previous studies suggested. Furthermore, we argue that the goals of knowledge assessment must be considered when determining a knowledge measurement as different methods result in more or less guessing and reliance on the "Don't Know" response. The implications of the significant differences in knowledge measures and findings are discussed.

Id: 22814

Title: Competing Voices: A study of the mediated conversation about access to clean water in the US agricultural heartland

Session Type: Individual submission

Authors:

Name: Kajsa Dalrymple

Email: kajsa-dalrymple(at) uiowa.edu

Country: US (United States)

Affiliation: University of Iowa

Name: Joanna Krajewski

Email: JKrajewski(at) flagler.edu

Country: US (United States)

Affiliation: Flagler College

Abstract: The U.S. heartland has become increasingly scrutinized for the negative environmental impacts of industrialized agriculture; with a primary concern being excess pollution (mainly from fertilizers) running off fields into waterways. Locally, excess nutrients from fertilizers can make it difficult for water treatment facilities to provide communities safe water for consumption; globally, these excesses result in hypoxic conditions such as those devastating the Mississippi River's outlet to the Gulf of Mexico (U.S. Environmental Protection Agency [EPA], 2016; Schnoor, 2010). Compromised water quality is a chief concern in Iowa, the state with the largest percent of its land used for agriculture in the U.S., with over 50 percent of the state's water bodies classified as impaired in 2012 (Osterberg & Kline, 2014).

Iowa's impaired water has garnered much state media attention as policy makers, environmental groups, the agricultural industry, and academics are actively communicating about the problem, and deliberating about how best to resolve it. While this breadth of attention seems beneficial by increasing public awareness, various stakeholder entities are promoting the issue differently. Rather than increasing nutrient mitigation practices, this divergence in messaging may be increasing uncertainty—possibly leading to inaction among the agricultural community (Arbuckle, Morton, & Hobbs, 2013; McGuire, Morton, & Cast, 2013). However, little empirical research exists to document and analyze these potentially competing narratives. Therefore, this study investigates the differing portrayals of Iowa's water quality and nutrient problem in prominent mainstream and agricultural media sources through thematic textual analysis. The sample consisted of 305 online news and editorial articles published between March 2015 and September 2016. A combination of qualitative and quantitative data was collected documenting the key themes related to water quality and nutrients; as well as the organizations and key spokespeople cited as informational sources. Additionally, because mass media are a key source of risk information for the public (Ashe, 2013; McCallum, Hammond, & Covello, 1991) subthemes related to the way risks and uncertainty are conveyed were also documented.

Overall, Iowa's water and nutrient issues are reported on discordantly between the agricultural and mainstream media. The agricultural media describe the problem as natural, to be expected,

completely weather dependent, uncontrollable, and not anthropogenic. These messages are stated definitively and are often backed by scientists from the state's land grant university—many of whom have strong agribusiness ties. Virtually absent are messages related to the ecological or public health threats posed by nutrient excesses. These findings should serve to remind us that depending on the media source individuals choose to consume, their understanding of environmental degradation and belief in expert consensus will be vastly different. The results of this analysis have far-reaching implications for the study and practice of environmental, science, and risk communication; and are especially relevant given the new media landscape where factual reporting seems increasingly optional. For Iowa, these contradictory messages are likely to continue to result in harsh divisions between the urban “city slickers” and rural farmers, and will do little to improve the each group's access to clean and safe water.

Id: 22820

Title: Media and climate migration: Transnational and local reporting on vulnerable island communities

Session Type: Individual submission

Authors:

Name: Anna Roosvall

Email: anna.roosvall(at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Name: Matthew Tegelberg

Email: mtegel(at) yorku.ca

Country: CA (Canada)

Affiliation: York University, Toronto

Abstract: Climate change and migration are two core challenges of our times. Increasingly they merge and constitute climate-induced migration. While both climate change and migration are global challenges, they affect local communities unevenly. Thus climate-induced migration needs to be discussed as an issue of climate justice. Here, we integrate theories on climate justice with theories on communication and justice (Fraser, 2008; Roosvall & Tegelberg; 2018; Shue, 2014), and zoom-in on media coverage of (impending) climate migration. Media coverage of climate-induced migration is severely under-researched (although see Dreher & Voyer, 2015; plus, on communication but not on media coverage: Farbotko & Lazrus, 2012; Gemenne, 2011; Methmann & Rothe, 2014). We draw on three cases concerning US islands: Sarichef Island, Alaska, home to Iñupiaq indigenous people; Isle de Jean Charles, Louisiana, home to Biloxi-Chitimacha-Choctaw Native American people; and Puerto Rico. The cases have been chosen due to their similarities and differences. There are high degrees of poverty on all islands. The indigenous peoples enjoy (potentially) specific minority status but at the same time often lack proper political representation. Puerto Rico, in turn, is characterized by politically weak status and lack of proper political representation since it is not a US state while being controlled by the US Congress. These conditions correspond to Fraser's (2008) three dimensions of injustice in varying ways: maldistribution (of economic means), misrecognition (of identity/status), and misrepresentation (lack of political representation).

The aim is to explore how (imminent) climate migration from three US islands is understood in local and transnational media; how issues of justice inform reporting on places, peoples, and perceived problems. RQs: How are connections between climate change and migration understood in the coverage and what does it have to do with media geography (local/transnational news), political geography (status issues, representation issues) and natural geography (island vulnerability, islands as parts of a global problem, etc.)? How are people who (may) migrate covered concerning redistribution, recognition, and representation (political) in local vs. transnational journalism?

We apply multimodal critical discourse analysis (Machin & Mayr, 2015) on a small selection of long articles (5/case). Results show that the transnational journalism (The Guardian) tends to infuse

global perspectives, which are crucial for climate change. These are sometimes missing in local journalism. Local journalism includes however uniquely: local geographic specificity, infrastructure and political processes; connections between diverse aspects of justice for affected peoples; and scalar integration. The latter means that a focus on the needs of people in disaster-affected areas are not motivated by what the rest of the world can learn, but rather viewed as crucial factors in themselves. There are also differences between the Puerto Rico coverage and coverage of the indigenous peoples in Louisiana and Alaska. These indicate the need for further studies exploring why climate change is recognized as cause for migration in some areas but not others (Puerto Rico), as well as what this has to do with class variations among local inhabitants, and with distribution, recognition and political representation more broadly, in stories and in policies.

Id: 23172

Title: Framing 'Biofortification' to Combat Hidden Hunger in Jamaica

Session Type: Individual submission

Authors:

Name: Colleen Connolly-Ahern

Email: cuc15(at) psu.edu

Country: US (United States)

Affiliation: Penn State

Name: Lee Ahern

Email: laa182(at) psu.edu

Country: US (United States)

Affiliation: Penn State

Abstract: Hidden hunger, or a deficiency of critical nutrients in the diet, is a scourge in several Caribbean countries, including Jamaica. The major non-communicable diseases (NCDs) associated with hidden hunger seem like something from the past: scurvy, beriberi, rickets. Sadly, many countries are seeing a reemergence of similar symptoms due to consumption and overconsumption of processed and nutrient-poor foods, especially in the developing world. Since 2004, HarvestPlus has been developing and promoting more nutritious varieties of staple crops more vitamin A, iron and zinc (the micronutrients identified as most critical by the WHO).

HarvestPlus scientists develop more nutritious crop varieties using traditional breeding techniques (no GMOs), and provide leadership in promoting adoption of these new varieties in the countries where they are most needed. HarvestPlus calls this breeding process “biofortification.” In the Caribbean, HarvestPlus is working with CARICOM, which promotes cooperation among 20 member countries in the region. In Jamaica, the initiative is coordinated through the Inter-American Institute for Cooperation on Agriculture (IICA). However, little is known about how Jamaicans might react to “biofortified” staple crops. This is critically important because of food’s relationship to culture.

In order to assess potential communication challenges, the IICA invited us to conduct in-depth focus group interviews with 24 stakeholders from social sectors that will be critical in promoting adoption of any new staple food—government agencies, education, farming, food processing, food retail and the media.

Research has shown that acceptance of food innovation are hard to predict. Negative consumer responses to food innovations occur at the organizational level, in the form of boycotts and organized protests (including active media campaigns), and at the individual level, where consumers shift behavior patterns to avoid innovations (Cavusoglu et al., 2010; Blue, 2010). Past research has shown that message-framing factors will interact with existing worldviews on public acceptance of pro-science solutions (Ahern, Connolly-Ahern, & Hoewe, 2016). The need to better understand how different message strategies resonate with different audience segments, also referred to as message tailoring, was emphasized in a recent National Academy of Sciences report,

“Communicating Science Effectively: A Research Agenda” (National Academy of Sciences, Division of Behavioral and Social Sciences and Education, Committee on the Science of Science Communication, 2016): “Research on audience segmentation needs to be replicated and extended for researchers to understand how much of an effect science communication can have, for whom, and in what contexts” (p 3-5).

Results of the 24 focus group interviews were eye-opening. The term “biofortification” proved highly problematic—participants equated it with genetic modification. Beyond the conflation with GMOs, there was strong resistance to any changes seen as “putting something into” staple foods that is “not natural” or “unbalanced.” The data provide critical insights into more productive and promising approaches to promoting more nutritious staple crops in Jamaica, the Caribbean and the world.

Id: 23218

Title: RED CIUDADANA DE SENSORES: Juntos monitoreamos la calidad del aire en Bogotá ' Colombia

Session Type: Individual submission

Authors:

Name: Oscar Fonseca

Email: ofonseca(at) javeriana.edu.co

Country: CO (Colombia)

Affiliation: Teacher

Abstract: Palabras clave: Derechos ambientales, comunicación digital, ciudadanía, comunicación móvil, datos abiertos, desarrollo colaborativo de apps.

Esta investigación se centra en la comprensión de nuevas formas de incidencia ciudadana y defensa de derechos ambientales a partir de las posibilidades que ofrece la comunicación móvil, las redes sociales y el análisis de datos abiertos obtenidos de manera colaborativa.

En Bogotá la entidad encargada del monitoreo de la calidad del aire es la Secretaría Distrital de Ambiente, a través de la Red de Monitoreo de Calidad del Aire de Bogotá – RMCAB, recolecta información sobre la concentración de material particulado (PM10, PST, PM2.5), de gases contaminantes (SO2, NO2, CO, O3).

Todo ello lo realiza con una red 12 estaciones de medición fijas y una estación móvil, es decir 13 estaciones de monitoreo, que resultan insuficientes para una ciudad con un área total de 1.776 km² y un área urbana de 307 km² y con 7.150.000 habitantes. Adicionalmente las 13 estaciones en varias oportunidades están dañadas o la página que permite el monitoreo en tiempo real está fuera del servicio, como lo reportan varios medios de comunicación.

De otro lado se ha incrementado el índice de enfermedades respiratorias por la baja calidad del aire (1).

Desde 2017 un colectivo de ciudadanos preocupados por la baja calidad del aire en Bogotá, empezaron a contactarse a partir de redes sociales y construyeron un sensor de bajo costo que permite medir la concentración de material particulado (PM2.5) uno de los más nocivos para la salud humana. Adicionalmente el sensor se conecta a un teléfono móvil y a través de una aplicación, es posible compartir los datos obtenidos en tiempo real, de manera georreferenciada, permitiendo a los ciudadanos conocer las zonas más contaminadas de la ciudad en tiempo real y de manera mucho más detallada a como lo viene haciendo las entidades oficiales. Los datos obtenidos, son abiertos, se comparten de manera colaborativa permitiendo la información, divulgación, investigación, la exigencia de derechos ambientales.

Esta investigación se esfuerza en comprender estas formas emergentes de ejercicio de la ciudadanía y ciberactivismo ambiental, mediadas por tecnologías móviles que permiten obtener grandes cantidades de datos que confrontan los datos y comunicaciones de las entidades oficiales.

(1) Environmental and occupational health research and training needs in Colombia
http://www.scielo.org.co/scielo.php?script=sci_arttext&pid=S0120-41572015000500007

Id: 23400

Title: Framing Deep Geothermal Energy on Twitter

Session Type: Individual submission

Authors:

Name: Alison Anderson

Email: aanderson(at) plymouth.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Plymouth, UK

Name: Nicola Langdon

Email: amelyj+nic(at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Plymouth

Abstract: Geothermal energy has considerable potential as a renewable technology but its widespread adoption will depend upon social acceptance, shaped in part by media framing and the local context (Stauffacher et al., 2015). The way in which media frame geothermal energy projects and the choices about what information is presented, how, and by whom, can have a critical effect on public awareness and attitudes (Entman, 1993). In the past some controversy has been generated with regard to geothermal sites such as those at Landau (Germany) and Basel (Switzerland) which were closed in part due to negative public perceptions concerning seismicity (Reith et al., 2013). Other studies have highlighted concerns over potential noise and groundwater pollution (DECC, 2013)

This paper presents initial findings from the first in-depth study examining news media framing of geothermal energy in the UK. To date scholarship on the social aspects of energy production has been dominated by public perception studies with scant consideration of the role of the media, especially digital media (Djerf-Pierre et al., 2016), so this study fills a key gap. The analysis focuses on the United Downs Deep Geothermal Power (UDDGP) project in Cornwall, South West England, examining the first two weeks following the start of drilling in November 2018. We focus here on findings from a detailed sentiment analysis of Twitter over this period, using COSMOS software. Initial analysis suggests that the geothermal project was largely seen in positive terms and framed in terms of technological progress.

Id: 23427

Title: Writing Off Nature: Tracing the Past and Future of Environmental Journalism in India

Session Type: Individual submission

Authors:

Name: Maitreyee Mishra

Email: maitreyee.mishra(at) manipal.edu

Country: IN (India)

Affiliation: Manipal University and Heidelberg University

Abstract: As India's environmental woes continue to reach unprecedented levels, the role of environmental journalism should ideally be to inform, educate, and challenge the status quo. However, particularly for the mainstream media, this is not the case. On the one hand, while most developed countries saw a decline in print publications, India saw a 60 percent increase in newspaper circulation between 2006 and 2016 (Audit bureau of Circulations, 2017). Despite this growth, in 2015, Reporters Without Borders named India (and Cambodia) as the "deadliest countries" for environmental journalists. For a country with a long history of environmental movements, particularly those triggered by the struggles and diminishing rights of the country's poor (see Guha, 2014), the shrinking space available to environmental stories is rather alarming. Friedman (2015) has argued that environmental journalism has been impacted by three factors: the internet, downsizing, and mainstreaming. The general decline in mainstream media's environmental interest (Cox, 2013) can be extended to India as well.

Media coverage of environmental news is shaped by socio-cultural, economic and political factors. India's 1991 economic reforms paved the way for neoliberal policies that have degraded natural spaces, given over control of India's environments to multinational corporations, and as Guha (2006) has argued, neoliberalism has led to seeing environmentalists themselves as an impediment to growth. Covering environmental news may sometimes mean challenging powerful corporations, governments, and others, as well as offending potential advertisers.

'Development' continues to dominate public discourse with many in India's middle class and the media viewing environmental impacts of development as less important than development itself. Media coverage of conflicts between indigenous peoples and mining corporations, for instance, has been shaped by existing perceptions of the place of indigenous (tribal) people within Indian society (the media often reiterate the view that tribal people are 'backward' and need to move closer to mainstream society) (see Mishra, 2013). The physical and cultural distance of journalists from indigenous (tribal) peoples and their environments, and the lack of emotional and cultural connection, ultimately dictates the way stories about tribal struggles against environmental change are woven.

This paper, while charting the history and nature of Indian environmental journalism, and drawing from interviews with environmental journalists, contemplates on its future. I argue that Indian environmental journalism can be divided into four phases: (i) pre-Bhopal (before the 1984 Bhopal disaster where a Union Carbide plant released toxic gas killing thousands in the Indian city); (ii) post-Bhopal (the aftermath; shaped media responses to environmental disasters); (iii) post-1991 (the

economic reforms and beyond); and (iv) post-2000 (includes the shift to digital platforms). Today, few newspapers and news media have a dedicated environment section, and Down to Earth is the only Indian magazine to focus exclusively on environmental issues. A dearth of environmental stories in the news media may not necessarily mean indifference towards environmental issues, but may instead highlight the lack of resources, financial and other pressures, and over-reliance on 'official' sources of information, among other challenges facing environmental journalism.

Id: 23554

Title: Blame the Victims If Bad Things Cannot Be Turned Good: A Framing Analysis of How Chinese Official Media Reported the Quangang Pyrolysed Carbon Nine Leakage Event of 2018

Session Type: Individual submission

Authors:

Name: Zhan Li

Email: 389059679(at) qq.com

Country: CN (China)

Affiliation: Xiamen University

Abstract: As Entman (1993) summarized, although many disciplines in the social science and humanities involves the concept of framing, the communication field is the most suitable discipline to offer a unified theoretical framework to engage in framing analysis because the modern is a mediated society that people inescapably perceive the world through the media text. Through presenting or omitting certain pieces of information, sources and ways of structuring the narrative of media text, media content producers frame the social reality for the audience. For communication researchers, to reveal how the media define problems, identify whom to blame, judge the nature of the event, and recommend solution by the media through content analysis can provide much insight of the power relationship that defies the assumed objective role of mass media in western societies. In a media system like China where journalistic objectivity is subjugated to the overtly claimed propaganda role of mass media serving the government, the official media have always framed environmental disasters as a case of “bad things turn good” because it is the exact moment that the government achieves success by correcting the bad situation (Sun, 1994; 2004). Previous research found that the most authoritative newspaper, namely the People’s Daily, has almost never covered on-going environmental disasters, but rather reported such events after the crisis is over, when news reports can sing praise of the local government (Li & Pei, 2007). Then, how would the Chinese media frame on-going environmental crisis when it is too difficult, if not impossible, to present the “bad” nature of the disaster? Adopting Entman’s (1993) theoretical framework, this paper analyzes how the Chinese media covered the Pyrolysed Carbon Nine leakage event that happened in Quangan of Fujian Province on November 4 of 2018, by identifying the frames of the problem definition, the subjects to blame, and the resolutions of future risks. Through a content analysis of all relevant news reports from Chinese newspapers and television news, the findings of this paper will show how the Chinese media framed the disaster as not serious enough and pointed the finger to the victims living near the culprit petrochemical company for not willing to move from that area in the past years. The relationship between the Chinese media system and media reporting logic of environmental disasters will also be discussed.

Id: 23628

Title: Framing and Sources: Environmental Justice in Bangladesh Newspaper

Session Type: Individual submission

Authors:

Name: jahnnabi das

Email: zamanak36(at) hotmail.com

Country: AU (Australia)

Affiliation: University of technology Sydney

Abstract: With the rapid economic development and growing population, Bangladesh is one of the most environmentally vulnerable countries in the world. In this country, news reporting of environmental issues is vibrant and vigorous, although it attracts scant scholarly attention. In fact, environmental journalism in this South Asian country is one of the least studied topics in the area of journalism research. The current study attends to this country and examines news sources in two newspapers in Bangladesh, focusing on their coverage of river systems and climate change in 2009 and 2015. This study explores various sources, such as politicians, bureaucrats, activists, and citizens, and the patterns of emphasis in the news by using these sources to understand the framing of river degradation and climate change. The aim here is to illustrate the journalists' influence in defining these environmental problems against various news sources and social actors. The analysis reveals an emphasis on political and bureaucratic sources in 2009 and on expert and citizen sources in 2015. Additionally, the analysis also demonstrates that the journalists—as actors in defining the reality—have exerted 'influence' on accentuating environmental concerns by shifting their source emphasis over time from politicians and bureaucrats to experts and citizens, thus upholding the discourse of environmental justice from varied contexts.

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Id: 23710

Title: The View from Here: Global Environmental Protest in an Age of Mediatisation

Session Type: Individual submission

Authors:

Name: Libby Lester

Email: Elizabeth.Lester(at) utas.edu.au

Country: AU (Australia)

Affiliation: University of Tasmania

Abstract: This paper explores environmental protest as it occurs within the evolving conditions of mediatisation, and how such protest forms communities that inhabit – consciously, if not physically – the places that are pressured and threatened by human activity. These protests, places and activity are simultaneously local and global, shaped as much by the translocal and transnational movement of resources, goods, people and ideas as they are by the ways each of us experiences a place, an anxiety, a loss. So too are the communities of protest, consciously formed and shaped by their members who identify as affected and/or responsible, and who claim rights to influence and interfere in outcomes. The members of these communities are ‘here’, whether they are wanted or not.

The connection between people and environment is changing. As more governments, companies and individuals scan the globe for access to primary resources such as minerals and timber, for food, power and water, and for destinations for work, holidays and homes, pressures on places and communities grow. At the same time, global environmental risks – most notably, climate change – produce new networks and unfamiliar forms of politics. We know that media and communications are integral to this change. They interact with the geographically diverse groups and individuals that now seek to influence the negotiations and decisions that affect often far away landscapes and communities. Together, they push and puncture the boundaries that contain the ‘local’ and distort the form we apply to the ‘global’. Consciousness of and empathy for other places is reconfigured by knowledge of shared risks and impact, even by a sense of belonging. ‘Communities’ are formed that transcend local places and national boundaries.

Drawing on extensive fieldwork of resource procurement and trade in the Australia-Asian region, the paper highlights ways in which this shared sense of ‘here’, with its accompanying privileges and responsibilities, is evoked, and to what outcomes for local landscapes, people and conflicts. What role do transnational corporations, NGOs and governance forums play in the formation and recognition of the ‘here’? It also asks to what extent the formation of such communities is now a pre-condition for political visibility of issues, and if so, what happens to those places, risks and conflicts that go unnoticed, are ignored or are deliberately made invisible to outside audiences? Or is it possible that these global ‘communities of concern’ are simply spectres, conjured by marketers and activists to alter our buying behaviours and pressure corporations and governments into shifting their practices?

Ethics of Society and Ethics of Communication Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19448

Title: [Panel] Sports journalism ethics in the contemporary landscape: challenging or reinforcing the 'toy department' label', Panel description

Session Type: Panel Submission

Authors:

Name: Xavier Ramon

Email: xavier.ramon(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: José Luis Rojas Torrijos

Email: jlrojas(at) us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: Special joint session between the Ethics of Society and Ethics of Communication (ETHWG) Working Group and the Media & Sport (MES) Section

In the current cluttered and increasingly complex media environment, sport content is “available from a growing range of digital, mobile media and telecommunications companies and intermediaries” (Hutchins & Boyle, 2017, p. 505). Far from traditional consideration as the ‘little brother’ of the profession, sports journalism is now a pivotal asset to attract audiences across the board and has a huge impact in society. Therefore, its task should be guided by the same professional values, ethical standards and demands for quality that apply to all journalism. The role of ethics and accountability is now deemed exceedingly important in order to counteract the notions of sports journalism being the ‘toy department’ or the ‘sandbox’ of the newsroom.

Following up the discussion from recent events such as Sports Journalism: ethical vacuum or ethical minefield (2017) or Changing the rules of the game? (2018), this IAMCR panel seeks to examine the widespread deficiencies that still erode the credibility and legitimacy of sports journalism. Current debates around ethics in sports journalism include: the dissolution of the frontiers between facts and comments, the pervasiveness of sensationalism and warlike language, the limited range of sources, the lack of diversity or the interplay between media and the sports industry. The panel will allow researchers to broaden their understanding of the many interlinked factors, constraints and tensions that currently impact on sports content, such as the escalating pressures, the expansion of practices such as clickbait or the growth of the PR industry. The session will also stimulate the dialogue on how traditional and innovative media accountability instruments can play major roles in offering guidance and helping journalists and citizens monitor and assess the quality of sports content.

Through the combination of theoretical contributions and case studies, the panel will serve as a valuable springboard to rethink the values, practices and expectations in sports journalism. It will also be an ideal venue to assess how accountability and education can help to challenge the long-held ‘toy department’ label.

Panel Chairs: Xavier Ramon (Universitat Pompeu Fabra) and José Luis Rojas Torrijos (Universidad de Sevilla).

Papers:

- 'The Worldwide Leader in Sports' under scrutiny: Analyzing how the Public Editor (2005-2018) held ESPN accountable (Xavier Ramon and José Luis Rojas Torrijos)
- Gender inequality of sports journalism in regional newspapers: an analysis of content and decision-making by sports editors (Thomas Horky)
- Ethics, commercialisation and control in Australian sports journalism (Peter English)
- Closing down the toy department? An expertise framework for how professional sports journalists can achieve good practice (Simon McEnnis)
- Violence and Gender in Sport Journalism: Some Troubling Ethical Questions (David Rowe)

Id: 19596

Title: ARTIFICIAL INTELLIGENCE (AI) AND ROBOT JOURNALISM ADOPTION:
ETHICAL CONSIDERATIONS FROM A DEVELOPING COUNTRY'S PERSPECTIVE

Session Type: Individual submission

Authors:

Name: Olusegun Ojomo
Email: ojomoo(at) babcock.edu.ng
Country: NG (Nigeria)
Affiliation: Babcock University

Name: Victor Ikem
Email: victorikem81(at) gmail.com
Country: NG (Nigeria)
Affiliation: Babcock University

Abstract: The last two decades have seen Artificial Intelligence (AI) assuming growing roles globally. It flaunts attractive prospects for society in general and journalism in particular, a situation which has led to the adoption of robot journalism by several media and allied organizations. Narrative science, as it is called, employs automated journalism software to produce news stories in niche fields like sports, finance and real estates, and is now making a bold entry into the political arena. (Morozov,2012)

The reality of artificial intelligence is not without some apprehensions and panic by communication scholars and practicing journalists who have raised concerns about conceding the critical job of news gathering and reporting to sophisticated computer algorithms. (Levy, 2012).

Although automated news reports have proved to be 99% reliable, (Crespo, 2018), a number of issues with particular peculiarities to developing countries still exist.

This work is a discourse of cultural and ethical issues of adoption of Robot journalism in a developing country like Nigeria. It explores the positives, the negatives of AI-enabled journalism, taking into account known socio-cultural variables of developing countries' environments.

Using the Technology Determinism, and Diffusion of Innovations theories as backdrops, the authors obtained secondary data from online and library sources for analysis.

Preliminary results show that the imbalance in global technology and infrastructure is defining the state of the mass media and the use of artificial intelligence, thus, there have not been compelling and urgent motivations to adopt AI in journalism practice in Nigeria.

Automated news writing and distribution is a capital-intensive project which media organizations in Nigeria and several developing nations are currently unable to execute due to lack of funds. There is also the absence of requisite training programmes and systems to produce experts capable of developing and deploying appropriate local-needs-based technology for Robot journalism. The

paper has some suggestions for accelerating the adoption of artificial intelligence in journalism practice in developing countries.

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Id: 19610

Title: Destination Babel: communication and responsibility

Session Type: Individual submission

Authors:

Name: Isaac Nahon-Serfaty

Email: inahonse(at) uottawa.ca

Country: CA (Canada)

Affiliation: Department of Communication, University of Ottawa

Abstract: In this paper, we propose a contemporary reading of the Tower of Babel myth based on three interpretative keys: the particular translation of the Hebrew text by André Chouraqui (1989), the rabbinical comments of the Biblical story (the so-called Midrash tradition but also the Talmudic interpretations) (Elkaïm-Sartre, 1982; Maruani & Cohen-Arazi, 1987), and the Ethics of responsibility of the philosopher Hans Jonas (1984). The main objective of this hermeneutic exercise is to set the foundations of an ethic of communication that takes into account the notion of a global community formed by those who “speak the same language”; the foundation of the city and the construction of the Tower as the deployment of the technical knowledge that claims to be “supernatural”; the desire to dominate God or the Nature, as the expression of a will to achieve total or totalitarian domination; and the consequences of such enterprise of global communication where the community united by “one language” becomes impossible. This reading of the Tower of Babel myth is especially relevant in the context of the emergence of powerful communication technologies based on artificial intelligence, algorithms and the manipulation of big data, that threatens to make humans irrelevant (Harari, 2015).

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Id: 19673

Title: Ethics and Journalism in Central Asia: How Journalists Act

Session Type: Individual submission

Authors:

Name: Bahtiyar Kurambayev

Email: b.kurambayev(at) kimep.kz

Country: KZ (Kazakhstan)

Affiliation: KIMEP University

Name: Eric Freedman

Email: freedma5(at) msu.edu

Country: US (United States)

Affiliation: Michigan State University

Abstract: A great deal of research has been done about ethics in journalism and media studies globally but Central Asia has been largely omitted from these peer-reviewed debates. To help fill this gap and reduce the imbalance in ethics scholarship, the main objective of this is to comparatively analyze professional ethical perspectives in Central Asian journalism. Specifically, this study seeks to understand regional interpretation and practice of ethics in journalism by examining and comparing the three former Soviet republics of Kazakhstan, Kyrgyzstan and Tajikistan

Journalism faces a series of ethics crises (Ward, 2010) and this is particularly true in Central Asia. This is because journalism in the region is marked by a wide ethical misbehavior. That includes failure to provide facts and sources, lack of balance and impartiality, breach of secrecy and privacy (OSCE, 2013), using multiple fake names, selling and/or buying news, bribing journalists, publishing anything and everything without verifying, plagiarism and putting one's own byline on stories copy-pasted from elsewhere, and exploitation of journalists by news organizations that fail to pay them.

The significance of this study lies in revealing the gravity of ethical misbehavior in Central Asian journalistic standards. This is the region where journalists call ethics a "Western luxury" (Mould & Schuster, 1999, p. 218) in the context of where public life until the collapse of Soviet Union in 1991 was "full of falsehood and lies" (Roudakova, 2017, p. 9) and journalists routinely fabricated information and "facts" (p. 41).

Although the U.S. and wider Western context provide a rich source of scholarly works on journalism ethics (Wasserman, 2017), there has been too little attention paid to journalistic ethics in non-Western, authoritarian countries where press freedom is non-existent. Thus this study aims to provide scholarly insights on an under-researched area.

In this project, the authors ask the following research questions: Do journalists and media organizations in each of these countries adopt similar or different ethical perspectives? How do these ethical perspectives impact potential democracy and transparency within the larger region of Central Asia? To answer these questions, the authors employ qualitative in-depth interviews with working professional journalists in Kazakhstan, Kyrgyzstan and Tajikistan for comparative analysis that allows for a more in-depth understanding of journalism in the region.

Id: 19713

Title: Gender inequality of sports journalism in regional newspapers: an analysis of content and decision-making by sports editors

Session Type: Panel Submission

Authors:

Name: Thomas Horky

Email: thomas(at) horky.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences

Abstract: Since the beginning sports journalism is undermined by several ethical threats. Journalism is based on norms that are enshrined in guidelines on journalistic quality (Deutscher Presserat, 2006; Principles of Journalism, 2012). However, sports reporters are coming more and more under scrutiny: sport as portrayed by the media is turning increasingly into a circus, sports journalists have turned from critical eyewitnesses into entertainment vendors, often lack distance and behave more like fans than neutral observers. Sports journalism bears specific risks, which lead to questions about quality (Bucher & Altmeppen, 2003). The discrepancy between journalistic norms and their hazards for sports journalists can be illustrated by the examples of doping, involvement, and constraints. The case of gender inequality is well known in the literature (Barnett, 2013; Bernstein & Kian, 2013; Hartmann-Tews & Rulofs, 2002) and can be seen in many ways in different countries and media (Horky & Nieland, 2013; Schaaf & Nieland, 2011). Beside TV one of the main issues of research is print media, based most of the time on huge media sports events like the Olympic Games (Hartmann-Tews & Rulofs, 2010; Ramon, 2016).

Related to journalistic accountability sports journalism seems a special field due to strong regulated reporting based on results and current topics like doping or corruption. Concerning these problems, a journalist also has to be simultaneously recognized as an editor and user, but research on reasons for editorial decisions is very rare. Related to big events, these decisions seemed often based on success of national athletes and newsworthiness (Hardin, 2005; Hardin & Whiteside, 2009). But, looking at local or regional surroundings different reasons might be responsible for editorial decisions: local sports stars, friendships between journalists and athletes or political demands. Related to this, our research question asks for gender equality and editorial decision-making in regional newspapers.

We examined sports reporting in the two main regional newspapers in Hamburg/Germany for three weeks in October and November 2018 by a quantitative and qualitative content analysis looking in particular on the textual and pictorial coverage of gender. The Hamburger Abendblatt is a traditional regional newspaper, the Hamburger Morgenpost is partly tabloid, both papers got highest circulation in town. In a second step, the two chief editors of the sports department were faced with the results of the content analysis in in-depth-interviews and were asked about their reasons for editorial decision-making.

Preliminary results show differences in extent of coverage on female compared to male sports, the tabloid covering less than the traditional paper. Surprising, concerning the success of some regional

female athletes with a gold medal winning beachvolleyball team. Additionally, the way of reporting differs between men and women athletes, who were shown very often in personal surrounding and not in an athletically scenery. Asked for reasons the editors pointed out the supposed user preferences and a lack of female sports writers in their department.

Id: 19714

Title: 'The Worldwide Leader in Sports' under scrutiny: Analyzing how the Public Editor (2005-2018) held ESPN accountable

Session Type: Panel Submission

Authors:

Name: Xavier Ramon

Email: xavier.ramon(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: José Luis Rojas Torrijos

Email: jlrojas(at) us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: ESPN, the self-proclaimed “Worldwide Leader in Sports”, has long realized it was much more than an entertainment company. In 2005, ESPN assigned George Solomon the title of first “Ombudsman,” functioning much like a referee who ensured that sports journalism exhibited the standard of being accountable to the ethical norms of the profession. For 13 years, six ESPN ombudsmen collectively served in this role. However, in the same vein that The New York Times or The Washington Post, on May 2018 the company decided to eliminate this position on the basis that it had outlived its usefulness against the real-time feedback provided by social media.

With the role of ombudsman discontinued, this paper reflects on how it fostered both criticism and transparency while helping fans understand ESPN’s journalistic culture and the editorial criteria behind the content. The body of material on which our qualitative analysis rests refers to all the columns (N=153) written by the representatives in the post between 2005 and 2018 (George Solomon, Le Anne Schreiber, Don Ohlmeyer, The Poynter Institute, Robert Lipsyte, and Jim Brady). The articles composing the sample were systematically collected from the ESPN website and then examined through the qualitative content analysis technique (Bryman, 2016). Doing so provided insight into the range of issues covered by ombudsman representatives.

Throughout this 13-year period, its representatives acted as internal critics and audiences’ advocates. They opened “a window on the inner working” (Mayes, 2004, p. 69) of ESPN, reflecting on the core ethical concerns and larger problems inside the company (conflicts of interest, the boundaries between news and entertainment, the separation between reporting and commentary, sensationalism, sourcing, transparency, diversity, and the use of social media). In doing so, they all set very high standards about what ESPN should be and what audiences should expect from the organization in its myriad platforms.

After performing content analysis, the last three ESPN Ombudsmen/Public Editors (McBride, Lipsyte and Brady) were interviewed to ascertain their impressions of the impact of their role. According to interviewees, the ESPN ombudsman offered a honest attempt at integrity. There were always so many questions about what ESPN’s true stance was for any variety of journalistic actions

that they took. Their role as ombudsmen was to sort through those questions, figure out which ones were really interesting and could lead to revelations about the organization, and then pursue the answers to those questions so they could do two things: hold ESPN accountable and educate the public about how ESPN operates. While the public is sort of a “dermatologist”, they were “cardiologists” that knew what was going on the inside. Despite that ombudsmen are dwindling worldwide (Ferrucci, 2018), the quality rather than the volume of voices still matters. According to interviewees, “a horde of watchdogs” cannot substitute the critical, independent and informed analysis provided by a public editor.

Id: 19715

Title: Ethics, commercialisation and control in Australian sports journalism

Session Type: Panel Submission

Authors:

Name: Peter English

Email: PEnglish(at) usc.edu.au

Country: AU (Australia)

Affiliation: University of the Sunshine Coast

Abstract: The expanding commercialisation of the media and the rise of sports organisations have created a range of ethical issues for mainstream sports journalists. Traditionally, sports journalism was the conduit between athletes and fans, but the changing environment is weakening these links and exposing the potential for softening approaches to journalistic norms and responsibilities. Factors including fragmenting audiences, the prominence of social media, reduced budgets in many Western newsrooms, and a greater influence of sports and corporate organisations have created this shift. This highlights the potential for sports journalists to alter their roles to ensure they cope with the often conflicting demands. The situation has led to sports journalism's reduced potency for critical analysis and investigation (English 2016).

Utilising a representative survey of mainstream Australian sports journalists, this paper highlights preliminary results from more than 100 sports journalists across print, online, radio and television. Sports journalists are the largest single speciality in Australian journalism but research into this major area of the industry has often been over-looked (Boyle 2006; Boyle et al. 2012; Henningham 1995; Nicholson et al. 2011). While previous surveys of Australian sports journalists have focused predominantly on profiling practitioners (see Henningham 1995; Nicholson et al. 2011), this paper examines issues affecting sports journalists in the contemporary environment. Specifically, this occurs across a range of ethical contexts, such as corporate influences, cheerleading and fandom in reporting, and journalistic roles.

Employing field theory, this paper also explores the forces operating in newsrooms and the broader industry in relation to pressure and control from commercial and sports organisations, and their impact on the practitioners' ethics and responsibilities. This involves how the sports journalists operate as individuals within organisational and macro structures. For example, journalists in the survey respond to questions about the importance of ethics in their work and their approaches to cheerleading, their home country winning, and receiving gifts. Roles and responsibilities, such as interviewing sources on and off the record, including opinion in reports, using personal pronouns, and producing detached and unbiased reports, are also considered. However, the sports journalists also provide data on organisational issues, such as the pressure experienced from within their own companies through advertisers, approaches to news content, and metrics. In broader terms, the influence of PR representatives, athletes and external corporations are also explored.

The results from this paper advance previous descriptive approaches to surveying sports journalists in Australia, providing a greater analytical focus through the lens of field theory. As a result, they highlight the pressures, forces and controls affecting Australian sports journalists. This indicates an

environment in which commercial, organisational and personal factors can lead to changing approaches to ethical issues.

Id: 19857

Title: Mobile communication and the renegotiation of family ethics: How white-collar immigrants 'tell bad news' to their parents'

Session Type: Individual submission

Authors:

Name: HUI XIONG

Email: xhui262(at) 126.com

Country: CN (China)

Affiliation: XIAMEN UNIVERSITY

Name: YUXIN ZHONG

Email: 1363985699(at) qq.com

Country: CN (China)

Affiliation: XIAMEN UNIVERSITY

Name: HE GONG

Email: hegong(at) xmu.edu.cn

Country: CN (China)

Affiliation: XIAMEN UNIVERSITY

Abstract: Chinese families always attach great importance to "filial piety", emphasizing that children should "tell good but not bad news" as communicating with their parents. Over the past two decades, with the gradual urbanization in China, more and more young people of higher education moved to other cities away from their parents for work. Mobile media became the dominant means for these white-collar immigrants to communicate with their parents. Compared with other adult children, white-collar immigrants usually face greater work and life pressure, needing more supports from their families. The focus of this study is thus on how the white-collar immigrants observe "filial piety" while sharing negative information with their parents for supports via mobile communication. In-depth interviews with 20 white-collar immigrants in Xiamen indicate that the changes in family forms and communication means have an impact upon traditional family ethics: The strategies of white-collar immigrants in telling their parents bad news vary with the negativity of topics, listeners and conversational situations; while following the traditional family ethics of "filial piety", they also endow it with new meanings; mobile communication is not the original impetus for the reconstruction of traditional family ethics, but it lays a technological foundation for the latter and therefore restricts its possible paths and modes to a large extent.

Id: 19870

Title: Identidad periodística en Latinoamérica ¿cuáles son los desafíos ético-jurídicos de la profesión' Análisis a partir del caso de Chile y Colombia.

Session Type: Individual submission

Authors:

Name: Fernando Gutiérrez Atala

Email: fgutierrez(at) ucsc.cl

Country: CL (Chile)

Affiliation: Universidad Católica de la Santísima Concepción (Chile)

Name: Liliana Gutiérrez Coba

Email: liliana.gutierrez1(at) unisabana.edu.co

Country: CO (Colombia)

Affiliation: Universidad de La Sabana (Colombia)

Abstract: El 10 de diciembre de 1948 fue promulgada la Declaración Universal de Derechos Humanos (DUDH), texto fundamental para la profesión informativa, pues allí se sentaron las bases para el Derecho a la Información que sostiene el periodismo actual. El Artículo 19 indica: “Todo individuo tiene derecho a la libertad de opinión y de expresión; este derecho incluye el de no ser molestado a causa de sus opiniones, el de investigar y recibir informaciones y opiniones, y el de difundirlas, sin limitación de fronteras, por cualquier medio de expresión”.

Tal y como queda de manifiesto, el titular del derecho a la información es la propia persona, el ciudadano, el público. Hasta ahora, el periodista ha convertido el ejercicio de este derecho universal en una actividad y un deber profesional mediante una delegación tácita de la sociedad ¿Y si aquella delegación tácita se esfumara, fruto de la presión social y del impacto global de fenómenos que dañan la imagen del periodismo como la pos verdad y las fake news (noticias falsas)?

Esta ponencia deriva de la presentada en 2018 en Oregón (Estados Unidos), donde uno de los autores profundizó en la siguiente pregunta: ¿es el periodismo una profesión con futuro?, una duda que se repite frente al modelo de negocio de los medios, que actualmente presenta señales de crisis. Las formas de entregar las noticias no innovan y no se adecuan a lo que el público consumidor de información necesita, a pesar de que éste va mutando y transformando continuamente y teniendo nuevas necesidades informativas. En vista de dicha situación y según Robert Picard (2009), los periodistas no pueden seguir informando de la forma en que tradicionalmente lo ha venido haciendo o limitarse a hacer un refrito con noticias que ya han aparecido en otros canales. Deben añadir algo novedoso que aporte valor.

Entonces ¿cómo cumplir con ese cometido sin antes diagnosticar la situación y establecer las bases de la identidad profesional en la región?

La presentación apunta a reflexionar en torno a los desafíos éticos y legales de la profesión a partir del reconocimiento y análisis de casos emblemáticos que tensionan la profesión: la relación de los periodistas entre ellos, con la audiencia, con los cuerpos legales, códigos éticos, con los medios de

comunicación y con una ciudadanía empoderada, vigilante y activa. Algunos de los puntos que se abordarán serán el derecho al olvido digital, el derecho a la propia imagen, libertad de expresión, entre otros, sus alcances y colisiones.

Id: 19879

Title: Role of Ethics in the Reconstruction of Emotional Aspects of Computer-mediated Communication in Family Relationships in Lagos, Nigeria.

Session Type: Individual submission

Authors:

Name: Stellamaris OKPARA

Email: nokpara(at) pau.edu.ng

Country: NG (Nigeria)

Affiliation: School of Media and Communication, Pan-Atlantic University, Lagos, Nigeria

Abstract: With the evolution of human communication processes and technologies, attempts have been made to express emotions via media communication technology. Computer-mediated communication (CMC) plays a major role in family relationships and makes it easier for family members to stay connected to each other. One can, therefore, argue that computer-mediated communication has transformed family relationships in time and space. With the aid of electronic devices, people now have effective interpersonal relationships in families irrespective of the time or space involved. However, without the communication of emotions, the conveyance of meanings expressed using electronic devices is rendered incomplete and, at best, ambiguous. As such, in the evolution of known human communication processes and technologies, there have been attempts to accommodate emotional communication via all communication media. Facial expressions and some other body-centered cues are intrinsic components of body language situated within non-verbal realms in communication. These views emphasize the argument that non-verbal cues and signs are important in human relationship and communication, especially family communication. It is therefore clear that the same non-verbal cue and its extent of involvement in a human relationship would be required within spheres of CMC in order to gain a full understanding of messages sent and received on CMC platforms. In line with the theories adopted herein (social information processing theory, social presence theory, emotion process theory) this paper will build on the understanding that CMC platforms have not been able to totally replicate the successes of face-to-face communication. In essence, identifying elements that make face-to-face communication effective, and attempting to transfer all the observed emotional and some important non-verbal aspects of face-to-face communication into a CMC platform, may help in reconstructing and ensuring that CMC replicates the successes of real-life interactional and transactional moments in families. Being a theoretical review the study will adopt a qualitative design that is descriptive in nature. The implication is that this work will be borne out of consultations of both empirical and theoretical studies carried out by scholars in this field of study. This paper, therefore, aims to identify the role of ethics in the reconstruction of emotional aspects of computer-mediated communication in family relationships in Lagos, Nigeria. The researcher will, therefore, depend solely on secondary sources of data to arrive at the conclusions and recommendations to be made in this paper.

Id: 20250

Title: A disconnect from media accountability' Spanish journalists' and citizens' perceptions of in-house traditional and innovative instruments

Session Type: Individual submission

Authors:

Name: Xavier Ramon

Email: xavier.ramon(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Marcel Mauri

Email: marcel.mauri(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Jesús Díaz del Campo

Email: jesus.diaz(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de la Rioja

Name: Ruth Rodriguez

Email: ruth.rodriguez(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: Journalism is being “caught in a whirlwind of changes” (Neveu, 2019: 198). A number of intertwined challenges and threats impact on news quality, including commodification and the prioritization of metrics, greater demands, and the expansion of practices such as fake news and sponsored content. Journalism, though, is not a “game without rules” (Fengler et al., 2014). Therefore, accountability towards society at large (McQuail, 2003) is deemed as exceedingly important in the contemporary landscape.

Accountability and its three core values (transparency, self-regulation and users’ participation) can be promoted through a wide range of established and innovative instruments (Bertrand, 2000). Scholarly literature has scrutinized the advantages and failures of traditional tools such as ethical codes and in-house stylebooks, letters to the editor and ombudsmen, as well as the opportunities delivered by online mechanisms, including editorial blogs, error tools, and criticism via comments, email, chats and social media. Yet the research on how journalists evaluate those instruments is rather limited. Fengler et al. (2014) conducted a comparative survey with 1,762 journalists from 14 different countries, revealing that European journalists consider stylebooks to be the instruments created by media organizations that have a greatest impact on their professional performance. Findings within the Spanish landscape rendered similar results. Nearly a decade after this seminal study, there is a need to update these results and go beyond to interrogate Spanish citizens about their knowledge, expectations and usage of Media Accountability Instruments (MAIs).

As part of a larger project on media accountability, this research has two main objectives: to examine Spanish journalists' perceptions of how effective in-house accountability instruments are (O1); and to analyse citizens' knowledge and understanding of those mechanisms (O2). A mixed-method approach was employed to fulfil these goals: an online survey was administered to Spanish journalists (N=228) and a total of 6 focus groups with citizens (with 38 participants overall) were conducted in different Spanish regions (Andalusia, Basque Country, Catalonia, Galicia, Madrid and Valencia). To reinforce and contrast this data, 18 in-depth interviews were conducted with experts and representatives from professional associations across the country.

Results indicate that stylebooks continue to be the in-house tools with a higher impact for Spanish journalists, followed by chats and digital meetings, ombudsmen, comments on social media and letters to the editor. Despite that journalists claim that MAIs contribute to foster responsibility, their evaluation of the aforementioned tools is remarkably modest, scoring 5.82 out of 10 points in the highest case. From the citizens' perspective, there is a central problem with accountability instruments: their overwhelming lack of visibility. Participants believe that stylebooks are important, but they contend they are not effective. In addition, they argue that comments generate clutter rather contributing to the debate on the quality of media output. Tools such as ombudsmen, online meetings and error buttons are largely unknown. This double 'disconnect' from accountability (both from the professionals' and citizens' perspectives) reveals the need to rethink and reinvigorate the existing MAIs so that they can effectively contribute towards the goal of rebuilding trust in journalism.

Id: 20379

Title: Violence and Gender in Sport Journalism: Some Troubling Ethical Questions

Session Type: Panel Submission

Authors:

Name: David Rowe

Email: D.Rowe(at) westernsydney.edu.au

Country: AU (Australia)

Affiliation: Western Sydney University

Abstract: Much sport necessarily involves legitimate, illegitimate and accidental violence, and the media (especially television) ascribe considerable news value to violent moments in sport. These incidents can be endlessly replayed and dissected, offering spectacular moments that might involve deep ethical debate, but also offer snippets of broadcast action and ‘showreels’ of collisions and confrontations that are the visual equivalent of fun fair thrill rides. This coverage can lay claim to involving journalism because it is, in some ways, both witness and record of actual events, however confected, accompanied by commentary of varying depth. Violent moments in the media have also come to define and celebrate a form of masculinity that has been classified as ‘hegemonic’. By this it is meant that men’s propensity to excel at sporting violence that can be voyeuristically enjoyed is a key feature that is emphasised as appealing to media audiences, and is a pivotal means by which men’s sport can be claimed to be superior to women’s in deference to a hierarchy of sporting violence. Women from this perspective are either clustered in so-called decorous sports lack violent appeal, or, when they do enter into the male-dominated domain of contact sport, are likely to be dismissed as a pale imitation of the ‘real thing’. However, with the rise of women’s sport in general, and contact forms in particular, it is important to examine how journalists respond to the perpetration of legitimate and illegitimate sporting violence in this increasingly conspicuous, highly mediated domain.

But this is only one aspect of violence in the sporting sphere. The news media are also required to address domestic (spousal) violence by sportsmen (males being, as in the wider society, the vast majority of perpetrators). How have journalists treated such off-field violence in relation to that committed on the field, as well as by male sport fans during and immediately following sport events? In addition, other modes of gendered violence, widely conceived, in which journalists themselves are implicated need to be addressed, including the intrusive sexualisation of sportswomen, their ‘symbolic annihilation’ through neglect and trivialisation, and their potential complicity in unleashing sexually violent ‘trolling’ of women within social media. This panel presentation, then, will range freely across the gendered representation of sport by the news media, analysing its role in countering and reinforcing modes of masculinity and femininity as they relate to multiple, diverse forms of sport-implicated violence. In particular, it asks some uncomfortable ethical questions about those sports journalism practices, loosely defined, that savour on-field violence while purporting to condemn it; and downplay off-field, especially gendered violence, while professing to abhor it.

Id: 20517

Title: The datafied home: Ethical considerations on voice assistants in private settings

Session Type: Individual submission

Authors:

Name: Caja Thimm

Email: thimm(at) uni-bonn.de

Country: DE (Germany)

Affiliation: PhD, Professor University of Bonn
Department for Media Studies
Poppelsdorfer Allee
47D-53115 Bonn
Germany

Abstract: Voice assistants (VAs) - or smart speakers - are technologies that process voice commands and execute them according to their capabilities. They can be defined as “software agents that can interpret human speech and respond via synthesized voices” (Hoys, 2018). Due to the fact that these VAs are located in people’s homes, voice assistants pose a severe risk for privacy breaches, data collection, and surveillance (Lau et al., 2018). Apart from privacy issues, the usage of such ‘new machines’ can also be regarded as an important first step into a ‘machine enhanced lifestyle’. With the aim to shed light on the ways why and how individuals adopt these technologies into their homes, we conducted a set of studies in order to assess individual’s overall attitudes, usage patterns, and daily routines with a selected brand of smart speakers (Alexa). Following the model of the ‘domestication of technology’ approach (Berker et al., 2006), we conducted three studies:

- Study (1): Online survey (n=408) on user attitudes in respect of practicability, acceptance, data safety, surveillance, and privacy of VAs
- Study (2): Case study with users’ media diaries on daily practices in the home (10 households)
- Study (3): Cooking with Alexa (one selected cooking skill with 5 participants)

Results show that most participants are conscious of the ethical implications of data collection when using the devices. In order control for data privacy, they reported limiting their activities in the beginning. Results from the observational and self –report study (2) showed, however, that some participants became surprisingly emotional about their Alexa and soon adopted the technology fully into their lives. Some even regarded Alexa as a companion. In contrast, users express few privacy concerns, but their rationalizations indicate an incomplete understanding of privacy risks and a complicated trust relationship with speaker companies. Many of our users in the media diary condition traded privacy for convenience with different levels of argumentation and privacy resignation. The presentation will discuss further results and reflect on ethical solutions to the ‘datafied home’.

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Id: 20573

Title: PepsiCo 2017 Ad: when image garbles reality

Session Type: Individual submission

Authors:

Name: Mónica Codina

Email: mcodina(at) unav.es

Country: ES (Spain)

Affiliation: School of CommunicationUniversidad de Navarra

Abstract: Advertising campaigns should respect the sensitivity of the public, but it is easy to fall into a misunderstanding. In April 4, 2017, PepsiCo premiered a new Pepsi advertisement. This short film performed by the star Kendal Jenner had to be removed 24 hours after its release. PepsiCo and Kendal Jenner had to apologize due to the unintentional misrepresentations this advertisement made.

In the ad story, Kendal Jenner appears in a photo shoot, when a demonstration is passing near her. Activists of all ethnicities are carrying peace symbols and posters calling to “join the conversation” and asking for “love”. The crowd stand in front of a row of police, when Jenner offers a Pepsi can to a police official, who drinks from the can. This seems to stop a possible action by the agents, thus the crowd shouts approval. This advertisement apparently links together the core values of PepsiCo and all the ingredients to be a great success. However, the movie was catalogued as a misrepresentation of the social movement “Black Lives Matter”. Kendal Jenner walking toward police with a can of soda, brought to mind the image of Leisha Evans, an Afro-American woman, standing in front of the police at the Baton Rouge protest in Louisiana a year earlier. This image became an icon of the protests organized by the movement Black Lives Matter challenging violence and police brutality against black people, after the death of two African-Americans. The public were disturbed about the way this commercial uses the imaginary of social movement protests to sell a can of soda. The ad compares a celebrity to a grassroots protester; It oversimplifies what protests were about; and it doesn't really pick a cause. Even more, a deep analysis of the movie reveals an image of what Peggy McIntosh has called “white privilege”, which contributes to perpetuating racial stereotypes.

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Id: 20587

Title: La Participación de los usuarios en el proceso informativo: ¿garantía de rendición de cuentas'

Session Type: Individual submission

Authors:

Name: Ruth Rodriguez-Martinez

Email: ruth.rodriguez(at) upf.edu

Country: ES (Spain)

Affiliation: Professor at Universitat Pompeu Fabra

Name: Marian Chaparro Dominguez

Email: marianchaparro(at) gmail.com

Country: ES (Spain)

Affiliation: Professor at Universidad Complutense de Madrid

Name: Marta Perez Pereiro

Email: marta.perez.pereiro(at) usc.es

Country: ES (Spain)

Affiliation: Professor at Universidad de Santiago de Compostela

Name: Marta Narberhaus

Email: m.narberhaus(at) uic.es

Country: ES (Spain)

Affiliation: Universitat Internacional De Catalunya

Abstract: Con la llegada del entorno digital, los medios de comunicación han potenciado de forma progresiva la participación del público, especialmente en los sitios web de los diarios y redes sociales. Teniendo en cuenta las transformaciones que esta participación conlleva, parece necesario preguntarse si ésta ayuda a mejorar la rendición de cuentas de los medios de comunicación. Esta investigación parte del concepto participatory transparency enunciado por Karlsson (2010) para analizar cómo afecta el papel activo de las audiencias en la rendición de cuentas a través de las secciones de contenido generado por los usuarios (UGC) o comentarios en redes sociales. La metodología seguida es triple: se han realizado 228 encuestas a periodistas en activo de España junto con seis focus group a usuarios de medios, para conocer la opinión de los principales actores del proceso informativo. Asimismo, se han realizado entrevistas en profundidad a varios expertos del sector periodístico con el fin de contextualizar las opiniones anteriores. Los principales resultados muestran que los periodistas no son optimistas con respecto a la eficacia de los instrumentos de rendición de cuentas en los que participa la audiencia. Destaca que, entre los periodistas consultados, son los más jóvenes los que se muestran más reticentes a pensar que la participación de los lectores ayude a que los medios mejoren su rendición de cuentas respecto a la audiencia. En cuanto a la opinión de los usuarios, estos valoran la participación de la audiencia en el proceso periodístico mediante los comentarios a través de las redes sociales o el envío de material informativo al medio, pero consideran necesario el papel del periodista como fact-checker de ese UGC. Por último, los expertos entrevistados muestran, en general, cierta cautela sobre la

participación de la audiencia en el control de calidad periodístico y en la influencia de las redes sociales en el ecosistema mediático.

Id: 20687

Title: The Ethics of Water

Session Type: Individual submission

Authors:

Name: Beate Josephi

Email: b.josephi(at) ecu.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Name: Jahnnabi Das

Email: Jahnnabi.Das(at) uts.edu.au

Country: AU (Australia)

Affiliation: University of Technology Sydney (UTS)

Abstract: In order to study the media's dealing with water rights and resources, we examine the reporting in two major papers in two countries that are in many ways diametrically positioned with regard to water resources: Australia and Bangladesh. Australia, after Antarctica, is the driest continent on earth, whereas in Bangladesh its 163 million people (Word Bank, 2016) are in frequent danger of flooding and threatened by rising sea levels. In each country, we focus on the reporting of the largest river system, the Murray-Darling river basin in Australia and the Ganga-Brahmaputra river system in Bangladesh. By choosing these two countries, we combine examples from the western and the developing world. This will enable us to view water rights and resource ethics not only as understood in a country that is developmentally advanced and monetarily in a safe position, but also from a country that does not enjoy these privileges. Our analysis will allow us to arrive at a more rounded, global understanding of how journalistic ethics intersect with environmental justice. We are drawing on relevant literature with regard to environmental reporting, and on media ethics, in particular on an empirical study that provides a global picture of journalistic ethics (Worlds of Journalism, 2019). Our results highlight the inadequacy of traditional media and traditional media ethics when dealing with water rights and water resources, and call for a new conceptualization of media ethics that includes actors from outside the formal institutions of journalism.

Id: 21157

Title: Periodismo Bajo Fuego:Asesinato de Periodistas e Impunidad en Mèxico :El Caso de Javier Valdèz(15-Mayo-2017)'.

Session Type: Individual submission

Authors:

Name: Hugo Sànchez

Email: hugosgudino(at) yahoo.com.mx

Country: MX (Mexico)

Affiliation: Profesor-Investigador de la Universidad Nacional Autònoma de Mèxico(UNAM)

Abstract: Pregunta Principal o Problema a Investigar: En México ser comunicador parece más una sentencia a muerte que una profesión.Los periodistas se han convertido en protagonistas de la nota roja en un país que ve con preocupación el repunte de la violencia y la impunidad. El homicidio de Javier Valdez el 15 de mayo de 2017--- el sexto periodista asesinado en 2017 en el penúltimo año de Peña Nieto como Presidente---demuestra la poca protección que tienen los periodistas en Mèxico.A plena luz del día,y frente a la inoperancia de las autoridades fue acribillado: Pero que escribió Valdez que irritó a quienes decidieron asesinarlo?La disputa por el control del Cártel de Sinaloa de los Chapitos(hijos de el Chapo) contra Damaso Lòpez (a)"El Licenciado". Esta lucha colocó en medio al periodista Valdez(que había entrevistado a Damaso).Cuando asesinarón a su colega Miroslava Breach meses atrás,Valdez,corresponsal de la Jornada,escribió:"Que nos maten a todos,si esa es la condena por reportear en este infierno".

¿Por qué nadie se ocupa con responsabilidad de la muerte de Periodistas en México?;¿Qué mecanismos legales de protección existen o cuales hacen falta?;¿Puede sobrevivir una democracia sin libertad de expresión?;---estas son las interrogantes centrales que nos planteamos y que nos conducen al problema central de la investigación:Las Ejecuciones y Asesinatos de periodistas como parte de la escalada de violencia que se vivía en el año previo a la contienda por la Presidencia de México.

Marco Teòrico:

A partir de un marco teórico que tiene como soporte la Sociedad Red,la Comunicaciòn Política, la Cleptocracia,el Cartel y la Sociedad Narca nuestro objetivo será establecer las bases para analizar el asesinato del periodista Javier Valdez,corresponsal de la Jornada y director del semanario Rìodoce en Cualican Sinaloa, en el contexto de las relaciones Prensa,Poder,Etica,Violencia Contra los Periodistas y Narcotràfico en Mèxico durante el penúltimo año de gobierno de Enrique Peña Nieto. Mètododo Utilizado: Contextualizar el tema en un marco histórico que se basa en la Comunicación Política,la Ciencia Política y la Sociología. En especial de aquella que tiene contenidos de corte analítico y valorativo sobre el ejercicio del periodismo crítico en la sociedad conectada, la violencia desatada en contra de los informadores,y la narcopolítica como el principal impulsor de estas agresiones.

Resultados Empìricos: Actualmente en muchas ciudades de Mèxico,los periodistas,reporteros,fotografos y redactores son amenazados,asesinados,secuestrados,torturados e intimidados por narcos y sicarios.En ocasiones no son criminales únicamente quienes silencian la libertad de expresión en Mèxico:la mayoría de las agresiones tiene como autores a un funcionario público,un policía,un soldado, y a un burocràta de la seguridad.Frente a esta perspectiva,el gremio

periodístico ha exigido y demandado al gobierno mexicano garantías mínimas para el ejercicio libre de su trabajo, sin que hasta el momento se hallan obtenido resultados favorables.

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Id: 21171

Title: Ethics and Fake News in Spanish Journalism

Session Type: Individual submission

Authors:

Name: David Blanco-Herrero

Email: david.blanco.herrero(at) usal.es

Country: ES (Spain)

Affiliation: University of Salamanca (Spain)

Name: Maximiliano Frías-Vázquez

Email: maxfrias(at) usal.es

Country: MX (Mexico)

Affiliation: University of Salamanca (Spain)

Name: Patricia Sánchez-Holgado

Email: patriciasanc(at) usal.es

Country: ES (Spain)

Affiliation: University of Salamanca

Abstract: After defining fake news (Allcott & Gentzkow, 2017; Bakir & McStay, 2018; Bennett & Livingston, 2018), this text analysis the opinions of 383 Spanish journalists about this phenomenon, filling the knowledge gap about the topic in Spanish academia. The main goals are a wider understanding of the problem and to look for possible solutions, paying special attention to journalistic ethics –seen it as the professional rules voluntarily assumed by journalists– as a possible way to help fighting fake news.

This will be articulated in four research questions: RQ1: What are the causes and the level of importance of fake news for Spanish journalists?; RQ2: Do they see journalistic ethics as an effective tool against fake news?; RQ3: How would journalistic ethics gain effectiveness in order to fight fake news?; RQ4: What measures are seen as most effective to avoid the spread of fake news by Spanish journalists?

Fake news are considered a serious issue ($M=4.18$; $SD=0.81$). The most relevant causes in the spread of fake news are the new online communication context ($M=3.88$; $SD=0.74$), followed by economic aspects ($M=3.77$; $SD=0.96$).

The relationship between journalistic ethics and fake news is obvious ($M=4.28$; $SD=0.82$), so is the relevance of ethics for journalists ($M=4.55$; $SD=0.58$). However, its presence in the companies where they work is smaller ($M=3.43$; $SD=1.04$), what may help explaining why the kind of measures related to deontology are not seen as effective against fake news ($M=2.86$; $SD=1.10$).

This may be changed with an increase in the level of compliance with the deontological norms and standards ($M=4.18$; $SD=0.86$) and also with an update of these norms ($M=4.05$; $SD=0.94$).

Non-deontological measures considered the most effective against this phenomenon are those focused in consumers ($M=4.17$; $SD=0.95$), something that Tandoc, Lim and Ling (2017) had already pointed out, and that should be further analysed in the future.

RQ1 shows how relevant the spread of fake news is for journalists and points at online communication –not just journalism– and economic causes as responsible for their ascent. RQ2 proves how journalists see fake news clearly as ethic problems, but deontology is not considered the most effective way to fight them. According to RQ3, a stronger compliance with ethic norms and their update would make them more useful against this matter. RQ4 offers a more practical use of the study, by finding that measures applied to consumers are seen as the most effective against fake news.

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Id: 21204

Title: Ghost Writing, Ethics and Risk Communication ' The Case of the Monsanto Papers

Session Type: Individual submission

Authors:

Name: Martha Kuhnhen

Email: martha.kuhnhen(at) uni-greifswald.de

Country: DE (Germany)

Affiliation: University of Greifswald

Abstract: Until Bayer's purchase of Monsanto, the U.S. company based in St. Louis was the leading producer of the world's most used herbicide, namely roundup. However, the active ingredient of roundup, the chemical glyphosate, is subject of a contested discourse regarding the question whether it is carcinogenic to human beings. As it became evident, Monsanto influenced the public as well as the scientific discourse with un-ethical means, like ghost written studies and evaluations regarding glyphosate. In 2017, the first "Monsanto Papers" got published. These, originally internal documents, show how Monsanto influenced scientists and, thus, the academic and political evaluation of glyphosate (Krimsky/Gillam 2018). The company influenced strategically the academic discourse in order to meet its own goals. The term "Monsanto Papers" became a synonym for industry's influence on science and politics.

Based on a content analysis of U.S.-American and German newspaper articles covering the Monsanto Papers, the paper will discuss the case of the Monsanto Papers regarding contested truths and the ethics in risk communication. Subject of the Content Analysis are the newspapers New York Times, Wall Street Journal, Washington Post, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung and die tageszeitung (three U.S.-American newspapers and three German dailies).

Krimsky, Sheldon/Gillam, Carey (2018): Roundup litigation discovery documents: implications for public health and journal ethics. Journal of Public Health Policy.

DOI: 10.1057/s41271-018-0134-z

Id: 21205

Title: Nuevo modelo de comunicación política en México. Gobierno popular valores y ética en el Estado Mexicano

Session Type: Individual submission

Authors:

Name: Leonardo Figueiras Tapia

Email: figueirasl(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: Coincidiendo con la crítica a la propuesta teórica de la Agenda Setting así como a la Agenda Building, para el estudio de la relación Gobierno-Prensa, me dispongo a establecer algunas bases conceptuales para el inicio de la revisión de dicha relación en México, a la luz de un régimen distinto.

En el ensayo se explicarán algunas de las condiciones en que el viejo régimen, así como su derivación en el neoliberal sostenían y su contubernio con la prensa y medios en general en México. Durante el régimen del nacionalismo revolucionario 1919-1996, lo que imperó fue la subordinación de la prensa escrita, así como la radio y la televisión al poder político monopólico constituido. Se trataba de un Estado Corporativo.

El poder político sustentado por el nacionalismo revolucionario derivó en 1988 en la apropiación del poder político por parte de elites comprometidas con el proyecto neoliberal en México, trajeron cambios en la relación Prensa-Gobierno al fortalecerse los grupos económicos incluidos los capitales de los medios concesionados.

En el año del 2006 cuando se da la gran confrontación entre el proyecto de las izquierdas y/o popular, y el proyecto de las derechas, la actuación de los medios en general fue de abonar para la elección de Estado.

No obstante, lo anterior, 12 años después la construcción de un proyecto popular por parte de el líder carismático y tesonero del Movimiento de Regeneración Nacional (MORENA), ya había calado lo suficiente en los gobernados, para que cualquier descalificación o manipulación de los medios ya no surtía gran efecto.

Le he llamado junto con algunos otros intelectuales y teóricos, la Revolución de las Conciencias, en donde convergen desencantos con el viejo régimen, enojos y necesidad de tener otra opción o cambio político, así los electores el primero de julio decidieron en una cifra de 30 millones otorgar todo su apoyo al nuevo régimen.

Si bien hay otros temas de debate importantes, el presente es de tal gravedad no sólo por los miles de millones de pesos, sino por la estructura de poder del crimen, que sirve para analizar también la estrategia de comunicación del nuevo gobierno, la cual si bien, pudo ser deficiente, con una severa desinformación de los ciudadanos, la acción gubernamental produjo el respaldo popular al gobierno, a pesar de las críticas de integrantes del poder mediático.

Aquí aparece nuestro objeto: La prensa ya no estará en la nómina gubernamental, los millones de pesos para imagen presidencial ya no existirán, el gobierno ya no incidirá u ordenará ningún trato preferencial hacia él, el propio presidente de la República López Obrador se encarga de informar personalmente todos los días a primera hora de los acontecimientos y las políticas que se aplicarán

para enfrentar los conflictos. Esta estrategia y sus consecuentes decisiones impactarán toda la concepción de comunicación política del régimen, así como los valores y la ética de la Nación.

Id: 21232

Title: El papel de la comunicación política en la construcción de una ética democrática para una sociedad más justa

Session Type: Individual submission

Authors:

Name: Daniela Lemus Muñiz

Email: dlemus(at) politicas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Name: Patricia Martínez Torreblanca

Email: patriciatorreblanca(at) politicas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: El presente trabajo realiza un acercamiento entre la visión de una sociedad justa y la concepción político-normativa de la ciudadanía contemporánea, desde la especificidad de la comunicación política. Busca responder a dos preguntas: ¿cuál es el papel de la comunicación política en el desarrollo de una sociedad política democrática más justa? Y ¿qué responsabilidades tiene el comunicólogo político con estos procesos de construcción de sentido colectiva?

Parte de la propuesta de John Rawls acerca de la justicia, discusión que propicia una problematización en tres sentidos: 1) la persona en su concepción como sujeto; 2) la persona en su concepción política como ciudadano con autonomía política; 3) la sociedad política como un sistema de cooperación justo sin fines ontológicos. En una lógica dialéctica entre una identidad moral y una identidad pública, entre procesos de definición racionales dados por los propios fines y razonables en el entendido de valores colectivos.

Siguiendo el interés de Rawls de proponer una teoría de la justicia de corte liberal, como una concepción política, no moral, religiosa o filosófica, se sostiene una concepción política que dialoga con las teorías contemporáneas de la democracia, que reconoce la igualdad entre individuos y un compromiso político público, llamado justicia, que tiene como objetivo preservar esa condición de igualdad.

Se entiende que esta construcción pública de sentido es mediada por procesos diversos de comunicación política, por lo que se conceptualiza como el proceso primordial para el establecimiento de una razón pública plural en un sistema democrático; en virtud de que el espacio público es el campo de expresión de la ética, ya que se constituye por una doble mediación: la de la naturaleza social y la de la vida colectiva. Siendo la justicia una construcción emanada de las instituciones que regula la vida de los ciudadanos en sociedades concretas, se encuentra por tanto en esta interrelación de la praxis de la vida social.

En ese sentido, el comunicólogo político tiene también un papel primordial en la construcción de un sistema democrático y una sociedad más justa. Y debe reconocer su responsabilidad ante la

sociedad política como un proyecto, en diversos sentidos: 1) en el diseño de procesos que propicien la participación plural; 2) en el diseño y elaboración de mensajes que ayuden al desarrollo de procesos de razón pública; 3) en el análisis de los procesos ya existentes y sus carencias; 4) construir un aparato teórico que dé parte de la comunicación en los diversos procesos políticos.

Id: 21247

Title: LA ESTRATEGIAS DE LA PUBLICIDAD DE ALIMENTOS Y LA ETICA PUBLICITARIA

Session Type: Individual submission

Authors:

Name: Carola García Calderón

Email: carolinacreel(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: La obesidad ha sido identificada como un problema de salud pública en México, que se fue gestando a lo largo de más de 30 años, derivada en parte del crecimiento de la venta de productos ultra procesados, a raíz de la firma del Tratado de Libre Comercio entre México, Estados Unidos y Canadá. México ocupa el primer lugar en obesidad infantil, y el segundo en obesidad en adultos, según indicadores de la OMS. Los productos procesados con altos niveles de azúcar, calorías, preservativos, grasas, sal, carbohidratos, se sumaron al consumo de refrescos, en el cuál México es uno de los principales mercados en el mundo.

A esto se suma un entorno de insuficiente normatividad, una amplia inversión publicitaria, la promoción de productos ultraprocesados, con alto contenido calórico y de fácil disposición con numerosos sitios de venta y precios.

En este contexto, el gobierno mexicano inició la implementación de medidas orientadas a restringir la venta en las escuelas, la limitación de la publicidad en radio y televisión y la imposición de un impuesto a los productos de bajo valor nutritivo.

Sin embargo, los anunciantes y la industria publicitaria habían iniciado previamente un proceso que pugnaba por la autorregulación y los códigos éticos, para oponerlos a las medias legales. Así en 2003, el Consejo de Autorregulación Publicitaria elaboró el Código para la Publicidad de alimentos y bebidas dirigida al público infantil (PABI).

Los anunciantes han adoptado diversas estrategias para evadir restricciones y conservar su mercado, desde la reducción de envases y empaques, la incorporación de nuevos productos con menores contenidos de azúcar, sal o grasas. Una de las medidas ha sido la relativa a las estrategias publicitarias, cuando se reglamentó la reducción de publicidad en horarios infantiles en radio y televisión.

Este trabajo se refiere a las estrategias publicitarias adoptadas, que en muchas ocasiones contravienen los principios éticos del Código PABI, donde podemos identificar dos características: la manera en que la publicidad sale de los horarios de audiencia infantil, pero se ubica en los programas para mayores de 15 años, donde los niños continúan viendo la televisión, el Instituto Federal de Telecomunicaciones señalaba que en 2017 la audiencia infantil en televisión pasaba 4 horas 46 minutos frente al televisor y los programas que más veían los niños se encontraban en los horarios para adultos. La publicidad continúa relacionando productos con emociones, personajes y deportistas.

Por otra parte, la principal estrategia es direccionar la publicidad de estos productos a internet, redes sociales y videojuegos, donde encuentran un campo propicio ante la falta de regulación en estos espacios. La publicidad dirigida a los niños está ahora en páginas de Facebook, en you tube y en el

advergaming, espacios donde los niños ocupan parte de su tiempo de esparcimiento y en espacios recreativos en zonas turística, deportivas o en sitios como kidzania.
Este trabajo es continuación de la investigación que venimos realizando en la UNAM en el proyecto Publicidad y obesidad, regulación y autorregulación.

Id: 21250

Title: El peligro de ejercer periodismo en México. Análisis de la cobertura informativa del asesinato de Javier Valdez según el enfoque del peace journalism.

Session Type: Individual submission

Authors:

Name: María Nicolás

Email: mnicolas(at) up.edu.mx

Country: MX (Mexico)

Affiliation: UNIVERSIDAD PANAMERICANA

Abstract: La violencia hacia periodistas en México y en especial en el estado de Sinaloa, ha aumentado sus cifras a través de los años. ¿En este entorno es posible ejercer un periodismo de paz propuesto por Galtung (2002)? Más aún ¿se puede informar sobre la violencia ejercida contra los periodistas con el enfoque del peace journalism? En este artículo se analizó la cobertura informativa dada al asesinato del periodista Javier Valdez Cárdenas, hecho que revolucionó a periodistas y medios de comunicación de todo el país. A través del análisis de contenido (Berelson 1952; Krippendorff 1990) se revisaron los enfoques noticiosos de 366 noticias de los periódicos locales, en su versión en línea, Noroeste y El Debate, y de los nacionales Reforma y El Universal. Los resultados mostraron que, en general, la cobertura fue con un enfoque hacia el war journalism.

Id: 21270

Title: La renovación de la imagen de Coca-Cola como Empresa Socialmente Responsable (ESR) en su combate contra la obesidad.

Session Type: Individual submission

Authors:

Name: Elsa Irene Pimienta Alcántara

Email: elsapimienta10(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Abstract: Las empresas transnacionales (ETs) son actores con relevante preponderancia en la arena internacional. La penetración de estas corporaciones en el mercado se ha traducido en la incorporación de marcas y productos en la vida cotidiana de las personas, lo cual ha contribuido en la modificación de hábitos de consumo.

Dentro de los productos con mayor irrupción en el mercado y en la vida de los individuos están las bebidas azucaradas. No obstante, la adopción de este tipo de bebidas en la dieta diaria ha resultado contraproducente para la salud de los seres humanos, debido a que estos productos al poseer un alto contenido de azúcares inciden en un incremento de grasa corporal que deriva en sobrepeso u obesidad.

Hoy, la obesidad es un problema de salud pública catalogado por la Organización Mundial de la Salud (OMS) como epidemia, debido a su magnitud y severidad a escala mundial. Por ello, este organismo internacional ha exhortado a los Estados Miembros, asociados internacionales, organizaciones de la sociedad civil, y organizaciones no gubernamentales, así como actores del sector privado a colaborar con ella, para trabajar conjuntamente en la disminución del índice de personas con sobrepeso y obesidad.

La OMS ha hecho especial énfasis en la planeación de estrategias y ejecución de medidas que contribuyan a reducir el consumo de bebidas azucaradas, especialmente de sodas. Por tal motivo, ha sugerido a los Estados miembro, específicamente a aquellos donde la obesidad es un problema de salud pública, implementar un impuesto a este tipo de bebidas a fin de reducir la demanda.

En el marco de esta lucha contra la obesidad, Coca-Cola, empresa líder en el mercado de refrescos, ha sido la corporación mayormente señalada como responsable de contribuir en gran medida en el aumento de casos de niños y adultos con obesidad alrededor del mundo. Por tanto, Coca-Cola como parte de su ética corporativa y de su compromiso social ha formulado y ejecutado diversas estrategias publicitarias para renovar su imagen con el propósito de posicionarse como una Empresa Socialmente Responsable (ESR) que está en armonía con un estilo de vida saludable. Si bien Coca-Cola se ha situado como la industria de la felicidad, actualmente ha recurrido a implementar estrategias de marketing y publicidad basadas en la ética, para mostrar su compromiso y adherencia al combate contra la obesidad.

Para estudiar la problemática planteada es preciso identificar e interpretar, bajo el enfoque metodológico de la hermenéutica profunda, planteado por J. B. Thompson, la ideología presente en la estrategia publicitaria que ha construido e implementado Coca-Cola para posicionarse como ESR comprometida con el desarrollo humano, la salud y calidad de vida. Así como, realizar un análisis contextual de los fenómenos que han tenido cabida a nivel nacional e internacional, y que incidieron en la modificación de la ejecución de las estrategias de la empresa para renovar su imagen, al

considerar y resaltar su ética publicitaria y de marketing, a fin de promover un estilo de vida saludable que favorece el bienestar en las personas.

Palabras clave

Empresas transnacionales, Responsabilidad Social Empresarial, bebidas azucaradas, obesidad, salud, ética.

Id: 21335

Title: Reconfiguring the Individual with Ubuntu: An Examination of Human Rights Language from the Perspective of the Global South

Session Type: Individual submission

Authors:

Name: Rachel van der Merwe

Email: rachel.vandermerwe(at) colorado.edu

Country: US (United States)

Affiliation: University of Colorado Boulder

Abstract: The individual is a concept that many who grow up in the West take for granted. Progressive movements championing human rights tend to insist on the sovereignty of the individual and the absolute rights of said individual to their own body, their own desires, and their own decisions. Regardless of political stance, the foundational concept of the individual is typically unquestioned, though its expression and responsibility to the community may appear slightly different depending on who you ask. The individual, as we now understand it, however, has not always been in existence. “Until the 18th century, individual was rarely used without explicit relation to the group of which it was, so to say, the ultimate indivisible division,” (1985, p. 163) Raymond Williams points out in his Keywords entry for the term. Enlightenment thought stressed the value of rational, scientific thought that endowed the individual with the capacity to make logical decisions for himself. It used the notion of the individual to frame ideas about society as an intentional social contract made between separate individuals emerging from a state of nature.

In this paper, I challenge such a hegemonic understanding of the individual as the foundation for our codes of ethics and human rights endeavors. Various Western scholars such as Bruno Latour, Gilles Deleuze, Félix Guattari, and Niklas Luhmann have proposed reconfigurations of the individual in the last century. I choose, instead, to highlight a plethora of other traditions and understandings of the individual from the Global South, which have long been in existence while the West was simply not listening. In particular, this piece focuses on the sub-Saharan Nguni philosophy of ubuntu/botho, and how it defines the individual. Ubuntu has become trendy in the last decade, both within South Africa and globally, usually deployed as an ethics of compassion and defined in the heartwarming expository phrase: “I am because we are.” However, ubuntu is more fundamentally an ontology that shapes how we define what it means to be human; ubuntu observes that, “No person is complete in him/herself; s/he is fully human in as far as s/he remains a part of the web of life, including creation and the earth” (LenkaBula 2008, p.378). Within ubuntu, the individual is distinct but not autonomous, and community serves as the state of nature—not the individual.

This reconstitution of the individual manifests in new ethical formations, and it has a significant impact on how we understand and communicate the nature of “human rights”. Most of today’s humanitarian efforts stem from a commitment to the inherent, “self-evident” rights of the autonomous individual, while ubuntu argues that this individual doesn’t exist. In this paper, I examine the relationship between the philosophy and rhetoric of human rights. Using existing human rights discourses as case studies, including the Universal Declaration of Human Rights and

PR material from organizations such as UNICEF and the Global Fund for Women, I speculate on how alternative ontologies from the Global South, like ubuntu, might transform the language and assumptions within such human rights narratives.

Id: 21472

Title: La función del periodista, empresario y público frente a los desafíos del periodismo digital

Session Type: Individual submission

Authors:

Name: Ignacio Bel

Email: ignaciobel1947(at) gmail.com

Country: ES (Spain)

Affiliation: Professor of Communication Law

Abstract: El periodismo desde punto de vista de la acción informativa, sigue inmerso en un proceso de cambio muy importante, derivado del nacimiento y desarrollo del periodismo digital o sea de los medios on line, que conviven con los medios off line. Una mínima ojeada a su forma de desarrollo profesional, nos muestra las profundas diferencias que existen entre ambos campos. La primera se puede establecer en la relación que estos medios tienen en el triángulo clásico informativo, expuesto por el profesor español JMa Desantes, o sea sujeto profesional (periodista), sujeto organizado (empresario) y sujeto universal (público)

El campo on line ha roto las tradicionales características existentes en los tres sujetos en relación con la información, incluso podríamos afirmar, sin temor a exagerar, que el nacimiento de los medios on line, ha provocado un cambio sustancial en las relaciones entre dichos sujetos. Uno de los objetivos de esta comunicación es analizar dichos cambios, que están suponiendo unas modificaciones de la profesión periodística de gran calado y que en ocasiones, aún son difíciles de detectar y definir.

Otro gran problema es lo relativo a los derechos y deberes profesionales del informador, que repercuten de manera inmediata en los deberes y derechos del público. La inmediatez, el afán de exclusividad informativa, la falta de elaboración de las noticias, la exclusiva orientación al dato y no al contenido global, y otros muchos aspectos propios de los medios on line, sobre todo de los que viven más bien del sensacionalismo que de la verdad, provocan en muchas ocasiones situaciones conflictivas con los derechos de los ciudadanos.

A esto se une, aunque ello sea común a toda clase de medios, un fenómeno muy en boga en nuestros días, como es la postverdad y su compañero de viaje, la falsedad en las noticias. La falsedad es un tema terminológico, porque la mentira, esta unida, desgraciadamente, a la historia de la información desde su nacimiento.

Una cuarta dimensión para analizar en el campo de la prensa on line, es el de la ética, el de la deontología profesional en relación a esa nueva forma de hacer. Es un campo difícil, complejo, porque su análisis no está unido exclusivamente a los contenidos, sino es la propia base tecnológica de esos medios, la que exige una respuesta ética, deontológica, que pueda dar respuestas claras y válidas a este punto. Debemos preguntarnos, y respondernos, si estos medios, como nuevos, necesitan una nueva ética, unos nuevos principios deontológicos. La respuesta breve, pero que deberá ser justificada, es que no.

Es necesario volver a los principios básicos de la ética informativa que queremos profundizar, analizar y esclarecer. Sostenemos que siendo los únicos válidos para afrontar el desafío que estos medios producen. Fundamentalmente la verdad. Escribí en otro lugar (Prensa Digital en España, 2016): “la información y el trabajo periodístico entienden de verdad o mentira. De trabajo bien o

mal hecho. De coherencia o de seguidismo. Dependencia o independencia. La buena información se abre camino, sea la estructura que sea”.

Id: 21559

Title: Fake news and Democracy in Brazil: misinformation around the "gay kit" during the 2018 presidential elections

Session Type: Individual submission

Authors:

Name: Maiara Garcia Orlandini

Email: maiaraorlandini(at) hotmail.com

Country: BR (Brazil)

Affiliation: Federal University of Minas Gerais

Name: Vinícius Nogueira Torresan

Email: vinicius.vnt(at) gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Paraná

Abstract: Brazil is facing an increasing political polarization that accumulates records of incivility and intolerance. The intensification of this process is perceived by many authors (Stroppa & Rothenburg, 2015; Pereira, 2016; Rossini, 2017), especially regarding the use of social media platforms on the Internet for the proliferation of hate speech and fake news.

The analysis of the Brazilian democracy takes place in two perspectives: the first from 1988 to 2014 recorded a cycle of progress in the transitional justice process, accountability and expansion of human rights instruments, which gathered indicators that pointed to the consolidation of democracy in the country. (Avritzer, 2017; Sanglard, 2017). The second one from 2013 on when a series of demonstrations accentuated the intolerance amongst distinct social groups that escalated to Dilma Rousseff's impeachment process. Some scholars consider the latter as the conservative turn or also called democratic backsliding. Moreover, other researchers (Bermeo, 2016; Toth, 2017; Levitsky & Ziblath, 2018; Runciman, 2018) punctuate to democratic losses and conservative advances as of 2010 under other perspectives and contexts in other countries.

Recently, Brazil confronts an unprecedented level of intolerance: politicians and artists verbally attacked, tolerance speech misused in the anti-equality agenda and censorship of cultural projects are just a few examples. The presidential election of 2018 was consolidated as the most violent in history marked by cultural and moral disputes with examples of fake news such as the "gay kit". Gay kit is a pejorative term attributed to the teaching material School without Homophobia that was supposed to integrate a nationwide federal initiative to combat homophobia. The material that was geared towards the respect for diversity would be distributed in the Brazilian School System but was vetoed in 2011 under the pressure of the conservative wing of the National Congress. Jair Bolsonaro, current president of Brazil and one of the greatest representatives of the far-right politics in the country was one of the first to criticize the material for allegedly stimulating homosexuality and pedophilia. During 2018 election, Bolsonaro repeatedly stated that his opponent, candidate Fernando Haddad was a menace to gender binary by being this material's mentor. In other words, this fact designed the strategies of political campaigns in 2018, i.e. the organized spread of misinformation through social networks that made it seem more credible. Hence, the gay kit has become an important example of how false information can be used to manipulate public policy in Brazil.

Therefore, this article aims to analyze and identify the different frameworks adopted by organized political groups, civil society, and the media about the gay kit hashtag on Twitter in the period of the presidential election of 2018. The methodology was inspired by content analysis based on the codebook made by us and motivated by the current literature that respects the coding reliability proposed by Krippendorff (2004). We argue that the contention for repertoires involving the LGBTQ issues can be apprehended as an index of a moral and cultural nature, capable of being used to identify democratic recessions.

Id: 21750

Title: Distributed architectures: The effectiveness of user's guidelines

Session Type: Individual submission

Authors:

Name: Rosa Estevan Hernáiz
Email: estherros(at) alumnos.uchceu.es
Country: ES (Spain)
Affiliation: CEU Cardenal Herrera University

Name: Elvira Garcia de Torres
Email: egarcia(at) uch.ceu.es
Country: ES (Spain)
Affiliation: CEU Cardenal Herrera University

Name: Ruth Abril Sttofels
Email: rabril(at) uchceu.es
Country: ES (Spain)
Affiliation: CEU Cardenal Herrear University

Name: Silvia Martínez Martínez
Email: silviamtez(at) gmail.com
Country: ES (Spain)
Affiliation: Universitat Oberta de Catalunya

Abstract: In this paper we analyzed the effectiveness of the measures of protection of both the image and the dignity of the victims of sexual assaults by the Spanish press. Gender violence is a subject of great social concern and one of the news topics that generated more debate and code of ethics within the self-regulation organizations and journalists associations in Spain (Fagoaga, 1994; Aznar, 2005; FAPE, 1993; Diario Público, 2008, Aran and Medina, 2005, López Díez, 2002). It is globally a critical issue, as 35% of women around the world have suffered physical or sexual violence at some point in their lives according to the United Nations Global Database on Violence against Women. Our research questions were: RQ1. Do professional reporters comply with the codes of ethics of reference when covering news on sexual assaults?; RQ2. Do the users comply with the guidelines for participation within the newspapers in the comments of news of sexual assaults? and RQ3. How do the code of ethics and the user's guidelines compare in terms of scope and effectiveness? To answer these questions we carried out a content analysis, a "research technique designed to formulate, based on certain data, reproducible and valid interferences that can be applied to its context" (Krippendorff, 1990: 25) of 285 news stories related to the sexual assault case "the wolf pack", published by El Mundo and El País, the most visited Spanish news websites (Comscore, 2018), from July 7 2016 - when the first story was published by the press- to April 28 2018 -when the court sentence was made public - and 8671 comments (up to 50 comments for each story). The unit of analysis for RQ1 was the news story and for RQ2 the comments to the stories (we took into account up to 50 comments for each story, a total of 8671 comments were analyzed. We found that the code of ethics, contrary to our H1, were not challenged by the coverage; on the

other hand, corroborating H2, the users' guidelines by both El Mundo and El País were not an effective mean to protect the victim's dignity, suggesting other means should be implemented in the future to safeguard this fundamental value.

Id: 21826

Title: Posicionamiento político de las OSC, transparencia y rendición de cuentas: consideraciones éticas desde los actores. El caso del Gobierno Abierto en México.

Session Type: Individual submission

Authors:

Name: Ernesto Gomez Magana

Email: dgm01(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autonoma de Mexico UNAM

Abstract: En la literatura y práctica latinoamericanas se reconoce a la transparencia de las organizaciones de la sociedad civil (como un primer momento de la rendición de cuentas) como un ejercicio que deliberadamente se realiza ante el derecho que tienen, principalmente, cuatro tipos de audiencias: a) el público en general; b) los destinatarios de sus acciones; c) los donantes o las autoridades y d) sus propios integrantes de conocer todo lo referente a su ser y modo de ser en cuanto entes de interés público. Al mismo tiempo, esta transparencia (o los ejercicios de rendición de cuentas a que se dan origen) puede tener como punto de partida la exigencia en las propias audiencias (transparencia bajo demanda) o bien, la acción espontánea de los propios actores (transparencia proactiva).

La principal pregunta que deseo postular en este trabajo es si acaso el posicionamiento político de las organizaciones de la sociedad civil (OSC) funciona como un tipo de transparencia proactiva que da a conocer a diferentes audiencias (principalmente los donantes/autoridades y el público en general) en qué consisten las acciones de estos entes en cuanto a temas de interés público, en sus contenidos, motivaciones y justificaciones. Asimismo, me interesa convocar a los actores a una reflexión de carácter ético acerca de las implicaciones de estas posturas en la esfera pública (por ejemplo, en el caso expreso de una confrontación sociedad civil-gobierno, que refiero más adelante).

De manera secundaria, deseo explorar si esta manifestación se puede circunscribir como un tipo de acciones de comunicación de transparencia proactiva que, sin embargo, no tienen la transparencia como objetivo principal, es decir, que resultan secundarias. Todo ello, como continuidad a mi trabajo de tesis de maestría que se ha dedicado a identificar y caracterizar prácticas de transparencia en las OSC que pueden ser percibidas como tales pero que no necesariamente se realizan con ese propósito deliberado.

En este trabajo en concreto, analizaré el caso del mecanismo de Gobierno Abierto en México, el cual sufrió un período de crisis al final de la administración federal pasada a propósito de supuestos casos de espionaje gubernamental en diferentes a prominentes figuras de la sociedad civil organizada. En su momento, el mecanismo de coordinación entre sociedad civil y gobierno dejó de funcionar hasta en tanto no se resolviera la situación de conflicto, lo cual dio lugar a diferentes pronunciamientos en medios y otros espacios públicos, nacionales e internacionales. Además de desarrollar la cronología del caso desde la perspectiva de la comunicación realizada por parte del Núcleo de Organizaciones de la Sociedad Civil, entrevistaré a los actores de la sociedad civil involucrados y desarrollaré un ejercicio de reflexión colectiva sobre la experiencia, a la luz del cambio de administración federal y la probable reactivación del mecanismo. El documento,

entonces, expondrá los resultados de este ejercicio, analizándolos conforme al marco teórico ya esbozado.

Id: 21901

Title: La vejez y su representación en series de TV. La expectativa del retiro y la muerte en "El método Kominsky"

Session Type: Individual submission

Authors:

Name: Lourdes López

Email: Mllopezg(at) up.edu.mx

Country: MX (Mexico)

Affiliation: Universidad panamericana

Abstract: La vejez como objeto de estudio ha sido abordada desde la biología y la medicina atendiendo a los cambios naturales en las personas en diferentes estadios y edades. Pero desde la perspectiva social ha demandado mucho más atención el proceso mismo del envejecimiento que está articulado a una serie de expectativas de vida poco alentadoras, tales como el deterioro físico, la pérdida de ciertas facultades, el retiro, la jubilación, la dependencia económica y la propia muerte. (Bruno y Acevedo, 2006)

El envejecimiento, entendido como proceso universal, que lleva al deterioro y la muerte (Marín, 2003), encuentra perspectivas diversas. En este trabajo, la construcción del marco referencial son las recomendaciones emitidas en el Plan de acción internacional de Viena sobre el envejecimiento, documento emanado de la Asamblea Mundial sobre el envejecimiento realizada en 1982.

Este trabajo aborda el tema del miedo a la vejez, tomando en cuenta la confrontación con dos expectativas complejas: el retiro de la actividad productiva y la muerte. El abordaje tiene lugar a través del análisis de los personajes de la serie *El Método Kominsky* (Netflix, 2018), que narra, en tono de comedia, la vida de dos hombres septuagenarios, uno de los cuales acaba de perder a su esposa después de una ardua lucha contra el cáncer y el otro es un actor de mediano éxito que se mantiene de una academia de actuación.

El análisis de estos personajes está realizado a la luz de los principios de la narratología, tales como los ejes semánticos del personaje, las unidades de significación que permiten la identificación de unidades funcionales e indiciales en el relato, la construcción y trayectoria como actantes, pero también en la identificación de los indicios que permiten dilucidar la representación social de la vejez que se construye en la serie. La literatura revisada para el sustento teórico del análisis integra textos de Mittel (2015), Barthes, et.al (1972), Jodelet (1993) y Mieke (1990), entre otros, para delimitar el marco teórico y las categorías de análisis.

La historia tiene lugar en el competitivo mundo del cine de Los Ángeles. Los personajes viven la disminución de las posibilidades de integración social, vida familiar e inserción en la lógica de las actividades productivas, marcadas por el vertiginoso desarrollo tecnológico y por un principio de competencia en el que la vejez resulta poco pertinente.

El análisis pretende el acercamiento al personaje en su dimensión humana para extrapolar las condiciones de la ficción a la situación real de la vejez en el mundo contemporáneo.

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Id: 21956

Title: Privilege vs. Privilege: The Strategic Communication of 'Privilege' as a Floating Signifier to Neutralise Accusations of Privilege

Session Type: Individual submission

Authors:

Name: Thomas Owen

Email: towen(at) aut.ac.nz

Country: NZ (New Zealand)

Affiliation: School of Communication Studies, Auckland University of Technology

Abstract: In recent years, multiple social movements advocating greater equality have captured public and media attention across the world; including #MeToo, Black Lives Matter, and the campaign for same-sex marriage, to name only a few. Such campaigns highlight the unequal distribution of privilege and disadvantage in society, thus revealing structural inequalities that fundamentally challenge liberal notions of meritocracy and equal freedom of opportunity. For some social actors – especially those inhabiting historically privileged positions – such movements present an awkward challenge: not only critiquing the existing power inequality; but fundamentally questioning the ethical legitimacy of the now highlighted privileged positions. How, then, do privileged groups and individuals respond to such challenge?

This paper uses a case study of one political organisation in Aotearoa New Zealand known as “Hobson’s Pledge” to examine an effective - and, potentially, characteristic - response to challenges of “privilege.” In particular, the study uses the Hobson’s Pledge case to illustrate how signifiers of “privilege” can be strategically re-articulated in political and media discourse to neutralise and deflect accusations of entrenched privilege and structural inequality. In Laclauian discourse theoretical terms, “privilege” becomes a ‘floating signifier’, articulated by antagonistically opposed political projects to convey starkly different meanings, and to disempower rhetorically potent ideological critiques. This paper examines Hobson’s Pledge’s “privilege” discourse in order to reveal its strategic construction, and to identify potential responses to it.

Hobson’s Pledge is a political lobby group established in 2016 to advocate against what it defines as a “separation framework” of “race-based laws” in Aotearoa New Zealand, that unfairly privilege Māori (the indigenous population) to the detriment of non-Māori. “One law for all of them” is the group’s slogan, expressing a ‘colour-blind’ discourse underlined by liberal assumptions of equal rights, equal opportunity, and colonial neutrality for all citizens. The group’s most prominent spokesperson, former Governor of the Reserve Bank and former leader of the main opposition political party, Don Brash, received considerable media and public attention when he first publicly articulated the “one law for all” discourse in 2004. Brash and Hobson’s Pledge continue to receive media attention following high profile speeches in 2018 and 2019, one of which was cancelled amid public debates over hate speech and freedom of expression.

This paper combines Laclauian discourse theoretical analysis of Hobson’s Pledge publications and Brash speeches with corpus-assisted discourse analysis of mainstream news media coverage to examine the divergent constructions of “privilege”, within a context of ideological contestation over

entrenched inequality in Aotearoa New Zealand. It argues that by converting “privilege” into a floating signifier with indeterminate meaning between opposing discourses, Hobson’s Pledge effectively neutralised the accusation of institutional colonial inequality implicitly encoded in “affirmative action” policies tailored towards Māori. Ultimately, the paper argues that Hobson’s Pledge is an exemplary case of this strategic response to critiques of privilege - one that is applicable to similar cases in Canada, the United States, Australia, and other sites where “affirmative action” special measures are used to address structural inequalities and mitigate historic privilege.

Id: 22235

Title: AI, algorithms, and journalistic ethics

Session Type: Individual submission

Authors:

Name: Natali Helberger

Email: n.helberger(at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Name: Mariella Bastian

Email: m.b.bastian(at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: Traditional normative approaches to the media and the ethics and values journalism are not prepared to deal with the increasingly important role of data and data analytics, the arrival of new roles in newsrooms and the automation of (part of) the journalistic production and distribution process. This situation leads to calls for algorithmic transparency and accountability (Diakopoulos & Koliska, 2017; Ananny & Crawford, 2016). So far, there is no encompassing theoretical framework that could serve as a point of reference for determining the societal impact and ethical and normative consequences of the use of algorithms in the realm of journalism. In the light of growing technological possibilities, and the emergence of new ethical concerns, we see an urgent need for revisiting traditional approaches to journalistic ethics, and relate them to the growing body of literature on algorithmic ethics from other sectors.

Thus, we propose a theoretical framework building on algorithmic news distribution as a highly topical example for the integration of algorithms in the journalistic sphere, arguing that the journalistic algorithmic process consists of several steps of which each one comes along with different ethical challenges. For example, after a journalistic entity has identified and formulated goals and values, these (sometimes vague and abstract notions such as diversity) have to be translated into input and output metrics, causing new organizational and ethical challenges.

In our framework, these principles will be structured according to several levels: inside the organization (both regarding single staff members and from an institutional perspective), and concerning the relationship between the media and the individual user, and the media and society. Firstly, we argue that a number of (journalistic) values such as diversity, privacy, accuracy or objectivity are of utmost importance in the context of algorithmic journalistic processes; however, their definition, interpretation, and application has to be renegotiated. Secondly, other values, for example truth or fairness, should be reaffirmed.

Based on this framework, the growing body of literature on algorithmic ethics from other sectors, the new legal obligations from e.g. the GDPR but also accountability theory and theories about the democratic role of the media, we will propose a first set of principles of algorithmic journalistic ethics.

Id: 22246

Title: Road Map for Quality Journalism of the Future: The Most Promising Models for What is to Come

Session Type: Individual submission

Authors:

Name: Mercedes Medina

Email: mmedina(at) unav.es

Country: ES (Spain)

Affiliation: University of Navarra

Name: Alfonso Sánchez-Tabernero

Email: astabernero(at) unav.es

Country: ES (Spain)

Affiliation: University of Navarra

Name: James Breiner

Email: jbreiner(at) unav.es

Country: ES (Spain)

Affiliation: University of Navarra

Abstract: Quality journalism has an ethical and social dimension based on the credibility of content and public service, but its share of time and space in the media marketplace has been shrinking. The causes are mainly the abundant supply of free media online and the flight of advertisers to the lower-cost and more efficiently targeted digital advertising offered by technological platforms. This paper will show how the scarcity of quality journalism has aggravated many societal ills and undermined the role of the press as a pillar of democratic society, the Fourth Estate. This paper will use deductive and critical methodologies to identify the most promising examples of media that are counteracting this trend with innovative funding models as well as innovative products, processes, distribution methods, and collaboration networks.

The examples will come from five continents and from traditional as well as new digital media. We are bringing an international and diverse approach to call attention to paradigmatic models from different countries in the world.

The criteria we will use to select them are mainly four: sustainability, social impact, transparency and independent from undue influence of actors with self-interested agenda. We will combine three prestigious sources to guide a representative media selection: a) Media Development Investment Fund that invests in media in countries where free speech is endangered. Its criteria for investment measures sales, reach, financial results and Civic Impact; b) The Newsguard project of Steven Brill and Gordon Crovitz has developed nine criteria of credibility that they use to rate news organizations and they publish ratings of 2,000 media organizations that provide 90% of the use consumed in the U.S., and c) "Publishing for Peanuts" looked at more than 30 media startups, mainly digital, around the world in 2014 and is in the process of updating their data. Their findings about what kinds of sustainability models work is key.

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Id: 22335

Title: AI Anchor as a Brand New Media Presentation Interface: A Chinese Case

Session Type: Individual submission

Authors:

Name: YA YANG

Email: yangya0210(at) 126.com

Country: CN (China)

Affiliation: Beijing Normal University

Name: JIAYI YANG

Email: joyyang423(at) foxmail.com

Country: CN (China)

Affiliation: Beijing Normal University

Abstract: Reeves and Nass (1996) raised the theory of Media Equation, that is, media is equivalent to real life. As long as the source of information is intelligent enough, people will treat computers like humans. This theory has gradually become a reality. In 2018, China's state news agency Xinhua News Agency, in conjunction with Internet company Sogou, launched the first composite news AI Anchor, which appears to be the “first time robot journalists have graced TV screens” (Chung, 2018). AI composite anchor combines voice, lip shape, expression and motion features in real-life anchor news broadcast video, and in-depth learning technologies for modeling and training. The input Chinese and English texts can be automatically generated into video broadcast in the presentation of the anchor image, very natural assembles the real-life anchor.

Although this AI anchor currently only broadcasts manually entered news content, the maker stated that in the future, it will strive to automatically determine the broadcast content of the anchor through algorithms. With the development of the ICTs, the role played by robots begin to coexist and multiple participate in the media communication, gradually replacing the chain of media production, from news discovery to news distribution interface. When the new interface of AI anchor is brought into use as a quasi-man entity, it will have a foreseeable impact on the society. First, AI anchor, as a new media presentation interface, has changed the process of production and processing of information, and has impact the media criterion originally followed; second, compared with the real anchor, the image of AI anchor is no longer unique, and its duplication mode also threatens the authenticity and credibility of information; third, when robots like AI anchor exceeds a certain degree similarity to humans, according to the “uncanny valley” (Jentsch, 1906), it will cause recognition difficulty and the human feedback to them will suddenly become extremely disgusted; lastly, when machines replace all aspects of news production, it will become an urgent issue to cultivate their moral ability to follow the general ethical standards of human society.

From the above four perspectives, this paper focuses on the media production changes and ethical issues brought about by the emergence of AI anchors, and refers to the ethical methods and rules of other types of artificial intelligence robots that are currently involved in human life, through the comparative study of cases. This paper discusses how to embed social and media ethics into AI

anchors to ensure that their behavior conforms to the norms of human society and puts forward theoretical and feasible suggestions.

In brief, Kelly (2011) said that when we create and use a new technology, we are actually involved in something bigger than ourselves. After the emergence of AI composite anchor, in order to better realize man-machine coupling, safeguard human rights, promote news information circulation , in which human, technology and society adhere to the four principles of innovation, moderation, balance and pluralism (Pang, 2018) and participate together, and actively support the orderly development of AI technology.

Id: 22337

Title: Ethics for journalists and ethics for all

Session Type: Individual submission

Authors:

Name: Joaquim Fidalgo

Email: jfidalgo(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: University of MinhoBraga - Portugal

Abstract: Trust, trust, trust – the cornerstone on which the credibility of media (and especially of journalism) was built is being seriously undermined almost every day, almost everywhere. And the consequences of this erosion process are serious for the health and the strength of democracy in the societies we live in. If we can't trust what we read, or watch, or listen, either in the legacy media or in social media (where journalism also finds new opportunities to play a role), the possibility for us citizens to be well informed and to make good decisions is at stake. In an environment where different actors of public communication bet precisely on the confusion – confusion between advertising and editorial content, confusion between information and entertainment, confusion between real events and 'alternative facts', confusion between true and fake –, the difficulty to 'separate the wheat from the chaff' is bigger and bigger, and therefore the great challenge for us all is to master the tools that help us to find out what is what. The critical need for more expanded (and deeper) media literacy in the digital landscape that surrounds us at every corner of daily life goes together with the necessary demand for more transparency in public communication, and particularly in journalism (wherever it happens). Transparency is a pre-condition for an ethical approach to journalism. And an ethical approach to journalism seems to be the only way to recover its lost credibility in so many stances. To make it trustworthy.

Journalism, we know, no longer concerns exclusively professional journalists and the so-called legacy media. Timely information in the public sphere flows through many channels and is handled by many actors (which is a good thing), although part of them don't have the knowledge or the will to do it in an accurate and responsible way (which is a bad thing). In this paper, we'll try to analyse the different 'layers' where journalism occurs nowadays and to discuss the ethical demands that must be present in all of them, even in various degrees. Furthermore, since ethics is not only a question for 'producers', but also for 'users' – actually most of us are more and more 'producers'... -- we will reflect on possible ways to improve a more ethical ability to recognize and to denounce pieces of misinformation and/or disinformation, thus contributing to improve fairness, honesty and trust in journalism.

Key-words: journalism, trust, credibility, transparency, ethics

Id: 22359

Title: UN NUEVO PARADIGMA DEL FUNCIONARIO PÚBLICO: LA TRANSPARENCIA Y MORAL ADMINISTRATIVA EN LA COMUNICACIÓN CON LOS CIUDADANOS

Session Type: Individual submission

Authors:

Name: Manuel SANCHEZ DE DIEGO

Email: msdiego(at) ucm.es

Country: ES (Spain)

Affiliation: S. Dptal. Derecho Constitucional - Universidad Complutense de Madrid -España

Abstract: Las tecnologías de la información y la comunicación, esencialmente la informática y las telecomunicaciones, han propiciado un nuevo sistema de relaciones de las Administraciones Públicas con los ciudadanos. Ese fenómeno va a traer diferentes consecuencias como el control informático de la ciudadanía, el derecho a la protección de datos personales, la reutilización de la información pública, el derecho a relacionarse digitalmente con las Administraciones Públicas o, la transparencia pública, por citar algunas de ellas.

Una de las líneas esenciales del nuevo siglo, de la democracia evolucionada en los países occidentales es precisamente la democracia participativa y transparente. Esto se refleja a nivel internacional en la Alianza para el Gobierno Abierto (www.opengovpartnership.org). La transparencia del sector público y de los fondos públicos, así como el derecho de los ciudadanos a demandar información, obligan a un cambio en la mentalidad de los funcionarios. Se trata de abandonar el poder del funcionario descrito por Max Weber, para alcanzar la caracterización de la función pública al servicio del ciudadano.

Precisamente en esa nueva caracterización es esencial la formación y, por tanto, el desarrollo de una moral administrativa, en donde bajo la denominación genérica de “buen gobierno” encontremos una comunicación fluida hacia los ciudadanos. Somos conscientes por haber participado en ella, de la labor desarrollada en España para fomentar la transparencia en la formación de los funcionarios. Para ello se han incorporado temas de transparencia en los programas de oposición a la función pública España. Además el Instituto Nacional de la Administración Pública (INAP) ha desarrollado acciones formativas en donde se integran sesiones de transparencia pública. Este será el contenido esencial de la comunicación: determinar como la formación puede configurar una nueva moral administrativa en donde la transparencia sea un elemento esencial.

Id: 22366

Title: From Values to Things: A Materiality-Focused Inquiry of the Ethics of the Internet of Things

Session Type: Individual submission

Authors:

Name: Sebastian Lehuede

Email: s.a.lehuede-bravo(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communications - London School of Economics and Political Science

Name: Dr. Funda Ustek-Spilda

Email: f.ustek-spilda(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communications - London School of Economics and Political Science

Name: Dr. Alison Powell

Email: a.powell(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communications - London School of Economics and Political Science

Abstract: The Internet of Things (IoT) has been one of the main drivers in the design and development of technological devices in the last decade. Ethical inquiries about the IoT have become urgent as technologies such as smart fridges and voice assistants increasingly populate our homes, working spaces, and cities. However, the lack of clarity about what the IoT is, along with the multiple technical components that are necessary to build ‘connected’ devices, make it hard for researchers exploring the type of society and values underpinning this complex sociotechnical formation. In my presentation I will propose an approach for ethical inquiries of sociotechnical configurations —such as the IoT— that draws on a theoretical framework developed in the light of the ‘material turn’ in social sciences and the empirical work of the Virt-EU research, an multidisciplinary project looking at the ethics of IoT entrepreneurs in Europe.

In theoretical terms, and drawing on the work of John Law, we will understand complex technologies as those comprising an articulation of multiple human and non-human agencies and logics. After that, we will argue that the value-first approach usually employed in the field, and that draws on strong branches within social constructivism, might not be the more appropriate for ethical inquiries of this type of technologies. Instead, we propose a framework that puts the focus on the ethical opportunities and challenges afforded by the technical components that make up complex technological devices. As a consequence, ‘the ethics of technology’ is understood as the unpredictable outcome produced by the interaction between technological affordances and the values held by the people involved in the process of development. This framework builds upon the ‘material turn’ in social sciences advocated by authors such as Noortje Marres that highlights the

relevant and active role of ‘things’ and ‘objects’ in areas such as communications, politics and, in this case, ethics.

In empirical terms, our presentation builds upon empirical examples from ethnographic work carried out by researchers at the LSE, ITU and CIID as part of the Virt-EU research project. For more than two years, we interviewed IoT designers, programmers and business managers and carried out participant observation in cities such as London and Belgrade. Our method of analysis consists of an inductive re-reading of our notes with particular attentiveness to the technical difficulties faced by IoT developers. As a result, data, network architectures, hardware components, power, maintenance systems and interfaces came up as sources of technical and ethical challenges. In my presentation I will describe some of these concerns and show a few examples of innovative proposals seeking to tackle them.

I hope that this approach can be helpful for initiatives and policies seeking to advance a more ethically-sensitive technological landscape. Unlike the dominant consequentialist-determinist logic, this proposal addresses the undetermined character of ethical practice and technological development. In addition, it puts forward a grounded and methodical framework coherent with research and theory stemming from fields such as studies of science and technology, moral philosophy and anthropology.

Id: 22548

Title: The dilemma of family identity: A textual analysis of 'returning' stories in social media posted by fostered excess children

Session Type: Individual submission

Authors:

Name: Yinxue Xie

Email: 30620171152916(at) stu.xmu.edu.cn

Country: CN (China)

Affiliation: Xiamen University

Name: Tian Gao

Email: 1175261563(at) qq.com

Country: CN (China)

Affiliation: Xiamen University

Abstract: China advanced the policy of birth control in 1980s, since then the newly married couple live in urban areas gave birth to more than one child will face large fines and/or administrative penalty. To avoid these negative consequences, some of the couples will farm out their excess children temporarily on others, most of whom are their relatives, such as grandparents, cousins, etc. Unlike their counterpart in western countries, China's fostered excess children usually maintain contacts with the foster family even after they return to live with their biological parents and siblings. It means that they will have to deal with double family identities, which may cause a bunch of problems. This study thus focuses on the difficulties that the fostered excess children need to overcome to form a new family identity after they return to live with their biological parents and siblings. Traditional research methods, such as survey and in-depth interviews rely on self-report to a great extent, which may lead to a lower reliability as applied for a highly sensitive topic. Nowadays, social media are becoming an indispensable sphere for marginalized people to counsel about life issues, share experiences, and obtain social supports. Fostered excess children are also using social media to share their experience, especially the difficulties they have in creating new family identity after returning to their biological parents and siblings. This renders the posts of social media an important access to information we need to explain such an extremely sensitive topic reliably.

The textual analysis of 56 posts in Zhihu and Sina Weibo (two of the most popular social media platforms in China) indicates that fostered excess children face severe challenges in forming new family identity after they return to their biological parents and siblings; they have trouble in walking out of the memories of childhood during which they were sent away from their parents and siblings, while very few of the latter have discussed with them about this experience after they return; they seldom call their biological parents as father or mother in real life; biological parents' favoritism and being left out by siblings also hinder the formation of family identity among the fostered excess children.

Id: 22728

Title: The ethical principle of responsibility as a challenge to new immersive narratives

Session Type: Individual submission

Authors:

Name: María José Benítez-De-Gracia

Email: majbenitez(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Susana Herrera-Damas

Email: dherrera(at) hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: As of 2015, the convergence of a series of technologies has allowed the emergence of a new journalistic modality, which we have called immersive feature with 360° video. Based on the use of a stereoscopic visualization system combined with a smartphone, it is able to create the representation of an event through a spherical stage, whose point of view is controlled by the spectator. This generates in him the illusion of being actually inside a reality that is only being represented.

This peculiar way of storytelling greatly brings the viewer closer to the context and their protagonists to the point that "it offers the participant unprecedented access to the sights and sounds, and possibly to the feelings and emotions that accompany the news" (De la Peña et al., 2010: 291). In turn, the possibility of generating an emotional bond with the viewer has been considered as something especially beneficial for journalism since it opens the opportunity to establish a relationship of identification and empathy with another person who can be better understood.

The numerous features that media outlets from all around the world have produced in recent years on issues regarding immigration, wars, refugees or catastrophes certify the potential offered by these immersive narratives to show human interest issues or to denounce some kind of social injustice or suffering.

However, this ability to bring human suffering to a first-person perspective can also become an instrument of manipulation due to the rapid emotional response that it generates in the viewer. Given this possibility, we wonder whether there is any principle of action that should be specially taken into account when producing this type of immersive features.

Through an exhaustive literature review, the conduction of 6 in-depth interviews and after viewing more than 1,000 immersive features, we have tried to structure a list of best practices based on the ethical principle of responsibility. These practices raise the need to well understand the limits of empathy, to establish an adequate distance between the viewer and the characters and to prudently

limit the use of emotional persuasion techniques. We illustrate this collection with examples to better show the convenience of each of these best practices.

Id: 22744

Title: Filosofía organizacional, códigos deontológicos y respeto a los derechos humanos en las 100 empresas más innovadoras del mundo

Session Type: Individual submission

Authors:

Name: Rebeca Arévalo Martínez

Email: rebeca.arevalo(at) anahuac.mx

Country: MX (Mexico)

Affiliation: Universidad Anáhuac México

Abstract: Las organizaciones son una comunidad de personas (Llano,1997), que comparten valores, creencias, actitudes y conductas (García y Dolan, 1997) que constituyen la filosofía organizacional. Ésta se complementa con un código deontológico que integra principios regulativos para una realización justa de la comunidad (Del Prado, 2018); es decir, es una guía ética que señala actitudes y comportamientos deseables y no deseables en la organización. La filosofía organizacional y el código deontológico permiten a la organización potenciar el compromiso en sus distintas dimensiones conforme a los bienes humanos que recibe (Ruiz de Alba, 2013); pero, aunque parece intrínseco a su razón de ser, no siempre tienen como eje rector el respeto a los derechos humanos, los cuales tienen como fundamento a la antropología, a la ética y a la política en la medida que sostienen la búsqueda de la realización de la persona y del bien común. La persona se realiza en la participación junto con los otros (Wojtyla, 2017). Es decir, la organización debería ser un lugar ideal para lograr el bienestar y el crecimiento económico de quienes la conforman, sin que esto signifique anular la dignidad de las personas (Cortina, 2008).

En el caso de las organizaciones líderes por su prima de innovación, ponderada a partir de rentables beneficios para sus inversionistas (Solex, 2018), se hace necesario revisar si también integran en su filosofía organizacional y códigos deontológicos el respeto a los derechos humanos y la dignidad de la persona consagrados en seis documentos: 1) Declaración Universal de Derechos Humanos (ONU, 1948), 2) Pacto Internacional de Derechos Civiles y Políticos (ONU, 1966), 3) Convenio Europeo de Derechos Humanos (Tribunal Europeo de Derechos Humanos, 2010), 4) Carta de Derechos Fundamentales de la Unión Europea (Diario Oficial de las Comunidades de la Unión Europea, 2000), 5) Declaración Americana de los Derechos y Deberes del Hombre (OEA, 1948), y 6) Convención Americana sobre Derechos Humanos (OEA, 1969).

Con base en lo anterior, esta investigación cuantitativa tuvo como objetivo analizar la filosofía organizacional y el código deontológico de las 100 organizaciones más innovadoras del mundo (Forbes, 2018) a la luz de 13 categorías de derechos humanos, con el fin de establecer la correlación entre éstas y la prima de innovación. Las categorías de derechos humanos fueron: 1) derecho a la vida; 2) integridad personal; 3) igualdad salarial; 4) no discriminación (discapacidad, religión, nacionalidad, género o edad); 5) libertad (circulación, expresión, asociación, investigación, participación cultural); 6) honor; 7) privacidad; 8) recibir información; 9) seguridad (personal y social); 10) salud; 11) educación y formación; 12) matrimonio, familia y maternidad; 13) gozar beneficios del progreso científico.

Los resultados muestran una correlación diferenciada entre categorías de derechos humanos y la prima de innovación según el sector de la organización y su país de origen. Los hallazgos permiten reflexionar y proponer una serie de principios de actuación para reconfigurar el foco de la innovación organizacional, incluyendo no sólo los indicadores económicos, sino el respeto a la dignidad de la persona y sus derechos.

Id: 22760

Title: Beyond 'love-hate' stereotype: Reflecting on the new dimension(s) of relationship between public relations and journalism in the 'post-truth' era

Session Type: Individual submission

Authors:

Name: Jenny Zhengye Hou

Email: jenny.hou(at) qut.edu.au

Country: AU (Australia)

Affiliation: Queensland University of Technology

Abstract: Considerable research has for long characterised the relationship between public relations and journalism using a 'love-hate' motif (Tilley & Hollings, 2008). On one hand, journalists have increasingly relied on public relations leads, contacts and content. On the other hand, journalists have been continually concerned, even to the extent of hostility, about the sheer volume of public relations information and its manipulative intent (Macnamara, 2015). In the digital age, the prevalence of 'fake news', either derived from algorithms based on economic interests or constructed by individuals through social media, presents new threats to both professions being able to maintain integrity and authenticity of news production. Despite the common challenge of declining public trust and reputation risk to both journalism and public relations (Allcott & Gentzkow, 2017), little research has interrogated and reflected on how the relationship between them has evolved.

To narrow this research gap, this study aims to understand how public relations practitioners and journalists might rethink or re-evaluate their relationship, and whether and how they can collaborate innovatively and realistically in this chaotic 'post-truth' era. Qualitative data were drawn from 24 in-depth interviews with PR practitioners (n=12) and journalists (n=12) in Australia through purposive 'snowball' sampling. Two focus group studies were conducted with both public relations practitioners and journalists to collect information on mutual perceptions and expectations between the professions.

The results show four divergent views about the two professions' relationship evolution relating to what is now widely called 'fake news'. First, mistrust between the two professions becomes deeper as journalists strive to improve their fact-checking and thus their independence, while PR practitioners prefer to navigate their own social media communication, thus bypassing traditional media. Second, the relationship and depth of collaboration between the two professions is contingent upon personal relations between individual journalists and public relations practitioners. Third, fake news environment brings new opportunities for the two professions to jointly combat fake news. Fourth, the two professions will continue to be in conflict given their fundamentally different missions and values.

This study extends the 'love-hate' motif by revealing the complexities and new dimensions of public relations-journalism relationship as mediated by the fake news challenges emanating from the increasingly commercialised and politicised digital environment. Its findings should also motivate both professions to reflect on how they can renew their ways of collaboration to

collectively improve ethical communication, facilitate information flow, and serve the public interest. The study's focus on news integrity and mutual trust fits well with the aim and scope of the Ethics of Society & Ethics of Communication (ETH) Working Group.

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Id: 22833

Title: What is happening with Ethics in the Immersive Journalism' Malpractices while producing and editing 360° video and VR experiences

Session Type: Individual submission

Authors:

Name: Sara Pérez-Seijo

Email: s.perez.seijo(at) usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela, Novos Medios Research Group

Name: Xosé López-García

Email: xose.lopez.garcia(at) usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela, Novos Medios Research Group

Abstract: The internet has opened new fronts to the journalistic practice (Bilbeny, 2012) and this, combined with the technological innovation, forces media to adapt and reconsider the traditional ethical standards in order to deal with the novel story formats (webdoc, meme, newsgame, 360° video,...) and emerging storytelling technologies (VR, AR,...). However, technology can under no circumstances be an impediment to renege on the fundamental principles: honesty, diversity, compassion, accuracy, accountability and independence (Filak, 2019).

Although the Immersive Journalism (De la Peña et al, 2010) or VR/360° storytelling has opened new possibilities to tell news, it has also brought manifold new ethical challenges, many linked to the decisions taken by journalists both during the production and the editing of the content (360° video or VR experiences). The aim of this storytelling is to allow viewers to experience place illusion thanks to the use of a VR headset. But couple this with the thought that some immersive works can enhance empathy (Sánchez Laws, 2017), manifold ethical challenges have emerged because some practices and procedures that journalists carry out to encourage those aspects prove controversial: digital elimination of elements from the image; manipulation of the scene by adding people or objects; create situations that never happened; use of music or sound effects; stage; minors to tell social and complex realities; exposure to graphic and sensitive content without warning; etc.

This said, the authors of this work reflect on the ethical needs, limits and problems related to the production of non-fiction immersive content. It should be noted that this study belongs to a larger research about Ethics and Immersive Journalism that the authors started in 2018. In a first phase, they developed a proposal of good practices' indicators after exploring and observing the non-fiction immersive videos published and produced by media companies from all over the world (Associated Press; Radiotelevisión Española; The New York Times; Smart News Agency; etc.). Taking also as a reference the Codes of Ethics of three renowned professional entities (Society of Professional Journalists, Radio Television Digital News Association and The National Press Photographers Association) and the specific guidelines of each medium, the authors set 13 indicators based on a previous identification of five main ethical challenges (Pérez-Seijo & López-García, 2019): image integrity; recreation/reconstruction of news; sources and staging; role of the journalist/recording team; sensitive content. However, this work represents the second stage: the

indicators have been adapted to an analysis data tab to examine and study each immersive news video and therefore to detect potential malpractices. Thus, the authors carry out a (“ethical”) content analysis of 360/VR videos published by two reference media, and with a prominent immersive production: British Broadcasting Corporation and The New York Times. It was selected a newspaper and a broadcaster to examine how each type of media produce the content/story and if its format has some particular effect. The results, so the malpractices founded, will be contrasted with the professional association’s Codes of Ethics and with their own guidelines.

Id: 22905

Title: Will technology really save us' Socio-technical imaginations of social good and justice in Internet of Things

Session Type: Individual submission

Authors:

Name: Funda Ustek-Spilda

Email: f.ustek-spilda(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Name: Alison Powell

Email: a.powell(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Abstract: From smart home devices secretly recording conversations and sending it to people in one's contact list, to the ease of hacking into baby monitors, the everyday creepiness and dystopian features (and futures) of internet of things (IoT) have come to dominate the media landscape of how IoTs are discussed and imagined. This imaginary forms the basis of the increasingly common attitude of "Tech will save us" as technologies provide the ability to 'scale' social and economic interventions and act faster in moments of need, such as environmental disasters, violent conflicts or mass displacement. Tech for good companies and projects are framed as capable of solving existing societal problems at scales that benefit businesses (and consequently investors) while also benefiting disadvantaged individuals (or regions). Such positionings blur the boundaries between what is for business and what is for good.

At Virt-EU: Values and Ethics in Innovation for Responsible Technology in Europe (Horizon 2020 project), we have been studying values and ethical thinking that guide developers when they are designing, building and marketing internet of things products and platforms in Europe. In this presentation, our aim is to provide a grounded analysis on how ethics are being enacted by IoT developers, and how 'social good' is imagined, as well as who tech needs to help and why. These questions help us investigate the shifting control over the organisation of social policy away from public policy and governments to corporations and venture capital firms. We propose a situated framework to study data (and connected devices), which integrates Virtue Ethics, Capabilities approach and Care Ethics. This situated understanding of ethics based on how it is practiced makes a key contribution to pushing away from thin 'ethics' of dystopian scenarios to deeper concern about justice, while also providing a situated understanding of social and political polarisation mediated through emerging technologies, such as internet of things.

This presentation outlines this approach and its differences from the externally imposed ethical frameworks that are common within this field. It also explores the challenges of developing this kind of framework and the tensions between the different strands of virtue, capability of care through a case study we participated in at Virt-EU – the community-led development of a trustmark for 'Open Internet of Things'. The interplay between efforts of community members, expectations

about ethics and the pressures and power structures of the “tech for good” innovation space within the larger business context. As a developer we interviewed stated: “You cannot be a business and a charity at the same time. You can only be one.” But does that mean trying to ‘do good’ with technology is a futile undertaking?

Id: 22921

Title: El desafío de la promoción de la dignidad humana en periódico-laboratorio impreso brasileño: debates y soluciones de periodistas en formación durante la instalación de redacción convergente

Session Type: Individual submission

Authors:

Name: Ben-Hur Demeneck

Email: b.demeneck(at) uol.com.br

Country: BR (Brazil)

Affiliation: State University of Ponta Grossa (UEPG)

Abstract: Este paper discute cómo noticias y reportajes materializan la promoción del abstracto valor de "dignidad humana" durante la producción y edición de "periódico-laboratorio" impreso en una universidad pública ubicada en sur de Brasil durante el primer año de instalación de una "redacción integrada" en los 25 años de historia del periódico. Se discute cómo las prácticas y conceptos de convergencia digital (JENKINS, 2009) afectaron la producción de periódico impreso en pautas sobre diversidad en los aspectos racial, de género, sexual y religiosa en contexto tecnológico que amenaza la existencia de los periódicos (MEYER, 2004) y en ecosistema informativo que favoreció la emergencia de la post-verdad (MCINTYRE, 2018).

La "redacción digital" del "Foca Livre" permitió coordinar esfuerzos de alumnos de todas las clases de Periodismo de la UEPG (Universidade Estadual de Ponta Grossa) y publicar ocho ediciones mensuales en formato Berliner sólo con el uso de software libre. En 2018, el periódico fue reconocido en premio promovido por el Sindicato de Periodistas de Paraná, en Curitiba. Para contextualizar dos de los temas presentados en el periódico: Brasil es considerado el país que más mata transexuales en el mundo (TMM ANNUAL REPORT 2016). En el aspecto religioso, entre 2015 y el primer semestre de 2017, Brasil había registrado 1.486 denuncias de intolerancia religiosa (Ministerio de Derechos Humanos, Brasil); siendo las religiones de matriz africana objetivo de 60% de los ataques.

A partir del educador Paulo Freire, para quien la lectura de mundo antecede a la lectura de la palabra (FREIRE, 1998), discutimos cómo los universitarios desarrollan su lectura de la realidad social. El referencial también considera la importancia de la pluralidad dentro de las redacciones (KOVACH & ROSENSTIEL, 2007) y tiene el periodismo como formador de la esfera pública (HABERMAS, 2014) y de la democracia (TRAQUINA, 2004). Para realizar nuestro artículo empleamos como método: descripción y análisis de contenido (portadas, secciones y de los géneros y formatos utilizados); cuestionario y entrevistas con alumnos.

En el cuestionario y en las entrevistas se pregunta: a) Durante la producción y edición del periódico impreso, cuando usted consideró haber mayor entendimiento y promoción del concepto de 'dignidad humana'?; b) ¿Cuál es la importancia de publicar impresos en un contexto dominado por tecnologías que transmiten noticias en tiempo real?; c) ¿Usted cree que su práctica periodística promovió temas consagrados en la Declaración Universal de Derechos Humanos?

Más que abordar el tema de la conferencia "Comunicación, tecnologías y dignidad humana: derechos controvertidos y verdades contestadas", este paper considera los temas del WG - "Dignidad humana, sociedad y comunicación" y "Derechos humanos en las noticias". Se considera que 2017 en Brasil fue la víspera de elecciones marcadas por la acción de las "fake news" en las elecciones que consagrarían a Jair Bolsonaro como presidente, político que personifica la aversión a los derechos humanos.

Sin descuidar de la renovación de los marcos del periodismo profesional (ANDERSON, BELL, SHIRKY, 2012), este texto reconoce la relevancia histórica del periódico impreso en la formación de periodistas, sobre todo en países en desarrollo, donde importan la materialidad, la fuerza como documento y por figurar como canal propio al estímulo a la reflexión y a la literacia.

Id: 22932

Title: [Panel] Towards a Code of Ethics for Social and Behavior Change Communication, Panel description

Session Type: Panel Submission

Authors:

Name: Thomas Jacobson

Email: tlj(at) temple.edu

Country: US (United States)

Affiliation: School of Media and Communication Temple University

Abstract: This panel will aim to advance the production of a Code of Ethics for the field of Social and Behavior Change Communication (SBCC), sometimes called communication for development and social change. SBCC engages in social change, behavior change, information and knowledge sharing, social engagement strategies and action for informed and engaged societies. SBCC efforts include communication for development, media for development, health promotion, health communication, digital media and development, children's rights advocacy, civil society self-organizing and other communication processes. Organizationally, the field comprises operational arms of foundations, multilateral organizations, non-governmental organizations, and civil society groups, among others. Considerable effort has been devoted over the years/recent decades to understanding the nature of communication and its use for these purposes, as well as applied skills in social and behavior change communication. This panel will comprise three presentations and then responses. 1) One presentation will review the recently launched Global Alliance for Social and Behavior Change and some of the ethical challenges faced by members of the Alliance, focusing on the United Nations Children's Fund (UNICEF). This presentation will also review the Global Alliance's project on ethics, an effort to develop a code of ethics for SBCC. 2) A paper will analyze philosophical and professional foundations suitable for an SBCC code of ethics. 3) A second paper will present a draft code of ethics, including a general values statement and a plan for rolling out an using the code with the SBCC field. 4) The chair of the Ethics Working Group, María Teresa Nicolas Gavilán will serve as a discussant and will also place the Global Alliance's ethics project in relation to the work of the IAMCR Ethics Working Group. She will also serve as panel moderator. María Teresa Nicolás Gavilán <mnicolas(at) up.edu.mx>.

Id: 22954

Title: Ethics and the Global Alliance for Social and Behavior Change Communication

Session Type: Panel Submission

Authors:

Name: Rafael Obregon

Email: robregon(at) unicef.org

Country: US (United States)

Affiliation: United Nations International Children's Emergency Fund

Abstract: This presentation will begin with a brief characterization of the field of Social and Behavior Change Communication and the recent launch of a Global Alliance for Social and Behavior Change. It will outline the Global Alliance's purpose and membership, including the importance attached by the Global Alliance to the ethical conduct of SBCC work. The approach to ethics taken with the Communication for Development program of the United Nations International Children's Emergency Fund (UNICEF) will be discussed in some detail to provide a practical context to the Global Alliance's ethics project. The project itself will be introduced.

Id: 22963

Title: Selected Principles for Ethical Social and Behavior Change Communication

Session Type: Panel Submission

Authors:

Name: Thomas Jacobson

Email: tlj(at) temple.edu

Country: US (United States)

Affiliation: Klein College of Media and Communication Temple University

Abstract: This paper begins with a brief characterization of the SBCC field. This will establish the practical terrain. The need for a specific SBCC approach to ethics will be argued. Following this is a survey of a standard array of philosophical approaches to ethics that might be relevant to this exercise will be surveyed, including utilitarianism, Kantianism, and communitarianism. Strengths and weakness of these approaches for the purposes at hand will be identified. The ethical relevance of recent advances in the fields of behavioral economics and nudge theory will be discussed. After this survey of standard approaches to ethics, and some issues, two approaches to ethics will be examined on the basis that they might be especially promising for thinking through the ethical dimensions of SBCC work. These are approaches to ethics based in the works of Amartya Sen and Jurgen Habermas.

Id: 22969

Title: Proposal for a Code of Ethics for Social and Behavior Change Communication

Session Type: Panel Submission

Authors:

Name: Nicole Lemire Garlic

Email: nicole.lemire.garlic(at) temple.edu

Country: US (United States)

Affiliation: Klein College of Media and Communication Temple University

Abstract: This paper will propose a draft code of ethics for Social and Behavior Change Communication. It will outline a statement of values, including both philosophical commitments and expressions of values that are common among ethics codes in other communication fields. Some of this will be drawn from the preceding paper on “Selected Principles.” It will briefly survey codes of ethics used in fields related to SBCC work, such as humanitarian organizations, health communication, journalism, and others. It will present a code of ethics that has been developed with input from members of the Global Alliance for Social and Behavior Change as well as a globally distributed group of “interested individuals,” who have provided ideas, input, and criticism during development of this draft code. It will consider pros and cons of the draft code. Finally, the paper will consider matters of implementation such as promulgation, use of the code by individual SBCC organizations, use by the Global Alliance as a whole, and promotion of ethical reflection and practices in the SBCC field at large.

Id: 22972

Title: Discussant Remarks

Session Type: Panel Submission

Authors:

Name: María Teresa Nicolás Gavilán

Email: mnicolas(at) up.edu.mx

Country: MX (Mexico)

Affiliation: Universidad Panamericana Headquarters Mexico · School of Communication

Abstract: The Chair of the Ethics in Society and Ethics in Communication Working Group will respond to the presentations and also position the ethics project of the Global Alliance for Social and Behavior Change Communication within the context of IAMCR's ethics working group.

Id: 22999

Title: Is there really a brand journalism' Ethical aspects of the branded content in the magazines
¿Existe realmente el periodismo de marca' Aspectos éticos del contenido de marca en las revistas

Session Type: Individual submission

Authors:

Name: Concha Edo

Email: conchae(at) telefonica.net

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Almudena Rodríguez

Email: almudena_rs(at) hotmail.com

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: David Parra

Email: davidparra(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Abstract: La crisis económica que tan directamente ha incidido en la delicada situación por la que atraviesan gran parte de los medios de comunicación, que han visto disminuir dramáticamente los ingresos por publicidad, y los cambios estructurales y de gestión de contenidos que ha impuesto la generalización de internet, han puesto sobre la mesa nuevos modelos de negocio que puedan garantizar la supervivencia de las empresas periodísticas. El crowdfunding, las suscripciones, la búsqueda del apoyo de un sponsor o el intento de involucrar económicamente a los lectores son algunas de las medidas que unos y otros han tomado para asegurarse los medios económicos necesarios para la edición. También está cobrando fuerza el branded content o la creación de contenidos que benefician a una marca concreta que los financia para mejorar su imagen y conseguir fidelizar clientes, hasta el punto de que aumentan los medios que han puesto en marcha un departamento que se ocupa únicamente de esta cuestión. Y la Branded Content Marketing Association se autodefine como el organismo mundial de la industria para profesionales de contenido de marca, y pretende promover las mejores prácticas, compartir conocimientos y hacer crecer la industria de este sector.

No se trata sólo de vender un buen producto (Lang, 2015), sino de afianzar los valores y la filosofía de la compañía y mejorar su reputación online y offline (Cartes y García, 2017). Pero la realidad es que son textos pagados, intencionales e interesados que sirven siempre a causas comerciales muy concretas pero que se presentan como noticias captando a sus públicos objetivos sin que estos se detengan a pensar qué están leyendo (González, 1996). Puede llegar a ser verdadera publicidad encubierta, pues el consumidor, aunque accede al contenido voluntariamente, lo hace sin ser consciente de que se trata de publicidad disfrazada de información (Megías, 2014), como reflejan algunos autores: There's no such thing as brand journalism, or innovation journalism, or anything-else journalism. Journalism is journalism. When you see it you'll know it (Foremski, 2012).

En este contexto, nuestras preguntas son las siguientes:

QR1: ¿Es aceptable hablar de brand journalism cuando nos encontramos con prácticas más cercanas al marketing?

QR2: ¿Hasta qué punto es ético utilizar un contenido con apariencia informativa para vender un producto o una marca?

Para aportar datos relevantes nos hemos centrado en las revistas femeninas, que son las que más facturan en publicidad, con el fin de mostrar como ayudan a las marcas a publicitar sus productos disfrazándolos de noticias. La muestra seleccionada abarca las cuatro revistas mensuales con mayor número de usuarios únicos según los últimos datos del EGM: Vogue (4,8 millones), Telva (3,1), Glamour (3,7) y Elle (2,7). Y estamos analizando los contenidos durante un período determinado, a la vez que hacemos un seguimiento de los titulares de las noticias publicadas en las ediciones digitales que incluyan el nombre de alguna marca.

Id: 23024

Title: De-Westernizing "Media Accountability Research"

Session Type: Panel Submission

Authors:

Name: Susanne Fengler
Email: susanne.fengler(at) tu-dortmund.de
Country: DE (Germany)
Affiliation: TU Dortmund

Name: Dominik Speck
Email: dominik.speck(at) tu-dortmund.de
Country: DE (Germany)
Affiliation: TU Dortmund

Name: Tobias Eberwein
Email: tobias.eberwein(at) oeaw.ac.at
Country: AT (Austria)
Affiliation: Institute for Comparative Media and Communication Studies

Abstract: In the past decade, debates about the trustworthiness of media have spread around the globe, and the accountability of media content has become a key issue of media policy in many countries. Fundamental shifts regarding the patterns of media use and the structures of revenue markets have made journalism more exposed to criticism from various stakeholders. While many “Western” media professionals have reacted to these challenges by new initiatives to highlight their credibility, policy-makers even in the “Global North” have tightened their grip on independent media and weakened the concept of self-control. At the same time, ongoing democratization in many parts of the world, along with deregulation of media markets have created a demand for media quality monitoring in countries formerly characterized by rigid press control. Concepts of media accountability (MA) have spread to emerging democracies, also through media assistance by international donors. However, research on MA beyond the West is scarce, particularly in terms of comparative approaches. So far, most academic models of MA are though rooted in the context of liberal Western democracies, guaranteeing press freedom and in return expecting media self-regulation and journalists to take over social responsibility (e.g. Bertrand 2000; McQuail 2003). This concept poses enormous difficulties to properly evaluate and compare media accountability structures beyond the West, but also in some increasingly polarized and fragmented societies of mature democracies. Yet, hybrid and frequently innovative forms of MA also exist in countries with limited press freedom and open spaces for critical debates have evolved in countries dominated by state media, where traditional instruments of media self-regulation like press councils have for long been captured by the state. The MediaAcT project (Fengler et al. 2014) was the first study to provide comprehensive empirical data on MA in different European media systems, complemented by two Arab countries. The European Handbook of Media Accountability (Fengler, Eberwein and Karmasin 2018) contains qualitative country reports on the status quo of MA in 30 European states. Bastian (2019) has compared MA infrastructures in Brazil, Argentina and Uruguay. By taking into account the results from amongst others these studies, the presentation aims to propose a

framework for mapping and assessing MA on a global level: What is the concept and value of accountability in other (media) systems and (journalism) cultures? What are actors to consider? What are factors limiting or pushing MA beyond the West? How to reflect local values contributing to specific manifestations of MA properly? Literature

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McQuail, Dennis. 2003. *Media Accountability and Freedom of Publication*. Oxford: Oxford University Press.

Id: 23042

Title: Media accountability and good practices of quality journalism

Session Type: Panel Submission

Authors:

Name: Danilo Rothberg

Email: danroth(at) uol.com.br

Country: BR (Brazil)

Affiliation: State University of Sao Paulo

Name: Bibiana Alcântara Garrido

Email: bibiana.garrido(at) hotmail.com

Country: BR (Brazil)

Affiliation: State University of Sao Paulo

Abstract: Editorial guidelines, codes of ethics, management systems, media accountability practices and their impact on organisational routines that generate quality journalism are paramount in establishing principles, norms, and practices to be followed by the media corporations and journalists. The development of quality practices takes on a special role in the strengthening of democracy, due to the public and social character of journalism, according to which diversity and plurality become parameters of credibility. In this sense, quality journalism practices tend to be subjected to media regulation and self-regulation. While in the public broadcasting systems statutory regulation has often been the prevalent practice in contemporary democracies, in print media self-regulation has been the most common path. Moreover, even in regulatory regimes there is a self-regulatory component, supervised by statutory structures, so that media accountability systems, led by non-governmental organisations, has been frequently the way forward. This context leads to the formulation of relevant research questions. How are editorial guidelines, codes of ethics, journalistic quality systems and media accountability practices designed and executed, both in public broadcasting systems, in which regulatory practices bear statutory status, and in printed media, which in contemporary democracies do not depend on licenses to operate? What are the boundaries and intersections between regulatory and self-regulatory practices in contemporary democracies? What kind of self-regulatory practices, when supervised by statutory bodies, can prove adequate in encouraging diversity and plurality? We present the results of our research that brought a contribution to answer these questions, by investigating the central features of regulation and self-regulation as a force for quality journalism from a comparative perspective between Brazil and the United Kingdom, regarding editorial policies, codes of ethics, channels of relationship with the public and procedures of recognition and correction of errors. The analysis sample consisted of 42 organisations from Brazil and the United Kingdom. The methodology focused on the analysis of documents related to codes of ethics, quality management systems and media accountability practices, by verifying the content and availability of these documents. We indicate three ways of interpreting the results, which suggest the understanding of: a) quality as a result of normative policies: the organisations best placed in the general classification are those which operate in contexts regulated by independent or self-regulated agencies; b) quality as a result of market competition: medium-sized organisations do not always operate under a regulatory or self-regulatory supervision regime, but are seeking improvements due to the market competition; c)

quality as a simulacrum: poor performance organisations adopt quality just as a strategy to reach visibility, since there is no correspondence between the management policies expressed in editorial documents and effective performance indicators.

Id: 23061

Title: Journalism and Accountability in Brazil

Session Type: Panel Submission

Authors:

Name: Josenildo Guerra

Email: guerra.ufs(at) gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Sergipe

Name: Fernando Oliveira Paulino

Email: fopaulino(at) gmail.com

Country: BR (Brazil)

Affiliation: University of Brasilia

Name: Renata Gomes

Email: renataomgomes.97(at) gmail.com

Country: BR (Brazil)

Affiliation: University of Brasilia

Name: Liziane Guazina

Email: liziane.g(at) uol.com.br

Country: BR (Brazil)

Affiliation: University of Brasilia

Name: Ébida Santos

Email: ebidasantos(at) gmail.com

Country: BR (Brazil)

Affiliation: University of Brasilia

Name: Luma Poletti Dutra

Email: lumadutra(at) gmail.com

Country: BR (Brazil)

Affiliation: University of Brasilia

Name: Marcos Santuario

Email: santuario(at) feevale.br

Country: BR (Brazil)

Affiliation: Feevale

Name: Fernando Molina

Email: luizfernandomolina(at) gmail.com

Country: BR (Brazil)

Affiliation: University of Brasilia

Abstract: Journalism should provide citizens with the information they need in order to participate in decision-making processes in society. The quality of the journalistic information used for these processes can be measured through a series of different criteria, among them the adoption of “Media Accountability Instruments”. That is because “the ‘systems’ as used by Bertrand (2002) are, in fact, instruments to assure the means of communication’s responsibility and promote its transparency” (2011, p. 8). The incorporation of such instruments by journalistic organizations can contribute to the quality of their work and, consequently, to the strengthening of its editorial credibility. Fengler et al. (2014, p. 10) affirm that the investment in quality and transparency can translate into a possible competitive advantage to other media organizations that have not implemented actions in that sense.

The paper analyzes the degree to which accountability instruments are incorporated in the Brazilian journalistic environment. To proceed that analysis, a research group with scholars and students developed two types of procedures: an evaluation of journalistic outlets to identify the adoption’s degree of those instruments; and a survey with journalists to understand how they perceive, practice and evaluate those instruments in the Brazilian context.

For the evaluation of journalistic outlets, we selected 24 Brazilian online outlets (which are affiliated to print products) out of the ones with the highest circulation in the country. To those we applied eight indicators of editorial performance. For the journalists’ perception of the topic, a survey was conducted based on the design developed by the Media Act project (available at www.mediaact.eu), which collected information from 110 journalists in 23 countries.

The data obtained from the analysis of the online versions of newspapers indicate a low degree of adherence to Media Accountability Instruments: only two are situated at the score range B, 11 at the score range C and 11 at the score range D – the lowest one). None achieved the highest score range A.

The data obtained from the survey with 110 journalists indicates that, even though a certain range of journalists are aware of their accountability towards the Brazilian public, journalists recognize that political and economic influences affect their work, especially within news organizations that rely on public investments. Moreover, 79% of the journalists agree that concentration of ownership is a factor that damages the quality of journalism.

The general analysis of the data allows to conclude that in Brazil, Media Accountability Instruments are not yet significantly incorporated to the media ecosystem. The accounts for the fragility of the institutional processes that are capable to promote a responsive editorial posture and that could contribute to elevate, in a consistent way, the credibility of the Brazilian news organizations. This scenario speaks for itself concerning the offer of quality news products to society, and gets worse in the light of the current political conjecture, marked by attacks of political agents in power who seek to weaken both economically and ethically the more autonomous sectors of Brazilian journalism.

Id: 23134

Title: Représentation sociale des minorités raciales et ethniques dans la publicité télévisuelle de Côte d'Ivoire

Session Type: Individual submission

Authors:

Name: Julien Laurent Michel Adhepeau

Email: Jadhepeau(at) yahoo.fr

Country: CI (Côte d'Ivoire)

Affiliation: Université Félix Houphouët-Boigny

Abstract: Cette étude examine la représentation sociale des minorités raciales et des ethnies présentes dans les contenus de la publicité télévisuelle diffusée en Côte d'Ivoire. Les recherches sur les stéréotypes de race dans le champ de la recherche en publicité ont relevé l'importance du discours publicitaire dans la consolidation des stéréotypes dans les sociétés industrialisées (Taylor and Stern, 1997). Une importante littérature (Goffman, 1978; Furnham et al; Taylor et al, 1995; Mastro, & Stern, 2003) s'est intéressée à la représentation des races et du genre dans la publicité en relevant que les influences de la publicité sont liées non pas à la publicité elle-même mais plutôt au contenu construit dans le message publicitaire (Pollay, 1986). Très peu ou pratiquement pas d'études se sont focalisées sur ces questions dans un contexte sociétal subsaharien. La définition des minorités établie par Wirth (1964) permet d'intégrer dans le contexte de cette étude à la fois le groupe des occidentaux, des libanais, des chinois et des africaines résidant en Côte d'Ivoire. Dans la société ivoirienne, chaque communauté est perçue différemment en fonction des impératifs culturels, économiques ou encore anthropologiques. La méthodologie repose sur une analyse de contenu de la publicité télévisuelle diffusée sur la principale chaîne (RTI1) de la télévision publique ivoirienne. Un total de 57 spots publicitaires ont été analysés de juin à novembre 2018 à partir de la grille d'analyse adaptée du modèle de codification de Smith (1994) et de Schneider et Schneider (1979). Les résultats de cette étude montrent l'existence de stéréotypes raciaux et ethniques particuliers dans la publicité ivoirienne en relation avec les différentes spécificités anthropologiques, culturelles et sociétales imprégnées dans la société ivoirienne.

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Id: 23159

Title: Migration coverage and media accountability

Session Type: Panel Submission

Authors:

Name: Marcus Kreutler

Email: marcus.kreutler(at) tu-dortmund.de

Country: DE (Germany)

Affiliation: TU Dortmund

Abstract: Migration is the challenge of our century: In 2017, numbers of migrants and refugees worldwide have reached an all-time high since World War II, as 68.5 million people are estimated to have been displaced or fled home countries by UNHCR. Surging migrant and refugee figures are the reality of our time across continents and cultures (UNHCR 2018). While the causes and consequences of refugee movements have steadily dominated the media agenda since 2015 (Krüger 2015), the mass media, for their part, influence the phenomenon of migration: through journalistic reporting, the media shape the images of the audience in the countries of origin and destination of migration (see Herrmann 2015). As a result, journalists as “translators of meaning” (Hafez 2001: 692) have a fundamental mandate to integrate migrants (see Pöttker 2006: 251ff.). So far, there are only a few internationally comparative studies that focus on the reporting of the “refugee crisis” and thus provide an empirically sound basis for the current debate on the different perceptions of refugee policy in various countries. The rare comparative studies available so far are usually limited to few countries (see Berry et al., 2015, Viera 2015, Fotopolus / Kaimaklioti 2016, Georgiou / Zaborowski 2017). This is where our study starts, examining coverage in two leading news media (online news portals or newspapers) in as many as 16 western European (France, Germany, Italy, Portugal, Spain, Switzerland and the UK) and East-Central/Eastern European countries (Albania, Belarus, Czech Republic, Hungary, Poland, Romania, Russia, Ukraine) as well as the USA over six one-week periods between 2015 and 2018 using a quantitative content analysis (n=2381 articles). The study therefore includes relevant target and transit countries in Western and Southern Europe and, secondly, states whose political leaders have profiled themselves with a negative attitude towards the admission of migrants. The study also highlights migration reporting in key countries facing specific problems (migrants from Mexico in the US, refugees from the Ukraine and Central Asian republics in Russia, internally displaced people in Ukraine), which gives a perspective on migration reporting in different cultural contexts. In this presentation, selected results of the study focusing on the ethical quality of migration coverage will be discussed in the context of comparative research on media accountability (Eberwein et al. 2017): How does media coverage of migration in countries ranking low in the European Index of Media Accountability differ from media coverage of migration in countries ranking high in the European Index of Media Accountability? Do we observe noticeable differences in the quality of migration coverage with respect to ethical treatment of migrants between news media from countries with different media accountability systems, implying that some journalism cultures provide a professional context more sensitive to ethical issues?

Id: 23229

Title: Public Relations Ethical Codes: Reflecting Global or Local Values'

Session Type: Individual submission

Authors:

Name: Gisela Gonçalves

Email: gisela.ubi(at) gmail.com

Country: PT (Portugal)

Affiliation: University of Beira Interior. Covilhã. Portugal

Abstract: The topic of ethics has received significant attention in the business ethics literature as well as in the public relations literature (for a review see Bowen 2009). Public relations practitioners and scholars want the practice of public relations to be viewed as an ethical profession worthy of organizational and public respect. However, many critics argue that there can be no ethical public relations because the practice itself is akin to manipulation and propaganda (Moloney, 2000; 2006).

Professional public relations bodies have internationally established ethics codes in an attempt to regulate members' ethical behaviour. The codes of ethics are a moral reference in regard to both the duties and rights of a profession. They establish the minimum moral norms for an activity.

In 2018, the Global Alliance for Public Relations and Communication Management, launch a call for a new global code of ethics. The Global Alliance is the confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world. The 2018 Global Alliance Code of Ethics lists 16 principles deemed to be universal and fundamental to the practice of public relations and communication management.

This paper discusses the ethics of public relations in the light of the codes of conduct promoted by professional associations of public relations, at a national and international level. In the first part of the text, the leading international public relations ethics codes are analysed in order to map the main values defended. In the second part of the text, the analysis is focused in the Brazilian case. The ethical code and the institutional presentation of CONFERP – The Federal Council of Professionals of Public Relations in Brasil will be the subject of a comparative analysis, in relation to the values previously identified in the international codes. Honesty/truth, loyalty, integrity, transparency, free flow of information and enhancing the profession are identified as the values and guiding principles of public relations that contribute to their professional affirmation. In the end, we aimed to discuss if the global values emphasized by the Global Alliance are reflected in the mission of the Brazilian professional council or if other values emerged in the latin-american context.

Key words: international codes of PR, professional values, CONFERP-Brasil, Global Alliance.

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Id: 23242

Title: Contested narratives, endangered rights: the non-ratification of the Istanbul Convention in Slovakia and Bulgaria

Session Type: Individual submission

Authors:

Name: Maya Nyagolova

Email: mayanyagolova(at) gmail.com

Country: BG (Bulgaria)

Affiliation: Independent scholar

Abstract: With murders of journalists and non-ratification of the Istanbul Convention (IC), Bulgaria and Slovakia, at least twice each, headlined for a short span of time the international news feeds in 2018. For many observers and scholars, these events signaled or confirmed worrisome trends and tendencies manifested lately in all Central and Eastern European countries. Some analysts saw the developments around the (non)ratification of the IC as “further evidence of widespread resistance among the more socially conservative countries of the former Eastern bloc to the liberal values of wealthier Western Europe.” “Democracy is at risk in the East”, social activists warned, not least because the space for independent media is shrinking, thus depriving the progressive and liberal voices from meaningful representation.

Waves of hostility and resistance to the so-called “gender ideology” led Bulgaria and Slovakia in February 2018 to oppose ratifying the Council of Europe’s Convention on preventing and combating violence against women and domestic violence. In July, Bulgaria’s Constitutional court ruled that the IC violates the constitution. Slovakia postponed the ratification indefinitely. This paper is revisiting the now infamous cases of non-ratification of the IC in these two countries. Why Slovakia and Bulgaria? Apart from the similarities in size of population, in political parties’ configuration, in widespread corruption, and in oligarchic ownership and modes of media management, it is tempting to compare Catholic Slovakia to Eastern Orthodox Bulgaria if only to find out that clerics from both denominations had their defining say in a secular debate about a human rights issue.

The paper ventures to answer the following research questions: (i) To what extent, in the aftermath of the public debates around the ratification processes, journalists and their professional organizations were able to self-assess their roles. What – if any – lessons they have learned? Responses will be sought after in secondary sources: analytical papers, reports, reflection notes, produced by professional organizations, think tanks or other institutions or private entities. (ii) What was the voice of civil society organizations (SCOs)/NGOs coalitions and their representation in traditional and on-line media? National and European-wide coalitions of NGOs and CSOs faced a fierce backlash from coalitions and platforms that opposed the Convention. The media presence and social networks’ visibility of the anti-IC coalitions were often more prominent than the visibility of the pro-IC platforms. In addition, “the opposition forces were coordinated movements that not only oppose the Istanbul convention but that maintain anti-feminist, anti-migration, anti-European sentiments”. Why pro-IC coalitions failed to craft a narrative that is socially acceptable and convincing enough to ensure a smooth ratification process? (iii) Who were the main leaders of opinions and influencers who dominated the debates and how they positioned themselves through public speeches, personal blogs, and social media accounts? Where did the public debate take place

and is a return to propaganda and myth-making tactics a new normal in public and political communication? (iv) How international media reported, reflected and stereotyped the anti-IC stance in Central and Eastern European countries and especially in Bulgaria and Slovakia.

Id: 23299

Title: The State vs. Snowden: Whistleblowing, Ethics, and Democracy

Session Type: Individual submission

Authors:

Name: Joshua Guitar

Email: eh4874(at) wayne.edu

Country: US (United States)

Affiliation: Wayne State University

Abstract: The revelations of Edward Snowden and the ensuing political discourse surrounding the topic of whistleblowing formalized a significant juncture in international relations. The upsurge of challenges regarding the ethics of information security and the increased scrutiny of U.S. security agencies prompted the U.S. federal government to exercise a number of initiatives to protect its own systems of information and technology. One of those measures was the Whistleblower Protection Enhancement Act (WPEA) of 2012, which provided protected channels for federal employees who wished to expose governmental misconduct. The Snowden revelations ignited public discourse on whistleblowing and the protective measures of the WPEA. Given the polemics over whistleblower distinctions throughout mediated exchanges between U.S. officials and the press, this manuscript constitutes a synchronic ideographic analysis of pertinent, recognized ideographs as they interreacted within the discursive tension of whistleblower classification. The manuscript critically evaluates the U.S. government's response to Snowden through an overview of U.S. whistleblower protection laws while considering prominent historical U.S. whistleblowers and a comparative analysis of the whistleblower protection laws of other nation states. Through synchronic ideographic analysis, this chapter progresses by discussing the discursive ideological manifestations of Snowden in accordance with whistleblowing vocabulary. The synchronic analysis is formulated into two primary sections. The first part engages the intersection of Snowden and whistleblowing terminology within the greater Snowden discourse. The second section analyzes the engagement between whistleblowing terms and other discursive ideological manifestations, namely security, democracy, privacy, liberty, freedom, and terrorism.

U.S. officials have criminalized Snowden for not following governmental protocol for whistleblowers, although Snowden contends that protocol was followed. U.S. officials touted the WPEA and its internal channels as the means for whistleblowers to actively protect themselves and the security of U.S. citizens in general. By denying Snowden whistleblower distinctions, the U.S. government holds Snowden in exile as an accused felon. The U.S. government's denial of Snowden's whistleblower status elucidated covert ideological power. The <Snowden> discourse demonstrates how whistleblowing is the quintessence of democracy. Whistleblowing, existing both within, and outside of, <democracy>, necessarily functions paradoxically, and the recognition of this is vital to the conceptualization of democracy. The Snowden disclosures afforded the institutions of the U.S. the opportunity to assist in the progression of democracy. A primary utility of whistleblowing is the initiation of public deliberation. The most significant revelation surrounding the U.S. government's response to Snowden was not the disclosure of covert government surveillance, nor the emphatic denial of governmental culpability by state officials, but rather the painfully evident ethical crises that democracy innately creates for itself. As U.S. officials

funnel whistleblowers through governmentally protected channels, whistleblowers, and the democratic populace writ large, become further discursively neutralized. In the wake of Snowden, international communities should be cognizant of how state actors within democratic societies are approaching whistleblowing. It is argued that removing whistleblowers from the public forum, while packaged as a protective measure for whistleblowers, is functionally a protective measure for state officials and authoritarianism writ large.

References have been requested in the call, but site will not accept due to word limit

Id: 23520

Title: RIESGOS, DESAFÍOS E IMPLICACIONES ÉTICAS DEL PERIODISMO ROBOT

Session Type: Individual submission

Authors:

Name: Moisés Limia

Email: mlimia(at) gmail.com

Country: CO (Colombia)

Affiliation: Universidad Jorge Tadeo Lozano

Abstract: Las rutinas productivas y las condiciones materiales del periodismo han estado siempre modeladas e influenciadas por la tecnología (Pavlik, 2000; Parry, 2011). Con la entrada de los algoritmos y de la computación en las etapas de producción, distribución y consumo de noticias, tanto las estructuras editoriales como las rutinas periodísticas están experimentando cambios sustanciales en su configuración (van Dalen, 2012; Pavlik, 2013; Broussard, 2014; Napoli, 2014). Asimismo, la aparición de nuevos desarrollos tecnológicos afecta notablemente a los roles, valores y responsabilidades tradicionalmente asignados al periodismo y a los periodistas (Culver, 2016). Este fenómeno encarnado por la creación de contenidos a partir de algoritmos y su aplicación en el periodismo por parte de robots ha sido conceptualizado como “Periodismo Robot”, “Periodismo de Algoritmos”, “Periodismo Automatizado”, entre otros términos. Con la expansión y sofisticación de las nuevas tecnologías y de la investigación en lingüística computacional ya es posible producir textos automáticamente a partir de datos digitales estructurados (Reiter y Dale, 2000).

Este texto reflexiona críticamente en torno a la problemática instaurada por la irrupción de la inteligencia artificial, los robots y los algoritmos en el ámbito del periodismo. Nuestro objetivo consiste en realizar un análisis crítico sobre cómo afectan estos robots a la profesión periodística y los riesgos y desafíos éticos de esta nueva coyuntura.

En esta investigación hemos llevado a cabo un examen pormenorizado de ejemplos significativos y paradigmáticos de utilización de robots e inteligencia artificial en las redacciones de los medios más importantes del mundo. Desde 2014, agencias de noticias y medios de comunicación como Associated Press, Bloomberg, Forbes, The Washington Post o Los Angeles Times han venido utilizando la inteligencia artificial para la publicación de noticias y contenidos informativos.

Por último, una vez analizados los peligros, los errores, las transformaciones y los desafíos futuros planteados por la irrupción de estos robots, planteamos de modo sistemático cuáles son los principales riesgos y desafíos éticos asociados a la utilización de robots periodistas en las redacciones. Sustancialmente, los riesgos éticos se sitúan en el ámbito de la transparencia, la proliferación de noticias falsas y la pérdida de valores. En cuanto a los desafíos, anotamos la necesidad de una mayor “transparencia algorítmica” del periodismo robot, una mejor comprensión algorítmica por parte de periodistas, editores y audiencia en general y, finalmente, abogamos por la necesidad imperiosa de reflexionar sobre las implicaciones legales, éticas y sociales derivadas del empleo de periodistas robots en las redacciones.

Id: 23550

Title: Communication and Dignity in Early Antiquity

Session Type: Individual submission

Authors:

Name: Anthony Löwstedt

Email: lowstedt(at) webster.edu

Country: AT (Austria)

Affiliation: Webster Vienna Private University

Abstract: Just as the Universal Declaration of Human Rights (Preamble and §§1-2) and the International Covenant on Civil and Political Rights (§§ 2-3) make dignity as something that all humans possess automatically central to human rights law on the supranational level since more than 70 years, there may have been a similar emphasis on dignity and equality in ancient Egypt. The Teachings of Ptahhotep (around 1850 BCE) declared: “If you are a man who leads, listen calmly to the speech of one who pleads; Don't stop him from purging his body of that which he planned to tell” (17). It addresses class as well as gender: “A perfect word is hidden more deeply than precious stones. It is to be found near the maid-servants working at the mill-stone” (1). In particular, Ptahhotep looks at humiliation as something unethical. Affording dignity to an “inferior” adversary is not seen as a concession, but as a mutual benefit: “Do not attack him because he is weak. Let him alone, he will confute himself. Do not answer him to relieve your heart. Do not vent yourself against your opponent. Wretched is he who injures a poor man” (4). But this view would not prevail through antiquity. Dignity was instead mostly a concept associated with social status. Nevertheless, Stoicism, Christianity and other traditions, not only in western philosophy but also, for instance in Islam and Buddhism, would continue to present egalitarian alternatives to dominant conceptions. Especially Kantian moral philosophy, whose categorical imperative prohibits the instrumentalization of fellow human beings, is today seen as the systematic establishment of human dignity as a central principle (Debes, 2017, pp. 3-4). This paper aims to provide evidence of an early concept or prototype of dignity, not spotted by Debes (2017), who starts the conceptual history with Homeric Greece and its unequal distributions of dignity. Ptahhotep also deals with inequality but bases his norms on a complex grid of horizontal and vertical solidarity, the latter being a specific ancient Egyptian meritocratic notion that more privilege must entail more duties and responsibility (Assmann, 1995, pp. 92-121). Ptahhotep, it is true, does not make an explicit universalist claim such as Kant's or the 20th century pillars of international law. But his ideas are especially relevant to communication ethics, as they also include the duties to be truthful, sincere and honest; an abhorrence of falsehood (especially intentional falsehood and falsehood designed to injure); respect for privacy; rejection of reliance upon rumor, hearsay and gossip; demands for freedom of expression and information; refusal to accept hate speech, greed and incitement to violence; and condemnation of defamation (Löwstedt, 2018b).

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Id: 23578

Title: What are people talking about in moral outrage': Communication processes of online firestorm in Japan

Session Type: Individual submission

Authors:

Name: Hiroki Kato

Email: d.vnc415(at) gmail.com

Country: JP (Japan)

Affiliation: The University of Tokyo

Abstract: Abstract:

Every society has the function of generating deviance by collectively labeling an affair as immoral or problematic, which is called societal reaction (Durkheim, 1895/1960). Representative examples of societal reaction are policing and sanctioning of a criminal behavior by social control agencies such as the police and courts and the construction of social problems by the legislator and mass media. In the age of the Internet, in addition to these formal agencies, anonymous online users can form a societal reaction by posting large quantities of critique and insulting comments against (perceived) norm violations on social media. These so-called online firestorms, or Enjō in Japanese, tend to include aggressive behavior against the target; therefore, they have been threatening companies, organizations, celebrities, and even ordinary people. Although former research has discussed how online environment such as anonymity and echo chambers amplifies emotional and aggressive outrage (Reicher, Spears, & Postmes, 1995; Sunstein, 2001), little has focused on the dynamics of Enjō itself. According to the interactionist approach of collective behavior, the dynamics of collective behavior are produced by the interaction and dissemination of meaning among the participants (Turner & Killian, 1957/1987). Based on this perspective, this research aims to reveal the dynamics of Enjō and explores how people communicate with each other in the formation process of Enjō by conducting a comparative case study. In this study, I collect tweets posted in five Enjō cases, analyze them, and compare each case in order to create conceptual categories of the communication process of Enjō. Results show that the participants of Enjō interact with each other to define the problem of concern through exchange of their opinions and information and negotiate with the target of Enjō over validity of the definition. Moreover, it is revealed that there are two types of process in the escalation of Enjō, “social problematization” and “villainization”. In the discussion, I consider the implication of these findings and how to avoid the expansion of Enjō.

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Id: 23606

Title: [Panel] Ethics, Media & Accountability, Panel description

Session Type: Panel Submission

Authors:

Name: Fernando Oliveira Paulino

Email: fopaulino(at) gmail.com

Country: BR (Brazil)

Affiliation: University of Brasilia

Name: Mariella Bastian

Email: m.b.bastian(at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: Panel proposal "Ethics, Media & Accountability". Moderator: Fernando Oliveira Paulino; Discussant: Mariella Bastian. Participants: Susanne Fengler; Dominik Speck, and Tobias Eberwein: "De-Westernizing Media Accountability Research"; Danilo Rothberg & Bibiana Alcântara Garrido: "Media accountability and good practices of quality journalism"; Josenildo Guerra, Fernando Oliveira Paulino, Renata Gomes, Liziane Guazina, Ébida Santos, Luma Poletti Dutra, Marcos Santuario, Fernando Molina, and Rogerio Christofoletti: "Journalism and Accountability in Brazil"; Jairo Faria, Lenin Martell, Laura Águila, and Madalena Oliveira,: "Ombudsman as Media Accountability Instrument"; Marcus Kreutler & Susanne Fengler: "Migration coverage and media accountability".

With five presentations the panel seeks to stimulate the debate about Ethics, Media, and Accountability with the participation of scholars from Germany, Portugal, Mexico, Netherlands, Austria, and Brazil.

Manifested in different ways, we have witnessed a growing awareness of the public regarding ethical behavior of the media across countries. Heated debates about misinformation or so-called "fake news" as well as the proximity of media professionals and political actors and the potential influence of media coverage on election outcomes have been in the center of an increasing number of publicly visible demands for setting ethical standards for the media. In this open and ongoing debate, accusations of ethical misbehavior are closely linked to the quality of journalism, which is in many cases repeatedly questioned by a variety of political stakeholders and representatives of civil society. Thus, stakeholders are in search of ways of how to hold the media effectively to account. However, the tightened and sometimes hostile relationship between the political and the media sector frequently hinder open discussions and impede approaches to media accountability which do not interfere with important rights of the media sector such as press freedom or absence of censorship. The slowly growing number of scientific work investigating Media and Accountability (MA) on a broader (comparative) level have revealed new challenges and a high need for a continuous monitoring and advancement of the field. For example, research on media accountability in different national settings (Bastian, 2019; Eberwein, Fengler, Karmasin, 2018; Paulino, 2009) has shown the importance of taking contextual factors into account when designing possible measures for holding the media accountable and calling for more media responsibility –and to broaden the

view beyond the so-called “Western World”. Additionally, there are specific issues which are both covered and debated in rather polarized ways and which are simultaneously of huge societal relevance.

Gender and Communication Section

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

IAMCR

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

Id: 19531

Title: White Feminism, the Bitch Manifesto, and 'New' Femininity

Session Type: Individual submission

Authors:

Name: Kim Hong Nguyen

Email: dr.kim.hong-at- gmail.com

Country: CA (Canada)

Affiliation: University of Waterloo

Abstract: This paper explores how liberal feminism functions as a mode of jouissance, if you will, the price for having it all, and a productive therapeutic outlet for white women to thrive within white patriarchal structures. Beginning with a conversation between Adrienne Rich and Audre Lorde, where Lorde recalls a time when Rich impatiently requests Lorde to develop her argument with evidence and documentation, I analyze how liberal feminism transforms the affective structure of white patriarchy. By virtue of its inclusion, liberal feminism enables white supremacy to be transformed by the participation of white women who can continue to love it, to love within it, and to love to complain about their attachment to it. I turn to Lauren Berlant, who argues that femininity functions as a genre that helps cultivate a feeling and a fantasy of belonging to an intimate public, “allowing complex audience identifications,” and enabling “the affective capacity to bracket many kinds of structural and historical antagonism.” I show how Berlant’s theorization of femininity as a form of cruel optimism and moral ambivalence that adapts and bargains with what one has to survive, is dependent upon maintaining and accepting white supremacy. A rhetorical form of embourgeoisment, Berlant’s notion of femininity guarantees not only that structural and historical antagonisms remain, but also that femininity and its discursive form, complaint, will have been the condition of possibility for the status quo’s difference and maintenance. A counterpart to this logic of widening the affective structure of white supremacy is the feminist attempt to challenge the meaning and interpretation of the word, “bitch,” as made famous by Joreen (Freeman)’s “The Bitch Manifesto.” Angered by femininity as a social construct that motivates patriarchal judgment, the term “bitch” is worth reclaiming, for it highlights how those who have been labelled “bitch” refuse to be ‘enslaved’ and are meaner and better than the category of women who have subjected themselves to femininity. I argue that the resignification politics of “bitch” fits the liberal feminist logic and notion of social justice, where affective inclusion does nothing to disrupt the underlying enslavism and white supremacy but only to further align white women with white supremacy.

Id: 19632

Title: El #NiUnaMenos argentino: ¿cuánto y cómo se habla de feminicidio en Twitter' / The Argentinian #NiUnaMenos: how much and how femicide is commented on Twitter'

Session Type: Individual submission

Authors:

Name: Francesca Belotti

Email: frabelo-at- hotmail.it

Country: IT (Italy)

Affiliation: LUMSA University, Rome

Name: Francesca Comunello

Email: f.comunello-at- lumsa.it

Country: IT (Italy)

Affiliation: LUMSA University, Rome

Name: Consuelo Corradi

Email: c.corradi-at- lumsa.it

Country: IT (Italy)

Affiliation: LUMSA University, Rome

Abstract: En reacción a feminicidios brutales ocurridos en mayo de 2015 en Argentina, un grupo de periodistas activistas viralizaron el hashtag #NiUnaMenos en las redes sociales online y offline hasta convocar una marcha multitudinaria el 3 de junio. Movilizaciones análogas se repitieron el mismo día en los años siguientes, inclusive en otros países latinoamericanos.

Esta investigación analiza las conversaciones de Twitter que llevan el hashtag #NiUnaMenos para explorar si, cuánto y cómo el feminicidio (y el relacionado movimiento argentino) ha sido comentado por los usuarios en ocasión de las marchas de 2015, 2016 y 2017, y si y cómo ha sido “disparador” con respecto al problema de la violencia de género.

Adoptamos un marco teórico que, por un lado, incluye la literatura producida desde la acuñación del término inglés femicide (Radford y Russell, 1992; Stout, 1992; Russell y Harnes, 2001; Russell, 2012; Corradi et al., 2016) hasta su traducción al castellano feminicidio (Lagarte y de los Rios, 2004, 2005, 2006; Monárrez Fragoso, 2002, 2010). De esta manera, no nos referimos solo al asesinato de una mujer por su ser-mujer, sino que incluimos también la desigualdad de género y todas las prácticas culturales e institucionales de dominación masculina sobre las mujeres. Por otro lado, nos basamos en la literatura sobre el rol de las redes sociales en los movimientos sociales de los últimos años (Bennet, 2003; Chadwick, 2007; Castells, 2012; Bennet y Segerberg, 2012; Penney y Dadas, 2014; Teocharis et al., 2014; Papacharissi, 2014; Bakardjieva, 2015; Treré & Mattoni, 2016). Así, rechazamos cualquier perspectiva tecno-determinista, y consideramos las tecnologías digitales y las luchas políticas como mutuamente moldeadas, lo que hace que los medios sociales sean espacios privilegiados donde analizar las reivindicaciones del NiUnaMenos.

La investigación integra métodos cuantitativos (esto es, análisis automatizado de datos, métricas de actividad, análisis de contenido, patrones de influencia y difusión de información) con un análisis cualitativo de una muestra de tweets (“lectura cercana”, Brummett, 2010). Específicamente, a través de GNIP “Historical Power Track”, recopilamos el conjunto completo de los tweets con el hashtag

#NiUnaMenos que se han producido en lengua española en la zona horaria de Buenos Aires entre el 1 y el 3 de junio de 2015, 2016 y 2017 (más de 320.000).

Los resultados devuelven una dimensión y caracterización del fenómeno social, mediático y político del NiUnaMenos. El hashtag demostró involucrar los usuarios más en 2015 que en los años siguientes (en términos de usuarios únicos involucrados, número total de tweets y métricas de participación de los usuarios). De hecho, es el año de “lanzamiento” del término feminicidio que, delimitando conceptualmente la realidad, parece dar una visibilidad inédita a este problema social. Las conversaciones en Twitter apelan principalmente a las emociones y al carácter universal de la violencia de género. El año 2016 es de transición: las conversaciones mantienen la misma connotación artístico-emocional de 2015, pero inauguran también cierto recrudecimiento que luego caracteriza al año 2017, cuando los usuarios dan rostros y números al problema específico del feminicidio para humanizarlo y dimensionarlo.

Id: 19687

Title: Impacto organizacional-comunicativo de la acción colectiva "Las Periodistas Paramos' 2018 en España

Session Type: Individual submission

Authors:

Name: Andrea Castro Martínez

Email: andreacastro-at- uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Aimiris Sosa Valcarcel

Email: aimirissosa-at- uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Emelina Galarza Fernández

Email: meligalarza-at- uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Abstract: El pasado 8 de marzo de 2018 el movimiento feminista en España convocó a una huelga de mujeres a la que se sumaron diferentes colectivos. Destaca entre ellos la participación de “Las Periodistas Paramos” (LPP), grupo conformado por profesionales de la comunicación, cuyas acciones en torno a la convocatoria han tenido un impacto desde el punto de vista organizacional. Los estudios de mujeres, en tanto perspectiva teórica de análisis, se desarrollan en distintas áreas, incluida la comunicación, con el objetivo de visibilizar las desigualdades estructurales que se producen en la sociedad y que dan lugar a movilizaciones, reales y virtuales, en defensa de uno de los Derechos Humanos internacionalmente reconocido: la igualdad entre hombres y mujeres. La complejidad del estudio obliga a tener en cuenta las implicaciones de la irrupción de un colectivo liderado por emisoras privilegiadas como son LPP, en un entorno de realidad comunicacional cambiante, cuya presencia virtual afecta a todas las esferas sociales.

Esta investigación descriptiva combina técnicas e instrumentos de estudio mixtos como la entrevista semiestructurada, el cuestionario, el análisis de contenido y la revisión bibliográfica documental. Se utiliza como diseño metodológico el estudio de caso bajo el propósito de analizar los resultados inmediatos y consecutivos de la acción colectiva de LLP en el 2018, a nivel interno, asociativo y comunicativo. De manera específica, el estudio se propone examinar perspectivas teóricas para el análisis de acciones colectivas desde el paradigma de los movimientos sociales, la teoría crítica feminista y de comunicación; describir la acción colectiva de LPP en el contexto de la huelga feminista del 8M de 2018 en España; identificar las formas constitutivas de LLP; y conocer cómo se han generado en ellas los procesos de participación.

En la investigación se constata que la acción colectiva de LPP tuvo una gran repercusión en España, al alcanzar más de 8.200 firmas en su manifiesto y obtener el apoyo de la Federación de Sindicatos de Periodistas. La iniciativa resultó ampliamente difundida por medios convencionales y digitales, a partir de una estrategia ciberactivista, de alcance transnacional. Uno de los principales resultados de

LPP fue la creación de redes territoriales, que se configuraron en un primer momento como apoyo a la acción y movilización hacia la huelga y la firma del manifiesto, pero que tras el 8M han evolucionado hacia diferentes formas constitutivas como asambleas, grupos de trabajo y apoyo a la comunidad de mujeres periodistas, a partir de una política de reconocimiento profesional desde una perspectiva de género. También se detecta a nivel nacional el aumento y consolidación del tejido asociativo vinculado con el ejercicio profesional protagonizado por mujeres, tanto de la comunicación en su sentido más amplio, como de la práctica del periodismo en particular. De este fenómeno se deriva un fortalecimiento de las redes de mujeres dentro del ámbito de los medios de comunicación en España.

Id: 19690

Title: Media coverage of women in Politics: Mexican Local Politicians in Campaign.

Session Type: Individual submission

Authors:

Name: Fernanda Vidal-Correa

Email: mvidal-at- up.edu.mx

Country: MX (Mexico)

Affiliation: Escuela de Comunicación, Campus México, Universidad Panamericana.

Abstract: Changes in laws in Mexico have resulted in an increase in the number of women running and being elected. With greater representation, press coverage of women has increase as well. Past studies have found that in other countries, male candidates have received more and better coverage than female candidates. In these same contexts, more recent work has found that coverage for women has improved over time. However, the lack of work in the Mexican case, combined with changes observed in other countries, makes it necessary to ask if media coverage in Mexico is creating new opportunities for sexism and gendered stereotypes, affecting women's running for office. To answer this, coverage of men and women candidates running in Mexican local elections are analysed. Specifically, on content analysis on election coverage of the running candidates for governor in Estado de México, Aguascalientes and Distrito Federal between 2012 and 2015.

The objective is to question first, the attention women running for office have received in the recently democratised Mexico. Second, the research studies the type of coverage women have in comparison to that of men. Third, it analyses the ways in which printed news media cover stories about women politicians and the issues journalist highlight in their stories.

Findings suggest, in general, that male candidates are equally visible than female nominees. Additionally, newspaper coverage does not vary in tone and female coverage with focus on personal traits is minimal and only in op-eds. Finally, evidence shows that issues covered are mostly "male" portfolios, and male candidates tend to focus on "female" issues only when more women candidates run and are viable nominees.

Id: 19762

Title: Facebook & women participation in elections in Uganda

Session Type: Individual submission

Authors:

Name: Florence Namasinga Selnes

Email: florencn-at- gmail.com

Country: UG (Uganda)

Affiliation: Makerere University

Name: Kristin Skare Orgeret

Email: kristo-at- oslomet.no

Country: NO (Norway)

Affiliation: Oslo Metropolitan University

Abstract: Women comprise 52% of Uganda's population but largely remain on the margins in politics and elections despite measures to change the status quo. While the legal framework does not discriminate against women, participation in elections as candidates and as commentators on electoral-related issues remains low due to social, economic and cultural set up of the country. Additionally, empirical research shows that women in Uganda are marginalised as sources in mainstream media coverage of elections and that female candidates receive the least coverage across all media platforms .

Social media may allow users to create and share information and interact with each other without inhibitions of gatekeepers as is the case with conventional media. Social media may serve as channels through which the citizenry may talk back to politicians during political campaigns and after elections since they enable citizens to participate in political discourse by contributing ideas, questioning and holding them accountable. In doing so social media may enhance democracy to the degree that some scholars have called them a 'Liberation technology'. However, gender digital divides do persist, and the gender gap is particularly large (23%) among internet users in Africa .

Grounded in theories of gender, social media and political communication, the proposed chapter interrogates social media's potential to facilitate women's participation in discussing election-related issues in Uganda. Analysing Facebook as a potential enabler of communication between and among people of different backgrounds, the leading research questions are: What is the extent of women's deployment of Facebook to discuss electoral-related issues in Uganda? How do women use Facebook to address politicians about election promises? Do these discussions draw the attention of politicians to the issues raised by the women?

Using the case of Pads for girls' campaign, we examine how one woman, Stella Nyanzi, used Facebook in the aftermath of the Ugandan 2016 elections to rally fellow women and the Ugandan citizenry to demand that government fulfil an election campaign promise to supply sanitary towels to all girls. Using quantitative and qualitative content analysis, we will study the Facebook posts related to the pads for girls' campaign between February and June 2017. In addition, qualitative in-depth interviews will be carried out with the central participants in the Facebook campaign.

The deliberations will have a direct bearing on debates about social media's potential to contribute to political change and electoral democracy. The findings will feed into discussions of mobilising attention and accountability to women's rights, how to bring women issues to the attention of the public, and finally how this may increase women's participation in electoral processes as well as democracy.

Id: 19806

Title: La identidad de la investigación en comunicación LGTBI: de la efervescencia anglosajona a la aridez iberoamericana

Session Type: Individual submission

Authors:

Name: Leonarda García-Jiménez

Email: leonardagj-at- um.es

Country: ES (Spain)

Affiliation: Universidad de Murcia

Name: Juan José Sánchez Soriano

Email: juanjose.sanchez4-at- um.es

Country: ES (Spain)

Affiliation: Universidad de Murcia

Name: Marta Prego Nieto

Email: martapregonieto-at- gmail.com

Country: ES (Spain)

Affiliation: Universidad de Murcia

Abstract: La Declaración Universal de los Derechos Humanos iluminó la idea de que toda persona es merecedora del mismo respeto, derechos y libertades sin importar su condición. Para alcanzar esta situación, resulta fundamental dar voz a las minorías, que históricamente han tenido un menor acceso a la definición de significados en el espacio público y académico. Por este motivo, el objetivo de esta comunicación es dar visibilidad y propiciar la acumulación del conocimiento científico producido dentro del área de los estudios culturales denominada LGTBI o queer studies.

La investigación sobre procesos, discursos y elementos del proceso comunicativo llevados a cabo en torno y desde las comunidades LGTBI es uno de los campos de estudio más vibrante en el ámbito anglosajón liderado por Estados Unidos (Sam Chan, 2017), un campo que tendría sus orígenes en los años 80 del siglo XX (Henderson, 2016). La Internacional Communication Association cuenta con un grupo de interés específico y en el caso de la National Communication Association llega a ser división. Otros indicativos que muestran la buena salud del área en el contexto anglosajón es la revista editada por Intellect *Queer Studies in Media & Popular Culture*, las numerosas entradas en la *Oxford Research Encyclopedia of Communication* (Baldwin, 2017; Hajek, 2017; Fasoli, 2017; West, 2018) o el special issue en el journal de referencia *Critical Studies in Media Communication* (Shaw y Sender, 2016). Los estados de la cuestión producidos hasta la fecha muestran también una interesante madurez epistemológica (Yep at al., 2003; Gross, 2005; Capuzza y Spencer, 2015; Sam Chan, 2017); recordemos cómo la metateoría, el reflexionar sobre lo producido, permite la acumulación del conocimiento científico y la construcción de comunidades epistémicas (García Jiménez, 2007).

Sin embargo, esta efervescencia no sería extrapolable al caso Iberoamericano (España, Portugal y América Latina), donde el área se encuentra en un estado en ciernes y de aridez epistemológica.

Han sido muy pocos los estados de la cuestión realizados sobre estudios LGTBI (Ventura, 2016), lo que hace que la labor de mapeo de tendencias en este ámbito cultural y geográfico sea un reto mayor que en el caso anglosajón.

Por todo ello, este trabajo analiza la identidad y principales tendencias de los estudios LGTBI mediante una triangulación metodológica basada en: 1. una revisión crítica de los estados de la cuestión en el ámbito anglosajón; 2. un análisis de contenido cuantitativo de la producción científica en Iberoamérica a partir de las tesis doctorales defendidas y los artículos publicados en las 150 revistas con mayor índice de impacto SJR entre 2007 y 2017; y 3. un estudio Delphi a expertos/as iberoamericanos/as. Los resultados muestran el buen estado de salud del área en el mundo anglosajón y la debilidad de investigaciones de impacto en Iberoamérica. Debido a la alta incertidumbre en este último caso, la consulta a expertos tipo Delphi ha permitido trazar algunas de las estrategias y tendencias a seguir para potenciar los Queer Studies en Iberoamérica y ayudar a la visibilización y a la promoción de la dignidad humana de esta minoría.

Id: 19812

Title: "Rooting' for domestic violence: Backlash of Information Communication Technologies and Celebrity Endorsement on Intimate Partner Violence in China

Session Type: Individual submission

Authors:

Name: OUYANG CHUNXUE

Email: annouyang-at- aliyun.com

Country: CN (China)

Affiliation: School of International Studies, University of international Business and Economics

Abstract: In Western societies, the definition of domestic violence has been expanded to include not only violence that occurs in family settings but also acts committed by non-family members (Clark, 2013). In China, the concept of domestic violence (Jiatingbaoli) was first introduced in 1995 in the official government report Program for the Development of Chinese Women (1995-2000) (Zhao, 2000). Since then, the scope of the concept has evolved to include both physical (including sexual) abuse and psychological violence, and to violence inflicted between those who live together but are not family members (Zhao & Zhang, 2017). Between traditional Chinese culture that regards domestic violence as a private matter and a research tradition that is largely descriptive and theory-based, the study on domestic violence in China is considered rudimentary and of low priority (Sun, Su, & Wu, 2011; Zhang, 2014).

On November 22, 2018, Jiang Jinfu, a model turned actor in China, admitted to committing domestic violence and apologized to his cohabited Japanese girlfriend Haruka Nakaura for his "impulsive behavior" on Weibo, the Chinese equivalent of Twitter, on which Jiang has more than 17 million followers. The confession came after Nakaura posted pictures of her bruised face and body on Instagram, and her further disclosure of miscarriage directly linked to Jiang's domestic violence, which quickly went viral in China after being reposted on numerous Chinese social media platforms. An overwhelming number of Chinese netizens in China justified and supported Jiang's behavior, for reasons that Nakaura was a Japanese national and was living by a lifestyle that was not "in line with" traditional Chinese expectation of a 'good' wife/girlfriends. The backlash fermented until Jiang was later arrested by Japanese law enforcement, when numerous A-listed celebrities in China appealed to their followers on Weibo in defense of Jiang's behavior and framed it as an issue of individual "character", "ethics" and "truth".

This incident was particularly of theoretical and empirical significance since it departed from the current ideological and social framework of gender equality research, even with the consideration of China's traditional Confucian patriarchal influence (L. Chan, 2000; Lasley & Durtschi, 2015). The "surprising" support of domestic violence on social media needs to be examined from the intersection of intimate partner violence (IPV) in relation to Information Communication Technologies (ICT) and celebrity's endorsement of political and social issues, which in this case was domestic violence and possibly a wider inference to gender equality and power relations under the increasing visibility of "#MeToo" movement in China, and the sentiment of national identity and nationalism.

This study employs critical discourse analysis (CDA) since language can be seen as ‘action’ (Van Dijk, 1997; Wodak, 2009) and ‘interaction’ (Chilton, 2004), and the ‘use of language can produce the effects of authority, legitimacy, consensus and so forth’ (Chilton, 2004: 6). Specifically, under Fairclough (1995)’s framework of ‘textual description’, ‘interpretation’ and ‘explanation’, this research will sample all the Weibo posts and comments of Jiang Jinfu as well as celebrities including Hu Ge, Lin Gengxin, Yu Haoming and Jiang Mengjie (according to the number of followers and trending of their posts) from the period of November 20, 2018 when Nakaura disclosed the violence to November 29 when celebrities endorsed Jiang’s behavior online.

Id: 19865

Title: The Construction of Maternity in Discourse - How do Discourse Positions in Science and Media correspond'

Session Type: Individual submission

Authors:

Name: Natalie Berner

Email: natalie.berner-at- ifkw.lmu.de

Country: DE (Germany)

Affiliation: IfKW, LMU Munich

Abstract: This study examines the scientific discourse on the contemporary construction of motherhood. Background of this analysis is a larger research context, which asks what kind of power relations do shape the current discourse on motherhood. This also includes the question where limits of what can be said lie and, consequently, which discourse positions do not emerge in the public debate. It is evident, that the idea of motherhood is a negotiable object, which combines tensions and contradictions regarding issuers like gender, employment, or child-welfare. At the same time the interpretation of maternity is strongly driven by interests, which must be critically questioned.

Based on discourse theory (Foucault 1981) a category system was designed and is leading the research process. The study design contains various levels of public discourse (media, daily life, science, politics, and economy), which differ regarding the methodical attempt (media content analysis, document analysis, guided interviews, systematic literature review). This submission wants to specifically focus on the scientific discourse level and asks the following questions:

- (1) How do different academic disciplines construct motherhood?
- (2) Which discourse positions result from the scientific discourse level and are taken up or omitted in the media discourse?

And furthermore:

- (3) What is the state of research on studies dealing with the medial construction of motherhood?

In order to answer the research questions a systematic literature analysis was conducted. The material base contains of 200 scientific publications (journal articles, monographs, contributions to anthologies) dealing with motherhood (search terms: motherhood, maternity). The investigation period ranges from 2008-2018. In order to make the research process intersubjectively comprehensible all steps are documented in detail. Various databases have been included, hits were structured by relevance/peer-reviewed/most-cited. Results show how maternity is discussed in the scientific discourse. Whether specific discourse positions do correspond to the media discourse or are rather underrepresented/dominant will be outlined.

Id: 19947

Title: Gender and Politics in China's Digital Public Sphere

Session Type: Individual submission

Authors:

Name: Yuzhu Peng

Email: 74altman-at- gmail.com

Country: GB (United Kingdom)

Affiliation: Newcastle University, Newcastle upon Tyne

Abstract: In this article, we aim to determine the extent to which the representations of Western women politicians reflect a gendered nature in Chinese Internet users' discussion about international politics in a similar way to the West. In doing so, we examine these representations by unpacking how they intersect with the patriarchal values of contemporary China, allowing Chinese users to justify the achievements of women in an international political context, and negotiate the hierarchical gender power relationship within their own country. The article presents a netnographic research conducted on the most popular Chinese Community Question-Answering (CQA) Site – Zhihu. Specifically, we scrutinize all answers to the questions, which prompted Zhihu users' discussions about three high-profile Western women politicians, Angela Merkel, Theresa May, and Jacinda Ardern. By employing a mix-method research design consisting of a Content Analysis (CA) and a Critical Discourse Analysis (CDA), our analyses show that the representations of these Western women politicians in the sampled answers are indeed gendered. This gendered nature not only reflects the gendered stereotyping of women politicians as identified by existing literature in the Western context, but also involves a patriarchal rationalization of women's achievements in politics unique to the Chinese context. It is intersected with the (re)evaluation of gender differences in the post-reform era, adding another layer of evidence showcasing the revival of patriarchal values in contemporary China.

In contemporary Chinese communication studies, existing theoretical approaches are largely developed upon a Western-centric or Western-Chinese dualistic research paradigm (Zhao, Y. (2014). Communication, crisis, and global power shifts: An introduction. *International Journal of Communication*, 8(1), 275–300.). By developing a gendered approach to the stereotyping of women in politics unique to the Chinese society, we re-evaluate the communicative practice in China's digital public sphere by examining its relationship to the rise and fall of Chinese women's social status. The findings of the present research are enlightening, helping us to recognize the dynamic interplay between international politics and gender inequality in contemporary Chinese society. The outcomes enable us to revisit the transformations of communication in contemporary China with a focus on its patriarchal traditions, and to develop a Chinese approach to re-examine the field of communication studies from a gender perspective.

Id: 19956

Title: Periodismo y violencia estructural: un análisis sobre cómo las desigualdades de género y las agresiones contra periodistas afectan la autonomía periodística percibida en Colombia

Session Type: Individual submission

Authors:

Name: Miguel Garcés

Email: miguelefren-at- gmail.com

Country: CO (Colombia)

Affiliation: Universidad Tecnológica de Bolívar

Name: Jesus Arroyave

Email: jarroyav-at- utb.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Abstract: La autonomía periodística se ha estudiado tradicionalmente en países con democracias seguras desde los controles e influencias que ejercen los asuntos individuales, políticos, económicos y organizacionales en la libertad percibida por los periodistas para tomar decisiones editoriales. Basado en variables objetivas y en una encuesta nacional diligenciada por 546 periodistas colombianos, este artículo analiza cómo las agresiones en las salas de redacción y las desigualdades contra las mujeres periodistas influyen en la forma cómo los periodistas perciben su autonomía profesional en Colombia. Asimismo, se analizó en esta investigación, qué tipos de influencias en el periodismo colombiano explican la relación entre la violencia directa y de género y la disminución en los niveles de autonomía percibidos para producir y publicar noticias. Usando regresiones múltiples y modelos de mediación estadística basados en técnicas no paramétricas (Hayes, 2013) se logró establecer que las agresiones y el impacto que éstas producen en la autonomía periodística percibida en Colombia tanto por los hombres como por las mujeres periodistas, se deben a razones políticas y económicas; mientras que el efecto de la desigualdad de género en la autonomía percibida se debe más a razones socioculturales. Finalmente se identificaron los temas informativos más sensibles donde las mujeres periodistas perciben menos autonomía profesional que los hombres para publicar noticias en el contexto colombiano, y se ofrecieron algunas recomendaciones para la realización de futuras investigaciones en este campo.

Id: 19994

Title: Ser madre y esposa ¿obstáculo o requisito' Reflexiones de las mujeres en la propiedad y en puestos de toma de decisiones en las compañías de medios de comunicación en México en torno al ejercicio de la maternidad.

Session Type: Individual submission

Authors:

Name: Mónica Amilpas García

Email: monica.amilpas-at- gmail.com

Country: MX (Mexico)

Affiliation: UNAM FCPYS

Abstract: Los estudios e investigaciones feministas sobre la maternidad y el trabajo de las mujeres son numerosos y han hecho aportaciones relevantes. Sin embargo no es un tema agotado. El caso de los medios de comunicación en México se vuelve un escenario necesario dado que desde sus inicios en 1920 se han caracterizado por estar concentrados en pocos actores, masculinos en su mayoría, y cuyos industriales han tenido una influencia considerable en las decisiones políticas del país. Además de que dicha concentración sigue recayendo en las mismas familias, es decir, se ha ido heredando de una generación a otra el manejo de los mismos. Interesante es que las mujeres siguen siendo minoría tanto en la propiedad como en puestos de toma de decisiones pues no constituyen más del 1% de quienes tienen la titularidad de la concesión del medio en televisión, apenas el 13% en radio y el 16% en televisión restringida.

Son diversos los factores estructurales que han dado pie a esta situación, sin embargo, se vislumbra la práctica de la maternidad como un factor determinante para el acceso y participación de las mujeres en los puestos de toma de decisiones y en la propiedad de los mismos. En México de 19.9 millones de mujeres que realizan alguna actividad productiva remunerada, 14.7 millones son madres de familia y 4.3 millones son jefas de hogar de acuerdo con datos de la Secretaría del Trabajo y Previsión Social. En los medios de comunicación se tiene una tendencia similar.

Es por ellos que desde la perspectiva crítica feminista y con base en una metodología cualitativa, se hicieron entrevistas semiestructuradas a mujeres que actualmente están en la propiedad y en puestos de toma de decisiones en las compañías de medios de comunicación en México. Se reportan sus reflexiones y se visibiliza cómo la identidad genérica femenina sigue estando anclada al concepto tradicional de madre esposa y cómo dentro de las estructuras organizacionales de los medios de comunicación el ejercicio de la maternidad se vuelve un obstáculo para quienes desean acceder a puestos de toma de decisiones o es un requisito previo para el acceso a la propiedad de las mujeres que heredan el medio.

Id: 20010

Title: The likeability of implicit visual gender stereotypes in advertising.

Session Type: Individual submission

Authors:

Name: Patrick Vyncke

Email: Patrick.Vyncke-at- UGent.be

Country: BE (Belgium)

Affiliation: Department of Communication Sciences - Ghent University - Belgium

Abstract: Over the years, gender stereotyping in media has been a much researched topic, assuming that those stereotypes have a clear impact on the gender representations media consumers create in their minds, and that they are therefore worth our attention. A special focus has been on analyzing advertisements, often showing that gender stereotyping has decreased over the past decades (Eisend, 2010). However, although women are no longer simply and solely depicted in the private sphere, in housewife roles, or as sexual lust objects, subtle and implicit gender stereotypes in advertisements are still common (Mager & Helgeson, 2011).

However, not only did past research (for an overview, see e.g. Eisend, 2010; Wolin, 2003) focus mainly on explicit gender portrayals (i.e., in terms of professional roles, socio-economic contexts, etc.), most studies also investigated male and female gender roles in isolation, while plenty of real-world ads depict both genders in a specific relation to each other (Orth & Holancova, 2003, 2004). Moreover, past research projects mainly relied on content analysis as their main methodology (see e.g. Furnham & Paltzer, 2010; HajiMohammadi, 2011; Knoll, Eisend & Steinhagen, 2011; Royo-Vela et al., 2008; Wolin, 2003), not investigating the reactions of real media consumers to these gender portrayals. Finally, the few studies that did involve real respondents are very inconsistent, with some showing a preference for stereotypical portrayals (e.g. Infanger, Bosak & Sczesny, 2012), and others showing just the opposite (e.g. Hupfer, 2002; Jaffe & Berger, 1994; Whipple & Courtney, 1985; Zawisza & Cinnirella, 2010).

In contrast to this 'classic' research tradition, we set up an experimental research project focusing on implicit gender role portrayals, on the relations between males and females in advertisements, and on specific reactions of real respondents to these gender portrayals. Our large-scale experiment involved 315 respondents (50,8% males and 49,2% females; 50,5% aged 17-27 and 49,5% aged 37-57; with varying educational levels). The stimulus material consisted of 20 sets of advertisements for a large variety of gender-neutral products and involving models of different ages, depicted in different contexts. Each set contained one stereotypical (i.e., male dominance and female subordination) and one a-stereotypical (i.e., male subordination and female dominance) version of the same ad. To create the impression of dominance or subordination, we used the nonverbal cues Goffman described in his highly influential study on the nonverbal and implicit portrayal of gender in ads (Gender Advertisements, 1979), such as proxemic, kinesic and haptic cues, and mutual gazing, as part of 'ritualized submission'. To avoid order effects, half of the respondents got an AB-version of the sets, while the other half got a mirrored BA-version. For each set respondents had to indicate which ad version they found the most appealing one: the stereotypical or the a-stereotypical.

Our findings show that media consumers hardly differ significantly, and certainly not consistently, in their preferences for either an a-stereotypical or a stereotypical implicit portrayal of gender roles. Moreover, no significant gender-related, age-related, or product-related, and only a few education-related preferential differences were found.

Id: 20011

Title: Inmate (In)Visibility: Wentworth's Portrayal and Inclusion of Australian Indigenous Women

Session Type: Individual submission

Authors:

Name: Lauren DeCarvalho

Email: lauren.decarvalho-at- du.edu

Country: US (United States)

Affiliation: University of Denver

Abstract: Indigenous peoples comprise only two percent of Australia's total population, yet account for roughly 27 percent of the total adult prison population (Walters & Longhurst, 2017). At a rate greatly outpacing their male counterparts—both Indigenous and non-Indigenous men—since 1991, Indigenous women currently comprise 34 percent of the total women's prison population despite only representing two percent of the overall female population (Walters & Longhurst, 2017). Back in 1991, Indigenous women represented 17 percent of the total women's prison population in Australia (Walters & Longhurst, 2017). According to the Aboriginal and Torres Strait Islander Social Justice Commissioner June Oscar, Indigenous women account for most of the 77 percent increase in women's incarceration in Australia in recent years ("Imprisonment Rates," 2018, para. 6). With this overrepresentation of Indigenous women in the Australian prison system, it is crucial to consider on-screen portrayals as visual representations impact public perception and, in turn, policy.

Given this, I examine the representation of Indigenous women, specifically three inmates, in Foxtel's Australian prison drama, *Wentworth* (2013-Present). As a reimagining of the beloved Australian soap opera *Prisoner* (1979-1986), *Wentworth* has received both commercial and critical success. It recently aired its sixth season in June 2018 and wrapped up the filming of its seventh season the following month (Hirst, 2018). In July 2018, *Wentworth* made history at the 2018 Logie Awards by taking home three awards, which is the most of any drama program (Bayley, 2018). In November 2018, much to fans' delight, it was announced that *Wentworth* has been renewed for another two seasons with "at least another 20 episodes" (Carmody, 2018).

From its onset, *Wentworth* has showcased the lives of Australian women from a variety of intersectional identities. In the first season, viewers are introduced to several main characters, including Doreen Anderson (played by real-life, Indigenous actor Shareena Clanton). Five seasons later, *Wentworth* has introduced two more main characters who are Indigenous women: Ruby Mitchell (played by real-life, Indigenous actor Rarriwuy Hick) and Rita Connors (played by real-life, Indigenous actor Leah Purcell). Employing feminist textual analysis of all six seasons to date, I carry out close readings of episodes, paying special attention to the latest season. While most of my previous scholarship around representational issues has focused on problematic depictions of the Other, this paper instead recalls feminist media scholar Hocker Rushing's call to action twenty years ago—that the process of critique tends to be masculine and predatory and to instead humanize the process by not automatically tearing a text apart but instead pushing us, as cultural critics to look beyond. Unlike existing scholarship on depictions of Australian Indigenous women, which highlights how this demographic has been routinely gendered, racialized, and sexualized by media,

I instead point to the ways in which the three Indigenous women inmates are prominent, dynamic characters who are humanized and reflect female (as well as sisterly) solidarity. In a cultural climate that is bent on incarcerating real-life Indigenous Australian women, *Wentworth* serves to complicate usual depictions of this demographic.

Id: 20049

Title: Communication affordances of social media for a feminist critical discourse analysis of power: Communication power in fighting for Chinese Feminist Voices

Session Type: Individual submission

Authors:

Name: Xiao Han

Email: han.xiao-at- cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Abstract: In this year's International Women's Day (March 8th, 2018), Feminist Voices, a leading Chinese feminist group, was forced to shut down both their official Sina Weibo and WeChat accounts without giving any specific reasons. Feminist Voices, however, did not choose to keep silent and withdraw from public life; rather, the group shifted to their private WeChat account to encourage like-minded people to express their solidarity with them. Consequently, the collapse of Feminist Voices not only attracted sharp criticism within the Chinese feminist circle but also gained considerable support from the group's worldwide social media followers. More importantly, in this context, Feminist Voices can be seen as an actor, realising the potential, to a larger extent, of social media to render Chinese feminist discourse prevailing within the relatively conservative Chinese society.

Focusing on social media, this article aims to examine the process in which Feminist Voices challenges the patriarchal power and state control in Chinese discourse through their practices of communication. The theoretical framework combines Allen's (1998, 2005) feminist conception of power with insights from the field of media and communication and particularly from social media theory. On the one hand, Allen's feminist critique of power indicates that power is, indeed, a communicative process whereby female actors recognise their subordinate status, raise consciousness, express their standpoint, make decisions, participate in actions, and build solidarity. On the other, the extensive use of social media for contemporary feminist politics has brought communication into a central place, leading to communication as an important entry point to explore the relationship between power and social media. In this way, the proposed theoretical approach in this article allows us to conceptualise power as a communicative process that is constructed through storytelling, performance, social networks, and collective action, which, in turn, casts a new light on the perception of power within critical discourse studies (CDS).

Drawing on a two-phase ethnographic study, before and after the closing down of social media accounts of Feminist Voices, the article investigates how the leading Chinese feminist group makes use of online communicative practices to constitute themselves as a power actor. The empirical data is derived from in-depth interviews with the core organiser of Feminist Voices, as well as the textual analysis of Weibo and WeChat posts produced by the group, and supporters' comments. Meanwhile, taking the discourse-historical and dialectical-relational approaches to CDS, I will analyse the ways in which the Chinese political structures, social norms, and cultural values shape feminist discourses within the online space of the Feminist Voices, and how the group uses these online discourses to gain power. In addition, the design, protocols, and ownership of social media

platforms will be taken into account. In conclusion, this article addresses the importance of developing a feminist critical discourse analysis of power within the new media communication environment.

Id: 20054

Title: Are Women Making News in the Media'

Session Type: Individual submission

Authors:

Name: Mary Wambaria

Email: marywambaria-at- gmail.com

Country: KE (Kenya)

Affiliation: Kenya Institute of Curriculum development

Abstract: This paper focuses on the framing of women news in the media. It investigates who delivers/writes news in the newspapers, who reports which news topics, how women are portrayed as sources of news and finding out whether the sex of the reporter make a difference for the gender dimensions of a story. Media are a major source of public information about the social, economic and political issues and remains the most influential in shaping public opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. Therefore, who and what appears in the news and how gender issues and events are portrayed matters. In 1978, Tuchman, propagated the view of symbolic annihilation to determine sexism in the media. The study used the content analysis method conducted on two highly circulated newspapers in Kenya that is; the Daily Nation and Standard in the month of November 2017. The findings indicate that on delivering the news, women journalists are fewer at 18% compared to male journalist who dominate the by lines at 76%. The scope of the coverage was at both the county and national level where male journalists dominate in reporting for hard news such as politics, economy and business at over 70% while female journalist are less than 20%. As persons interviewed or heard in the news, women are still fewer at less 20%, in contrast to men who continue to predominate in the 'expert or spokesperson' categories at 80%. In a few instances where women do show up as sources in the news, it is often in topics on gender based violence, fashion and relationships thus reinforcing stereotyping. In addition there was no significant difference found on the gender dimension of the stories covered by male and female journalists.

Keywords

Framing, Content analysis, public opinion, media, news, women, gender

Id: 20076

Title: Decoding patterns of violence in women's glossy magazines: A cross-cultural study of UK and Greece

Session Type: Individual submission

Authors:

Name: Rafaela Orphanides

Email: r.orphanides-at- lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Loughborough

Abstract: Studies which focused on gender-based violence representations (GBV) in mass media forms emphasized on medias' tendency to portray women as passive victims of abuse and reinforcing gender oppression (Gallagher, 2011; Mujkic, 2017). During the past decades, women's glossy magazines have been extensively researched due to their broad circulation and high readership levels (McRobbie, 1995;2007; Gill, 2007;2009). However, most of these studies either focused on the exploration of discourses circulated in articles which are predominantly concerned with relationship and sex topics, or the analysis of specific sections of the magazines. During a thorough examination of the current literature, a gap was identified towards the analysis of representation of GBV incidents in women's glossy magazines and perceptions of readers of the magazines.

Through a content analysis of 575 articles obtained from British and Greek versions of Cosmopolitan and Marie Claire magazines produced during 2012-2016, it was noted that GBV is one of the most recurrent themes which concern the glossy mediums. This raised the need for examining how GBV incidents are depicted in an entertainment medium which is predominantly consumed by women and how such representations are perceived by women who comprise the core target audience of these magazines. This research used repertoire analysis (Hermes, 1995; Gill, 2009) as an organizing principle of analysis for examining how GBV-related topics are depicted in women's glossy magazines. Two interpretative repertoires which are representative of the main discourses circulated in articles predominantly concerned with GBV-related topics were identified. In addition, a total of eight focus groups with British and Greek participants were actualized for examining readers' perception towards the inclusion of GBV-related topics in glossy magazines.

The first repertoire identified is 'Risk management'. A main element of this repertoire is the heroization of women survivors of GBV and suggesting self-surveillance as a prevention measure. The second repertoire is 'Dynamics of exclusion' and through the utilization of four 'othering' techniques, explores how discourses which interlock the geographical, social and cultural context with incidents of GBV contribute to the construction of the 'distant other sufferer'. I conclude that through emphasizing on women's post-traumatic empowerment and through utilizing 'othering' techniques, women's magazines do not merely abdicate community's responsibility (Gilbert, 1988) for the perpetuation of these incidents, but also implies that gender equality is purely a woman's issue.

Id: 20085

Title: Gendering Political Conflict: Gender Perceptions and Public Opinion in the Israel-Palestinian Conflict

Session Type: Individual submission

Authors:

Name: Yossi David

Email: davidyossi4-at- gmail.com

Country: DE (Germany)

Affiliation: Johannes Gutenberg University Mainz

Abstract: To what extent do gender perceptions shape conflict situations? To what extent might gendered perceptions of outgroup and ingroup undergird support for violence and human rights abuses? These questions are addressed through analysis of data from a series of public opinion polls that examined Jewish-Israeli perceptions towards Palestinians in the context of the asymmetrical protracted conflict between the sides. This study suggests and is based on a different approach to analyzing gender: not simply as a dichotomous category based on sexual difference but as a measurable perception of groups. The findings of this study offer a new reading of the role of gender perceptions and constructions in political conflicts and communication. These findings indicate that gender perceptions and constructions might play an important role in creating and reinforcing categories and dichotomies that enable excluding and delegitimizing outgroups as well as justifying the violation of their basic human rights. From a more optimistic point of view, the findings indicate that challenging gendered perceptions could open new avenues for working toward justice and human rights in asymmetric political conflicts.

Id: 20123

Title: Perceiving gender stereotypes when there are none: An exploration of candidate photographs and their paradoxical perception

Session Type: Individual submission

Authors:

Name: Tobias Rohrbach

Email: tobias.rohrbach-at- unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Name: Philomen Schönhagen

Email: philomen.schoenhagen-at- unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Abstract: Recent empirical evidence from content analyses shows that gender stereotypical (mis)representations of female politicians are disappearing from present day media coverage (Lavery, 2013; Hayes & Lawless, 2015). However, concerns about pervasive gender stereotypes in politics contest this new truth of seemingly gender-neutral media coverage. First, voters continue to rely on gender stereotypes when they evaluate politicians (Bligh, Schlehofer, Casad & Gaffney, 2012). Second, women candidates keep reporting experiences of a hostile media environment when running for office (Ross 2017). And third, candidates even anticipate perceived stereotypical voter expectations when planning their campaigning strategies (Sapiro, Cramer Walsh, Strach & Hennings, 2011). We thus face a discrepancy between apparently less gender-stereotyped media content and persisting stereotypical candidate perception, which remains largely unexplored. We explored this discrepancy by means of a qualitative in-depth analysis of 250 candidate photographs in the media coverage of the Swiss parliamentary elections 2015. Based on theoretical and methodological reflections on the polysemic character of visual images (Geise & Rössler, 2012), we trained eight coders to describe, on a first level of visual analysis, manifest elements of stereotypes in the photographs (i.e. categories reflecting the dominant “traits and issues” approach, including photograph composition, facial expressions, gestures etc.; e.g., Meeks, 2012). On a second level of analysis, coders added their subjective interpretations within brackets. These inferences were separately analyzed with categories from the stereotype content model (Fiske, Cuddy, Glick & Xu, 2002), i.e. perceived warmth and competence, to capture the photographs’ latent elements of stereotypes. In addition to extensive training, the soundness of the separation between descriptions and interpretations was accounted for by having multiple coders unknowingly analyze a subsample of identical photographs with overall high convergence.

The results are striking: On the first level of manifest elements, nearly no gender-stereotyping was found while quite a lot of stereotypical patterns in the coders’ warmth and competence perception emerged on the second level of latent elements. Even if this gap between the two levels goes along with the theoretical reflections on visual image analysis, it raises methodological and theoretical issues with the analysis of (non-)stereotyped media coverage: If media content deemed non-stereotypical through the “traits and issues”-lens gives rise to gender-stereotypical perceptions, how meaningful are state of the art content analyses? Are gender-stereotypical perceptions driven by

holistic, culturally shared “pictures in our head” (“top-down”) and therefore (at least in the short-term) rather independent of the analytical details of the single candidate photograph (“bottom-up”) (Shea, 2013; Chanés et al. 2018)? Are there more subtle elements in the photographs that lead to stereotypical perceptions, but which are not captured by commonly measured categories? If so, how could they be found (e.g. by experimental designs)? These questions and their implications will be further discussed during the conference presentation.

Id: 20145

Title: Representando la violencia, telenovela contemporánea en el Perú

Session Type: Individual submission

Authors:

Name: Giuliana Cassano

Email: gcassano-at- pucp.edu.pe

Country: PE (Peru)

Affiliation: Pontificia Universidad Católica del Perú

Abstract: Los relatos de la telenovela van construyendo y consolidando los imaginarios de una sociedad, particularmente los de género. Sabemos que el género como construcción cultural, condensa los significados -que desde la diferencia sexual- cada sociedad elabora, planteando qué significa lo femenino, lo masculino, lo trans; qué valores, roles, tareas se asignan a mujeres y hombres de acuerdo a su identidad genérica. Estos significados estructuran la percepción y establecen un conjunto de mandatos y expectativas sociales, configurando sistemas de género que establecen a su vez diversos tipos de relaciones. Hall (1997) nos plantea que en el escenario contemporáneo, donde la cultura está dominada por la imagen, el concepto de representación es central porque las representaciones expresan cadenas de significados, asociaciones discursivas, y conjuntos semánticos que se ubican al centro de la dinámica cultural.

En un contexto de tensiones y disputas alrededor de la mirada de género, derechos igualitarios, reconocimientos ciudadanos y auge de feminicidios, la telenovela peruana contemporánea está dialogando con ellos para representarlos y evidenciarlos, señalando lo que somos como sociedad pero también reflejando lo que queremos ser.

Objetivo de la investigación

Identificar y analizar los discursos sobre la violencia contra la mujer en las telenovelas peruanas Valiente amor, Mujercitas y Ojitos hechiceros.

Pregunta de investigación

• ¿Cuáles son los discursos sobre la violencia contra la mujer que nos ha entregado las telenovelas Valiente amor, Mujercitas y Ojitos hechiceros?, ¿Qué tensiones y disputas de poder evidencian?

Hipótesis de la investigación

La telenovela en el Perú del siglo XXI es un producto cultural femenino que pone en escena los afectos, las emociones, los sentimientos, los retos, las desigualdades, la sujeción, la violencia y los sacrificios que las mujeres enfrentan en su cotidianeidad. Estos relatos ofrecen representaciones de mujeres inicialmente sumisas, subalternas y violentadas que realizan un recorrido identitario hacia la libertad y la autonomía, convirtiéndose en mujeres luchadoras, emprendedoras, autónomas. Este recorrido es importante porque pone en escena las tensiones y disputas en el ámbito de la violencia contra la mujer. Este recorrido expresa también hegemonía y resistencia frente al orden social heteronormativo peruano. Hegemonía que dialoga con el poder y el sistema patriarcal; y resistencia que se va construyendo a partir de la conquista de diversos y nuevos espacios de las mujeres, y del quiebre del sistema patriarcal.

Metodología de la investigación

En esta investigación voy a realizar análisis de personajes y situaciones dramáticas, desde la teoría de la dramaturgia audiovisual, para trabajar cadenas significantes que nos permitan observar y analizar los discursos sobre la violencia contra la mujer y las posibilidades de cambio que los propios relatos nos ofrecen.

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Id: 20147

Title: Unseen warrior women: the representation of Shining Path female members on Peruvian films

Session Type: Individual submission

Authors:

Name: James Dettleff

Email: jdettleff-at- pucp.edu.pe

Country: PE (Peru)

Affiliation: Pontificia Universidad Católica del Perú - Pontificia Universidad Católica de Chile

Abstract: Peru endured in the last twenty years of the 20th century the most violent chapter of its history, when the internal armed conflict (IAC) took place between Peruvian armed forces and the insurgent groups Shining Path and MRTA. The main figure of Shining Path was its leader Abimael Guzman, but the group's command unit had female leaders, and several action troops were under female leadership.

In this Century the IAC has been represented in several cultural artifacts such as films, which have portrayed members of the armed forces and of Shining Path, but the female presence in those representations is scarce.

Since these representations are part of the cultural memory of the country, it is important to analyze how the female members of Shining Path are being represented and what these films are saying about them. That is why the main research questions for this paper are:

Are there representations of the female members of Shining Path on Peruvian films set on the IAC era? How important are their characters on the film plots? How are the female members of Shining Path represented on Peruvian films?

In a country like Peru, where its recent traumatic history is still trying to settle, media and cultural products help build the country's memory of what happened in those days, and the way social actors are represented shape the way things are learned about that era. Female characters on Peruvian history are scarce, most of the times as aides of men who take the leading roles of what shaped the country's life. Women had an important role during the IAC, but their representation doesn't answer to that reality.

Using a mixed methodology, this paper analyzes the presence of the Shining Path female characters on Peruvian films showing how they are underrepresented -an answer to patriarchal structures that denies their visibility and importance- being their characters seldom portrayed as strong and independent individuals, taking them back to female roles that are measured by the male's eyes and patterns. The research analyzes twelve Peruvian fiction films produced in the 21st Century, identifying in how many they are represented, their roles and importance on those films. Through discourse analysis we identify the power structures that underlie those representations, which puts women on second place, behind male characters in the nation's history.

Id: 20151

Title: [Panel] MeToo's Global Ontology, Panel description

Session Type: Panel Submission

Authors:

Name: Alicia Kozma

Email: akozma2-at- washcoll.edu

Country: US (United States)

Affiliation: Washington College

Abstract: More than the contemporary zeitgeist, MeToo is a global rebuke of heteropatriarchal control over consent, bodies, and voice. Although mediatized as a moment, the MeToo movement rests on intersectional and intermedial pasts, presents, and futures while growing globally in impact and scope. To articulate these changes, this panel advances two strategic goals: 1) to expand the historiography of MeToo by exploring the voices that incubated and/or continue to nurture the movement and 2) to refocus the MeToo conversation around the intersectional struggles and resistance of peoples across the globe, challenging and decentering privileged narratives of whiteness, heterosexuality, and celebrity.

The papers in this panel address gender, voice, and visibility in global social movements to construct a historiographic continuum of the movement. To demonstrate the persistence, pervasiveness, and flexibility of the movement, we examine the intersection of advocacy and media through a variety of mediums including podcasting, social media networks, newspapers, and cell phones. Critically, we construct a global ontology, moving between India, the United States, and Spain.

Looking first to the past, paper one examines how #metoo—originally a social media advocacy tool for women of color—was co-opted by white celebrity, erasing the victimization and resistance of women of color. Paper two acts as a corrective to the whitewashing exposed in paper one by examining how MeToo India used cellphones to transform a Western-centric movement into a massive shift in that country's gender history.

Following these historical accounts, papers three and four examine the movement's present moment, highlighting its broadened in scope and is regeneration across populations. Paper three narrates how podcasting and other online technologies incubate the movement's goals of voice, visibility, and advocacy, while reproducing its U.S.-specific problematics around whitewashing. Paper four connects the hypervisibility of MeToo to the spike in social media conversations around same-sex domestic violence in Spain. Examines the impact of victim-centered storytelling advocacy versus newspaper reporting, paper four articulates how MeToo has widened to include, and empower, marginalized populations across the globe.

Panel Chair: Dr. Angharad Valdivia

Participants: Dr. Angharad Valdivia, Dr. Koeli Moitra Goel, Dr. Alicia Kozma, Dr. Arnau Roig-Mora

Id: 20152

Title: #Metoo: Tales of Origin and Intersectional Negotiations

Session Type: Panel Submission

Authors:

Name: Angharad Valdivia

Email: valdivia-at-illinois.edu

Country: US (United States)

Affiliation: University of Illinois, Urbana-Champaign

Abstract: Unsurprisingly, and indeed continuously within mainstream US feminism, when social movements gain salience, their intersectional origin and the labor of those who contributed to their formation initially becomes whitened. Representation of agency is attributed to white actors despite evidence to the contrary. Just as histories of US feminism under-represented the contributions of African American women, #blacklivesmatter coverage often ignores the fact that it was founded by three African American women and that many of the victims of racialized violence are women, whose stories seldom appear in the news. #metoo similarly was created by an African American activist yet entered mainstream consciousness through Harvey Weinstein and his many accusers, especially Rose McGowan. This presentation seeks to map out the presence and nature of Tarana Burke, as the creator of #metoo as the individual who created this hashtag to pursue social justice on sexual harassment issues, which impact women of color disproportionately. As well, I will examine the inclusion of intersectionality within the ongoing #metoo movement and coverage, now that it's reached the mainstream through award seasons as well as highly publicized cases of major media figures.

Id: 20153

Title: Wings of Fire: #MeTooIndia Marks Historic Faceoff with Entrenched Patriarchal Order

Session Type: Panel Submission

Authors:

Name: Koeli Moitra Goel

Email: koelig21-at- gmail.com

Country: IN (India)

Affiliation: Independent Researcher

Abstract: The “Me Too India” Movement has followed an erratic but combustible pathway. A monumental marker for the rise of woman power, it articulates a significant turn in gender relations, pushing struggles for gender justice to levels not experienced earlier in India. In historicizing the Me Too India movement, I propose that the current mobilization is an organic, teleological progression drawing strength from several ground-breaking events which as precursors had enduring impact on public memory and led up to this moment. The “Not in My Name” protests which spread across the country following the horrifying Nirbhaya rape in 2012 or the “One Billion Rising: No more Violence against Women and Girls” in 2016-2017 nurtured the seeds of discontent lying fallow for centuries. The ground matured slowly, but the Nirbhaya case may be seen as germinating the seeds, invoking unprecedented mobilization not simply because it was a gruesome, inhuman rape and mutilation of a woman valiantly fighting sexual violence till her end, but it evoked public shame in an “honor-driven” society. India’s embarrassment at being publicized as the “rape capital of the world” agitated the general public, so intellectuals and the educated middle classes finally got involved in the resistance. Sexual violence and harassment, henceforth a victim’s burden and largely hushed up, circulated in the 21st century’s connected world. Through a media blitzkrieg, discourses and images of sexual exploitation spread like wildfire so no more denial was possible. Me Too India illustrates the face-off between two mega forces: a supremely powerful patriarchal order and a viciously oppressed female population finally turning around to speak up, speak out, speak back and speak truth to power. The introduction of cellphones in India has played a significant role in women’s empowerment and strengthened their demands for freedom of speech, access to knowledge and to information, giving the Me Too India wings of fire and marking quantum shift in India’s gender history. If the initiation of fight against oppression is to confront the oppressor and speak out that his power over you is not absolute and will not remain unchallenged, then #MeTooIndia has done that.

Id: 20154

Title: The Feminist Podcasting Voice as #MeToo Continuum

Session Type: Individual submission

Authors:

Name: Alicia Kozma

Email: akozma2-at- washcoll.edu

Country: US (United States)

Affiliation: Washington College

Abstract: The eruption of “MeToo” as social media hashtag in October 2017 singled a shift in the way women’s voices were heard and archived through online and digital media technologies. While primarily associated with social media, the practice of women and other victims telling their own stories coincided with a rise in U.S. feminist podcasting – including shows like *The Black Joy Mixtape*, *2 Dope Queens*, *Call Your Girlfriend*, and the subject of this paper, *My Favorite Murder* (MFM). Debuted in 2016, MFM is a true crime comedy podcast that quickly skyrocketed in popularity. The show currently has 19 million monthly downloads; is regularly ranked as one of the top 25 podcasts on Apple’s iTunes; recently set the record for the largest podcast live show at 8,000 attendees; and has held live shows for fans in the U.S, the Netherlands, England, Sweden, Scotland, Ireland, Norway, Australia, New Zealand, and Canada. Most recently, a listener began translating the podcast for a Japanese audience.

Connecting the resurgence in interest in the true crime genre (Boiling and Hull 2018; Bruzzi, 2018) and the near ubiquitous popularity of podcasting (Berry 2015)— as evidenced in television shows like *The Staircase*, *Making a Murderer*, and *The Jinx*, and podcasts such as *Serial*, *S Town*, and *Dear John*—MFM has made its mark by telling victim-centered stories with an explicitly feminist voice. It is here where the show intersects with the #MeToo movement: MFM uses podcasting as media technology to mirror #MeToo’s strategies of empowering women’s voices to tell their own stories while constantly reflecting on the everyday struggles of silencing and oppression. Resultantly, the podcast acts as a continuum of the movement, maintaining a constant focus on gendered victimhood in all forms, and bypassing the predictable burnout of #MeToo in mainstream mass media.

This paper, then, explicates how the podcast leverages strategies foundational to #MeToo to move past the mainstream constructions of the movement as a moment. This includes examining MFM fan advocacy efforts—including fundraising around comprehensive rape kit reform legislation in the United States—while articulating the problematic ways the show has co-opted a movement created by women of color (Duchemin, 2017; Frank, 2018). In doing so, this paper will articulate how the feminist podcasting of *My Favorite Murder* incubates a continuous space for the physical, psychological and affective work of the #MeToo movement while upholding the whitewashing of its victimhood and advocacy.

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Id: 20155

Title: UsToo: Portrayal of Same-Sex Domestic Violence in News Media

Session Type: Panel Submission

Authors:

Name: Arnau Roig-Mora

Email: roig.arnau-at- gmail.com

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: The MeToo movement, and the debates it has wrought into the public sphere, has brought to light the pervasiveness of sexual harassment and assault. The movement enables victims to raise awareness and increase visibility of this situation while simultaneously empowering their voices and connecting with a larger group of people with similar experiences. By using social media, this movement counters the inherent misogyny of big media outlets and elevates the voice of the victims. How can this movement inspire other groups to reclaim their voices? What can we learn from it to stop the media from speaking for us instead of letting us speak? Is it possible to do so from any position, regardless gender, race, class, etc.?

Research suggests that same-sex couples are as likely to commit abuse on their partners as heterosexual ones (Puzone et. al., 2000; Burke & Follingstad, 1999; Mize & Shackleford 2008). However, the underreporting of such abuse leads this problem to a silence that perpetuates its existence. Furthermore, intimate partner violence in same-sex couples has particular power relations, in which gender inequality does not play the same role than in heterosexual ones. This complicates the applicability of existing knowledge on the topic and calls for new perspectives and research that acknowledge its uniqueness. Luckily, although still insufficiently, the MeToo movement has also allowed same-sex abuse to gain some visibility as in the case of Kevin Spacey, bringing to the forefront the need to find alternatives to toxic masculinities and reframe the debate of sexual abuse.

In order to analyze the prevalent discourses around this topic, and due to the lack/scarcity of personal testimonials, this presentation explores contemporary representations of intimate partner violence in gay and lesbian couples in the media, specifically in news media (online, paper and television). By analyzing such news, and in comparison with the treatment of this violence in heterosexual couples, this paper unpacks the interactions that gender and sexuality have with violence and the ideological discourses around it. Furthermore, we can also see how news media use race and ethnicity to scapegoat this sort of violence onto foreign cultures/people, using homophobia and patriotism to justify racism and enacting discourses of homonationalism (Puar, 2007).

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Id: 20197

Title: Coloring Your Prejudices: From Slut Shaming to Market Nail Polish to Feminist Activism

Session Type: Individual submission

Authors:

Name: Marta Barrios

Email: mbarrios-at- uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Name: Toby Miller

Email: tobym69-at- icloud.com

Country: CO (Colombia)

Affiliation: Universidad del Norte

Name: Jesús Arroyave

Email: jarroyav-at- uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Name: Andrea Cancino

Email: cancinoa-at- uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Abstract: The Colombian brand Masglo is the most popular brand of nail polish in Latin America (Bolaños, 2017), with a presence in 12 countries, including the USA and Spain. In a departure from the norms of the international industry, Masglo's nail-polish colors are branded with adjectives and nouns that supposedly say something telling about the women who use them. Some of these terms have caused great offense –such as Rash, Slutty, Flirtatious, Controlling, Domineering- among others associated with what activists know as 'slut-shaming,' and other misogynistic concepts (Tanenbaum, 2015). It claims a direct correlation between the ambitions of Colombian women and the names of its various polishes (Pla, 2018). In 2015, it was estimated that over 500,000 women were working as manicurists in Colombia. 60% of them uses Masglo.

Twitter has hosted a significant debate about these names, involving positions from across the political spectrum. This study analyzed the content of 794 tweets with the hashtag #YesToDaringMasgloNames and 228 with #NoToDaringMasgloNames, published in 2015. We aimed to scrutinize the opinions of the participants in the online discussion to characterize the discussion about these varieties of nail polish; relate to the status of women in Colombian society and explore how might this conversation transcend the limits of consumerist position-taking and move into substantive feminist activism.

Results showed that the controversy was an exchange between enraged feminist users of nail polish and satisfied non-feminist ones and indicated ambivalent attitudes both to emphasized femininity

and specifically to slut shaming—one group was appalled, the other left cold by such controversies. The conversation was dominated by women (86.8%) while 8.7% of users were men, and others (4.3%). The messages were in a vast majority in favor of the use of these names as a marketing campaign (70.3%), and to a lesser extent, presented an opinion against (21.9%) or neutral (7.7%). The “negative” names were the most popular among the Twitter conversation, such as Prostitute, Glutton, Slutty or Layabout. Women supporting the strategy disarticulated the pleasure they derived from the product from its marketing. There is a relationship between the ambivalent responses of women customers and activists to these shibboleths indexes and the wider set of contradictions confronting women over makeup, from labor relations to occupational health to imagery.

We conclude that the Twitter Masglo debate changed little—a major Colombian firm continued to exploit invidious stereotypes that demean women, in a way that is in keeping with the nation’s machismo culture and limited range of commercially-endorsed beauty and desire, which are in turn linked to the subordinate situation of women across the country. This also illustrates the powerful paradoxes, at the heart of emphasized femininity and its reflection in nail polish. One of the world’s principals ‘high femme signifiers,’ colored nails are both profoundly traditional and yet laden with the power of sexual difference expressing itself in the social sphere and disrupting male physical normativity within public life (Lerum, 2015; Kang, 2017).

Id: 20200

Title: From Secretiveness to Reconstruction: Online Interaction and Identity Construction of 'Tongqi' in China

Session Type: Individual submission

Authors:

Name: Xiang ZHOU

Email: juliewuhan-at- 163.com

Country: CN (China)

Affiliation: Cheung Kong School of Journalism and Communication, Shantou University

Abstract: In contemporary China, tongqi, gays' female wives in Chinese, have been the silent presence of homosexuality. Tongqi find no place to express themselves in reality. They, in turn, choose online communities, characterized with anonymity and divergence, to look for female peers with similar experiences and common needs. Selecting the Baidu Tongqi Post Bar as a case study, the current paper aims to analyze the communication characteristics of the online community and the identity construction of the group of tongqi. In a three-year online ethnography, the author participated in the bar to make observation notes. The original posts and links to relevant posts were extensively read and downloaded for text analysis. In addition, 16 tongqi posters who were actively engaged in online discussion during the last period of participatory observation were interviewed.

Identity is taken as the key conceptual framework for this paper, with a focus on how individual tongqi perceive the group they belong to as "a self of reflective understanding" (Giddens, 1998), which in turn amplifies their individual uniqueness that distinguishes from 'the other', other normal wives or girlfriends. As the literature review suggests, identity is used both as a link connecting between 'us', those who have similar background and experience, to form a social group with common characteristics highlighted (Hogg & Abrams, 2011; Zhang & Bin, 2006), and as a weapon to carry out symbolic resistance during the process of self-awakening (Hall & Gay, 1996).

The Tongqi Bar functions as a spiritual community and a network of social support. Taking the online community of the bar as a communication space, tongqi are able to construct their social network for information exchange, friend support and emotional dredge. Cyberspace broadens the channels of information sources and has the utility of tools to access information, share experiences, and exchange knowledge, such as knowledge of homosexuality, marriage law, gender, parent-child, etc., helping tongqi, a derivative group of gays, find 'sisters' to freely voice out their secrete and often painful life, and get legal assistance from a senior wife or volunteer. Thanks to its advantage of cross-region, the bar also helps tongqi integrate online and offline resources.

For tongqi, this identity is neither innate, nor is an initiative demand on their own. Different interviewees express different attitudes towards this identity from the strongest negation to the complete integration. However, the dynamic process of establishing identity of tongqi in online interaction and dialogue is similar, going through three stages, namely, identity confusion and refusal, identity reference and comparison, and identity confirmation and acceptance. A key point of tongqi's self-identity is the reference group, other wives with normal marriage. Tongqi constantly differentiate themselves and other groups to achieve the recognition of the group from the outside to

the inside, laying the foundation for the final identity confirmation. With mutual care and support, tongqi in the online community have gradually deconstructed the 'stigma' labeled to them and regain self esteem. Some tongqi are no longer addicted to their grief and hostile attitude towards gays, gradually developing supportive interactions with their gay husbands or boyfriends. Moreover, they start to actively seek out more important things and meanings in life.

Id: 20239

Title: Doing Gender in Advertising Agencies

Session Type: Individual submission

Authors:

Name: Ayse Binay Kurultay

Email: binaykurultay-at- khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: Women in male-dominated occupations have many challenges. Although the advertising industry seemingly welcomes women globally, sex segregation takes on a unique form. Alongside glass ceiling and sticky floor issues, a strong horizontal segregation resulting in feminization and masculinization of certain departments exists. The pervasive and global underrepresentation of women in creative decision-making positions in the advertising industry is a distinctive issue in advertising agencies. Taking this into account, it is important to explore how women negotiate their existence through gendered work experiences in organizations.

This study explores how women do gender in the advertising industry in Turkey based on the experiences of women who were able to pass beyond the glass ceiling. As a developing country integrating into global capitalism, Turkey's advertising industry is mainly made up of international network advertising agencies. Mass media in Turkey is important in terms of acting as the bearer of cultural modernity with its complementary nature of the image of westernization. Turkey is an interesting case in women's media involvement as a secular republic with a predominantly Muslim population. Tracing women's growing place in Turkish advertising is important in terms of presenting a model for gender equality and women's rights in developing countries. As organizations are promoting women's entry into the workforce globally, it is important to develop research in creative industries such as advertising where women get formal schooling but do not seem to stay or move up to decision-making positions in the industry. Thus, this study aims to fill the gap further in this respect.

In-depth interviews were conducted over 2 months with 12 informants with more than 15 years of experience in the Turkish advertising industry. Semi-structured open-ended questions were used with snowball sampling as the researchers gathered names of potential informants from each interviewed informant.

Results show that women advertisers in creative departments learn to perform unfemininity. The disregarded reality of women's gendered struggles, lack of resistance to employer demands, a consensus on women being equally creative as men exist. Informants believe women are better at organizing, listening, multitasking and detailed-oriented thinking. However, a woman in a man's suit is better received in managerial positions. Breaking free from institutionalized norms such as changing the traditional copywriter-art director team (Mallia and Windels, 2011), becoming a "maternalancer" (Kazenoff and Vagnoni, 1997) in other words a freelancer mother, or use of flexible and part-time schedules (Ensher, E. A., Murphy, S. E. and Sullivan, S. E., 2002) might be innovative ways to develop an actual work-life balance. As women in advertising slowly identify and embed such individual strategies based on their own needs and values, it might be seen as a slow step in changing the cultures of advertising agencies. Advertising agencies and clients need to

understand that the underrepresentation of women in advertising compromises creativity and make accommodating changes for women as a smart business decision (Grow and Deng, 2014).

Id: 20252

Title: Media Representations of Intimate Partner Violence in the Case of Oscar Pistorius

Session Type: Individual submission

Authors:

Name: Margaretha Geertsema-Sligh

Email: mgeertse-at- butler.edu

Country: US (United States)

Affiliation: Butler University

Name: Nancy Worthington

Email: Nancy.Worthington-at- quinnipiac.edu

Country: US (United States)

Affiliation: Quinnipiac University

Abstract: In 2014, South African Paralympic athlete Oscar Pistorius was found guilty of culpable homicide for killing his girlfriend, Reeva Steenkamp, on February 14, 2013, in his Pretoria home. Pistorius said that he thought Steenkamp was an intruder in his bathroom. He was sentenced to five years in prison. In 2015, the Supreme Court of Appeal overturned the conviction of culpable homicide and instead found Pistorius guilty of murder. His prison sentence was extended to six years. However, in 2017, the state appealed for a longer sentence, and Pistorius was sentenced to 13 years and 5 months. This case made headlines around the world and offers a unique opportunity to study how the news media represented intimate partner violence. Published scholarly research has looked at how the news media represent violence against women in general (Alta, 2006, Halim & Meyers, 2010), as well as how rape cases are covered (Benedict, 1992, Fadnis, 2017, and O'Hara, 2012). However, there is little published research on how the news media cover intimate partner violence, especially in South Africa, where the murder of women is on the rise. Published research on the Oscar Pistorius case has focused on a variety of issues, including masculinity (Langa, Kirsten, Bowman, Eagle, and Kiguwa, 2018) and disability (Brennan, 2017, Harvey, 2015, and Swartz, 2013), the trial as a media spectacle (Johnson, 2016), political economy of media coverage of the trial (Chuma, 2016), and Twitter coverage (Scott, 2016, Knight, 2017), but no published research on this case has looked at media coverage through a gender perspective. Nor has research considered the case since the 2017 re-sentencing, which occurred amid the worldwide #MeToo movement that galvanized calls to take violence against women more seriously. Guided by feminist theory, this research project will determine through a qualitative content analysis of South African news articles how the news media represented intimate partner violence in this case. In particular, the research question is: To what extent did South African news media coverage of the Oscar Pistorius murder trial include gender-sensitive elements pertaining to intimate partner violence? The analysis will use a three-phase comparison to see how the court cases were covered and whether the discourse shifted over time. This type of analysis will consider reasons why the discourse may have changed or not. Our analysis will be guided by the following questions: What are the central themes during each phase of coverage? To what extent does coverage include gender-sensitive elements, such as quotes/paraphrases from experts on violence against women, references to relevant statistics, and an absence of context that mitigates suspect responsibility? An inductive open-coding system will be used to find emerging themes and topics. Violence against women is a worldwide

problem and research on media coverage of this topic has revealed systematic problems in the news media. As such, this study aims to make a contribution to literature about news media coverage of intimate partner violence. We also hope to provide insights for potential improvements of future coverage of intimate partner violence.

Id: 20263

Title: Debatiendo la violencia con estrategia. Análisis de las estrategias retóricas de feministas costarricenses en el debate público sobre femicidio en Facebook

Session Type: Individual submission

Authors:

Name: Yanet Martinez-Toledo

Email: yanet.martinez_t-at- ucr.ac.cr

Country: CR (Costa Rica)

Affiliation: Centro de Investigación en Comunicacion Universidad de Costa Rica

Abstract: El objetivo de esta ponencia es analizar las estrategias retóricas desarrolladas por activistas feministas costarricenses en el debate público sobre el femicidio en Facebook.

Se parte de que la distribución de noticias de medios de comunicación en Facebook posibilita la discusión sobre temas de agenda feminista y visibiliza su oposición a la reproducción de la violencia.

La discusión sobre la discusión sobre femicidio en Facebook confronta la noción de que la deliberación se produce de forma racional y respetuoso (Lee, et. alt., 2017; Tiidenberg y Siibak, 2018; Papacharissi, 2011).

Las interacciones en Facebook permiten tipificar 1) actores, actos violentos, actos solidarios (Benhabib, 1993; Lucas, 2016); 2) construcción de un discurso contra-hegemónico (Fraser, 1997; Lucas, 2016); 3) exposición a audiencias desconocidas.

El análisis se realizó en Costa Rica en enero-abril 2018 en campaña electoral.

Se empleó enfoque mixto que incluye:

Estructura narrativa de noticias sobre femicidios.

Estrategias retóricas empleadas por activistas feministas para debatir, criticar o reformular las noticias.

Estrategias de solidaridad en apoyo frente a la violencia en Facebook

Se analizaron noticias de diarios nación.com. y CRhoy.com re-publicadas y comentadas por activistas y grupos feministas. La estructura narrativa de las noticias se mantiene tradicional: brevedad, poca contextualización, la agencia se otorga al agresor.

Estrategias retóricas halladas: las activistas y grupos feministas tienen a monitorear los medios periodísticos. Hay una revisión constante de cuándo los medios de comunicación ejercen violencia simbólica contra las mujeres al narrar hechos noticiosos.

Las activistas y grupos feministas no se limitan a comentar en la página del medio. Tienden a criticar y modificar el abordaje de las noticias desde una perspectiva de pedagogía feminista. Hacen referencia a normativa nacional e internacional, referencia a expertas feministas nacionales, editan los titulares de las noticias.

La solidaridad entre activistas se aprecia fundamentalmente en contención y confrontación de comentarios violentos mediante: argumentación racional en favor del post que se defiende, explicación y sensibilización de audiencias, e interpelación directa y violenta frente a agresores en los comentarios.

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Id: 20311

Title: Nappy is Crappy: A post-colonial intergenerational phenomenological narrative about hair and identity in South Africa

Session Type: Individual submission

Authors:

Name: Janell Le Roux

Email: janell.leroux-at- ul.ac.za

Country: ZA (South Africa)

Affiliation: University of Limpopo

Abstract: What do autobiographical narratives of five Cape Coloured women of three generations reveal about issues of race and identity in postcolonial South Africa? This question is the essence of my study on hair and identity in South Africa.

Hair has been a marker of identity that communicates issues of race, acceptability, class and beauty. Colonialism and apartheid created a cultural belief system whereby the colonised's beauty, character and intelligence was criticised. During apartheid, South Africans framed their identities in terms of race which was defined by physical characteristics such as the texture of one's hair, and the colour of one's skin. Other bodies were defined as part of a particular narrative that saw them as inferior to that of white bodies. This resulted in them attempting to hide their natural identity and race, and pass for another race because of the benefits that whiteness offered. In postcolonial, post-apartheid South Africa however, where colonial dictates no longer have relevance the following questions arise: How has the coloured identity changed in a postcolonial South Africa? Understanding the colonial history of hair in South Africa, has the Coloured identity with regards to hair and the perceptions of hair changed in a liberated postcolonial democratic South Africa? How does the Coloured population navigate its identity within the dominance of hegemonic blackness? This study explores first-hand encounters of the historical context and current hair trends that influence the South African Coloured female's choice of hairstyle. Intergenerational phenomenological narratives of five biologically-related Capetownian Coloureds representing three generations were used. The women's ages range from 48 to 104. With a theoretical intersection of Goffman's Impression Management, my theoretical contribution namely, (Post)colonial Impression Management Theory, and critical postcolonial discourses about race and identity, this study explores Coloured females' choice of hairstyles teasing out issues of self-presentation, race and identity. A critical finding of the study reveals the psychological and symbolic sphere of racist ideologies of colonialism and apartheid which shape the perception that Coloured females have about themselves and the racist narrative of inferiority of the African identity, culture and body continues to be perpetuated from generation to generation.

Keywords: Coloured, female, hair, (post)colonial, apartheid, identity

Email address for panel representative: mehita.iqani-at- wits.ac.za

Id: 20353

Title: Desigualdad de género en la profesión periodística: análisis del entorno laboral de la mujer en la prensa española

Session Type: Individual submission

Authors:

Name: Belén Cáceres Garrido

Email: caceresgarridob-at- gmail.com

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: A pesar de que seis de cada diez graduadas en periodismo en España son mujeres, son muy pocas las que consiguen un puesto de alta responsabilidad en la prensa española. Problemas como la brecha salarial, la falta de paridad y la violencia machista han tomado especial importancia en este último año, y están siendo objeto de debate más que nunca en los medios de comunicación, en la política y en la opinión pública. Diversas investigaciones confirman que la situación que vive la mujer en general es todavía muy mejorable, y todo esto nos ha llevado a pensar que las periodistas en España, y particularmente las de prensa (sobre las que no existen estudios específicos), no son una excepción de esta realidad. El trabajo que se presenta aquí, y que se encuentra en fase de realización, tiene como objetivo describir las características sociodemográficas de dichas periodistas y sus circunstancias laborales; analizar las percepciones que ellas tienen sobre su entorno laboral con respecto a sus compañeros varones; y conocer las actitudes de los periódicos para los que trabajan hacia la igualdad de género, y hacia la mujer dentro el gremio periodístico.

A través de la encuesta como método de observación directa, se han recogido las opiniones de las mujeres periodistas de las ediciones de Madrid de los diarios ABC, El Mundo y El País. La metodología utilizada es la cuantitativa y el instrumento de observación es un cuestionario individual de 30 preguntas, dirigido a una muestra representativa de 157 periodistas (95% de confianza) de un total de 262 contratadas.

Los primeros resultados obtenidos revelan que un 88% de las periodistas considera que la mujer lo tiene más difícil que el hombre para crecer en periodismo y un 63% afirma no tener posibilidades de ascender en su trabajo. También se ha podido conocer que casi un 90% cree que hay presencia de machismo o sexismo en su trabajo y el 94% de ellas piensa que es necesario un plan de igualdad laboral.

Si bien este trabajo no investiga en profundidad sobre los aspectos determinantes de la desigualdad de género en todo el gremio periodístico, sí podrá establecer unas conclusiones que sirvan de antesala de próximas investigaciones respecto a la figura de la mujer periodista en España.

Id: 20376

Title: #MeToo and Intersectionalism: "Radical community healing" or "voyeuristic trauma porn"

Session Type: Individual submission

Authors:

Name: Verity Trott

Email: verity.trott-at- monash.edu

Country: AU (Australia)

Affiliation: Monash University

Abstract: In October 2017, millions of people reflected on their experiences of sexual abuse and harassment, publicly sharing their testimonials in an expression of global vulnerability using the hashtag #MeToo. However, amongst all of the testimonials emerged an undercurrent of those who were absent from the movement. Many of the tweets portrayed the angst and distress individuals experienced in their decision to participate, indicating the emotional and psychological costs of engaging with online feminist campaigns. Further, some tweets questioned the efficacy of the movement; expressing frustration at the re-appropriated nature of the campaign and the collective feeling of an “intersectional betrayal” by white women and feminists who dominated the mainstream media reporting of the movement. This article examines the intersectional struggles of the #MeToo movement, drawing attention to those absent from the global conversation and highlighting the additional risks of participating in online feminist protests. The paper adopts an intersectional framework, as conceptualised by Crenshaw (1991), to further an understanding of how race, class, and gender collide within the #MeToo movement and how subordination can be reproduced within feminist protests. The paper draws on a large data set of 241,361 tweets collected on the platform DiscoverText from the first three days of the #MeToo movement and combines content, discourse and social network analysis to examine the narratives related to participation. Specifically, the paper highlights the experiences and reflections of users who self-identified as queer, disabled, or a person of colour within their tweets. In addition, a social network analysis is used to visualise a snapshot of the affective publics that arose at the beginning of the movement and to illustrate how systems of oppression converged. This research foregrounds the intersectional concerns that result from the scale and reach of the millions of testimonials suspended online that constitute the #MeToo movement. It further highlights how the many voices and stories that have circulated the online sphere obscure the absence and recognition of marginalised women and those who are already more vulnerable in regards to experiencing sexual assault.

Id: 20409

Title: Qatari Women's Absence in Media: Violation or Protection of Human Dignity'

Session Type: Individual submission

Authors:

Name: Christina M Paschyn

Email: christina.paschyn-at- northwestern.edu

Country: QA (Qatar)

Affiliation: Northwestern University in Qatar

Name: Susan Dun

Email: s-dun-at- northwestern.edu

Country: QA (Qatar)

Affiliation: Northwestern University in Qatar

Abstract: Qatar, a small, Islamic GCC country, can rightfully be described as conservative, although it has recently undergone enormous modernization and development. Among its efforts to advance its stature on the international stage, Qatar has openly promoted gender empowerment as part of its 2030 National Vision, including increasing the number of women in the workforce, public ministries, and sports, among other areas, as well as supporting additional human rights initiatives. But one area where gender equality continues to lag is in the media sphere.

Qatari women face cultural and familial constraints that discourage them from showing their faces in media. This is true for both legacy media (traditional newspapers, published photos, and TV reports) and on social media. For instance, advertising houses must often resort to using foreign models and actors who can pass as Qatari. Local universities likewise have been forced to remove promotional images of female Qatari students from their websites and brochures in cases where the woman's family discovers it and objects, resulting in some students preemptively choosing to opt out of any potential public photo, including graduation group shots. Some Qatari women who do choose to appear in published media or share their images on social media have been harassed and even physically assaulted by male relatives. It is routine for news media professionals to query local women before taking their photo as otherwise doing so is not allowed.

What this shows is that despite the fact that Qatar has experienced rapid growth and internationalization in a variety of sectors, there still exists tension between the country's traditional Islamic and Bedouin values and modern life. Qatari men and women are wrestling internally with these seemingly contradictory goals.

"The right to voice and visibility... is now established as a basic human right alongside rights of access to... individual expression and social participation on a basis of equality, dignity and mutual respect" (IAMCR CFP, 2019). We analyze and explore whether the cultural constraints Qatari women face in sharing their image violate these basic rights, asking:

1. Do Qatari women themselves embrace or reject (or a mix of both) the cultural and familial proscription against appearing in published traditional media or sharing their own image on social media?
2. How does the ongoing tension between modern aspirations and adhering to traditional Bedouin/Islamic values play out in traditional media and informal media (i.e. social media)?

We are using survey methods because of the anonymity afforded, which is crucial with a sensitive topic. Both closed and open-ended items combine to give comparable results with individual input. We anticipate completing the survey in March and analyzing the data in April.

The paper will contextualize the findings within the historical development of the cultural and familial proscription. This will contribute to the understanding of how internationally recognized human rights and dignity are understood and either embraced or rejected in a country in the throes of massive modernization, shedding light on the challenges faced by the Qatari media in an increasingly globalized context.

Id: 20422

Title: Making (no)sense of Rape Culture in social media: From the sexist status quo to women's sexual agency

Session Type: Individual submission

Authors:

Name: Maria Silveirinha

Email: mjsilveirinha-at- gmail.com

Country: PT (Portugal)

Affiliation: Universidade de Coimbra and ICNova

Name: Rita Simões

Email: bas.ritajoana-at- gmail.com

Country: PT (Portugal)

Affiliation: Universidade de Coimbra, Ceis20

Abstract: Although it is now generally accepted that rape is a grave wrong and one too often ignored, how people make sense of what rape is and how it should be characterised is still a matter of dispute. Previous meanings around the concept of rape were mostly around the “victim” and not the perpetrator. Today, the definition of the line between assault and consensus seems to be what makes up the “hard border” of rape in its public discussion, but there is yet another (hard) border to cross: the one separating women’s sexual agency from the sexist status quo.

A great deal of literature explores the content of media and its role in the reproduction and maintenance of ideologies that assert dominant power in society, relating to the media and its capacity to perpetuate gender inequality, post-feminist ideas of sexual agency and rape. However, there is much less research (with exceptions such as Zaleski et al 2016; Kosloski et al. 2018) that seek to understand how people make sense of rape in their discussions on social media. Against this relative lack of prior studies on the topic of social media, sexism and rape, we set out to understand how a culture of institutional and everyday sexism took women and men to social media to discuss and make sense of the meaning of rape.

We therefore focus on two cases that spurred fierce discussions in the Portuguese media: one concerning assault legal cases and court decisions and the other involving the accusation of rape directed to the national football player and national hero Cristiano Ronaldo. What unites these cases is the fact that at the very heart of its media discussions was a dispute over components of a feminist understanding of rape crime: consent, mens rea, and women’s sexual agency. These were competing views about women, power and sexuality that help us to understand how a sexist culture is built and ultimately overcome on the intersection of news and our use of social media to discuss them.

In light of the above, we adopt a feminist perspective to map the ways in which a) recent sexual assault legal cases reported by the news and b) the ongoing case of Ronaldo’s accusation of rape, were discussed in the media landscape, interrogating to what extent they challenged sexist cultural understandings of gender based violence. More specifically, we aim to answer the following research questions: How do the two case studies establish an understanding of rape in terms of the definition of sexual assault, consent and women’s sexual agency? How do various news and commentators of the case studies develop deeply held social beliefs about sexual violence and

sexual agency, namely in how they label the women involved in them? How do different forms of sexism inform the general understanding of the cases?

Methodologically, we draw on data collected from Portuguese newspapers, social media platforms and feminist websites which will be examined through Critical Thematic Analysis (Brandi Lawless & Yea-Wen Chen, 2018, Braun and Clarke 2006), as an effort to tease out how intersecting macro-forces enable and constrain everyday discourses.

Id: 20467

Title: "Nasty Witch" versus "Perfect Grandpa": The representation of older adults on a children's television show

Session Type: Individual submission

Authors:

Name: Galit Rovner- Lev

Email: rovnerle-at- post.bgu.ac.il

Country: IL (Israel)

Affiliation: Department of communication, Ben Gurion University of the Negev

Abstract: Previous research indicates that between the ages of three and five, children begin to express stereotypes of older people; by the time they reach elementary school age, they already hold rigid negative beliefs, perceiving older adults as “lonely,” “scary,” “ugly” and “neglected”. Moreover, the literature systematically emphasizes preschoolers' limited ability to differentiate effectively between fiction and reality and to critically evaluate stereotypic representations of different social groups. Despite these observations, however, little is known about the prevailing stereotypes associated with older adults in television programs targeting younger children, especially preschoolers.

To fill this gap, the present study examined the salient gendered and ageist stereotypes embedded in the storylines of the well known Cbeebies television show “Grandpa in My Pocket” targeting preschoolers. By applying qualitative content analysis to 28 episodes, we aimed at answering the following questions: What images of older men and women does this show convey to young children; and what models of social interaction the older adults maintain with other characters. Our three-phase deductive process enabled us the identification and descriptive mapping of the following themes:

1. Older women’s weirdness, that emerged following analysis of older characters’ physical appearance, accent, habits and behaviors.
2. “Nasty witch” versus “Perfect grandpa,” based on analysis of characters’ personality, manners and actions.
3. Professional devaluation, based on analysis of professional background and skills.
4. Social isolation and exclusion—analysis of meaningful and well-founded social relations, as well as occasional interactions with other characters.
5. Between humiliation and physical violence—analysis of means used by the show’s protagonists to stop other characters from carrying out their harmful intentions.

The findings show that this program misses its opportunity to present preschoolers with more positive images of older adults, as it relies heavily on ageist and gendered stereotypes reaffirming to young viewers an erroneous image of the inherent dissimilar challenges older men and women allegedly face as they age. For example, older men are portrayed as aging gracefully while gradually reconciling with their new life circumstances, whereas older women are constantly characterized by their weird and repulsive physical appearances and grotesque personal habits. Similarly, in sharp contrast to the family-oriented, charming, warm and cheerful older men featured in the show, older women are presented as the embodiment of the “nasty-witch” archetype shown to be bitter, lonely, socially inept, overbearing, and vicious individuals whose actions are framed as “malicious intentions” designed to make everyone around them feel miserable. Moreover, in order

to thwart these women's "devious plans" (e.g. performing domestic tasks, coordinating a fashion show or a singing contest) they are systematically subjected to three forms of "comic violence": humiliation, intimidation and physical harm.

Consequently, these findings emphasize a need to raise awareness towards negative stereotypes embedded in the preschool television programs, which will be a first step in creating more realistic and balanced representations of older adults in general and older women in particular. This, in turn, would encourage young viewers to engage in positive interactions with older adults and to internalize non-stereotypical attitudes towards them.

Id: 20470

Title: An exploration of gender-based violence perpetuated in online print stories against prominent and professional women in Kenya

Session Type: Individual submission

Authors:

Name: Robi Koki Ochieng

Email: rochieng-at- usiu.ac.ke

Country: KE (Kenya)

Affiliation: United States International University- Africa

Abstract: Digital media have provided public spaces for women to share professional and personal stories and life experiences to online audiences. In spite of the increased digital presence of women, this spaces houses content that is generated from gossip and rumours that translate to online violence against them. This is perpetuated through online discussion that leads to the public ridicule and shaming of women online. The study submits an analysis of extractions of gossips and rumours from online newspaper content that provided the context, in which, Technology Based Violence (TBV) facilitates indirect acts of online violence through the traction in online conversations of these stories.

This is a qualitative content analysis study that uses sentiment analysis from extractions from various online print stories of 40 prominent and professional women in Kenya to explore the nature, types and trends of online violence that they faced in digital media spaces. The study isolates the issues that generate discussions that aim at ‘radio silencing’ women from speaking to societal issues online or those that perpetuate the ‘chilling effect’ aimed at discouraging them from participating in public life in society.

Criterion sampling through Search Engine Optimization (SEO) process create a list of 40 prominent and professional women who are politicians, academics, artists, activists, legal professionals in Kenya based on their digital footprint. The unit of analysis were extractions that facilitated opinion mining based on rumours or gossip from online prints stories about each one them harvested from a variety of online magazines, blogs and social media platforms that were downloaded and saved as PDF documents which were saved as data-sets in the qualitative statistical software, NVIVO 12.

A sentiment analysis based on the process of opinion mining was used to establish patterns of judgments, emotions and private thought about the women or substance of the of the content of stories. The negative sentiments from the extraction of the online print stories were which were a replication of rumours and gossip about the women were examined and provided a basis to describe the context and substance of the texts can be categorized as online violence.

Key words: Online violence, Technology Assisted Violence, Gender Based Violence, Women in leadership, cyber bullying

Id: 20496

Title: Gendering Mobile-mediated Dating through Intimate Commodities

Session Type: Individual submission

Authors:

Name: Wei-Ping Chen

Email: pinger.c-at- gmail.com

Country: FR (France)

Affiliation: École des Hautes Études en Sciences Sociales (EHESS Paris)

Abstract: This study explores how intimacy in the United States is shaped through mobile-mediated dating, which is seasoned with culinary preferences and gendered conventions. I focus specifically on dating apps such as Dine and Dindr, two examples of a rapidly growing subcategory of mobile-mediated dating that has not yet been explored. These apps match partners based on their location and restaurant choices and advertise same-day and face-to-face dinner dates as their primary goal, using slogans such as “more dates, not swipes” or “find your #LoveAtFirstBite.” They have pricing systems that encourage male daters to pay the first restaurant bill. Drawing on the sociological concept of mediated intimacy and attending to emotionalized culinary experiences and gendered individualism, this study asks three questions. First, how is intimacy represented by dining-dating apps? Second, how do these dining-dating apps approach “being single”? Third, what gender relations and what contradictions between romance and consumerism can be identified in dating that is managed by an app and that trades in intimate commodities?

By analyzing the advertising text, testimonials, and reviews posted online, I demonstrate that individuals are not only invited to manage their intimate life through cultural consumption but are also compelled to adopt accelerated and mediated ways of engaging. I reveal that the limited and regulated access to communicative exchanges and the extended follow-up dinner dates in dining-dating apps is related to concerns about personal and relational investment. Furthermore, I argue that dining-dating apps participate in the mediation of emotions and gender relations by introducing intimate commodities that blur the borders between individualist aspiration and gendered and classed ways of experiencing intimacy. Together, these findings provide a particularly interesting context and open up new avenues for studying intimacy, gender, and cultural consumption in sociology and media studies.

Id: 20535

Title: Small and Medium Entrepreneurship through Facebook: Women Empowerment and Economic Sustainability of Bangladesh

Session Type: Individual submission

Authors:

Name: Mohammad Tipu Sultan

Email: tipusultan_ctg-at- sjtu.edu.cn

Country: CN (China)

Affiliation: Shanghai Jiao Tong University, Shanghai

Name: Farzana Sharmin

Email: sharminf-at- sjtu.edu.cn

Country: CN (China)

Affiliation: Shanghai Jiao Tong University

Name: Ke Xue

Email: kxue-at- sjtu.edu.cn

Country: CN (China)

Affiliation: Shanghai Jiao Tong University

Abstract: Bangladesh is the fastest-growing economic country in South East Asia. A prominent number of Bangladeshi women participating in the workplace as a leader compared with the ratio of male and female. Being half of the population, women are evolving the sustainable economic development through empowerment efforts. The uprising women empowerment encouragement and efforts keep steady progress of gender equality and ranked Bangladesh the first position for gender equality among South Asian countries in the Gender Gap Index of 2018. To sustain this middle-income status, women equal rights are now defined by women economic empowerment, and the ultimate empowerment is through entrepreneurship. So, Government and private-sector interventions have generally accelerated income-generating activities for urban and rural women by small entrepreneurship. Recently, women are influenced by enormous opportunities for 24/7 business through social media, specifically by Facebook. 48.4% of the population is emerging internet users and 93.34% Facebook users build the confidence of women entrepreneur to generate new ideas and earn from home. The purpose of this study is to gain in-depth insights into Bangladeshi women entrepreneurs' behavioural intention through Facebook. This research extended the Technology Acceptance Model (TAM) with the additional four contrasts. 235 self-administered questionnaires were collected through convenience sampling from Bangladeshi women entrepreneurs who have an active online store in Facebook. This paper examines individual behavioural intention of using Facebook based on the perceived ease of use (EU), users' accessibility (UA), users' capability (UP), consumers' relationship (CR), perceived cost (PC), and perceived usefulness (PU). Confirmatory factor analysis (CFA) and structural equation modelling (SEM) was employed to analyze the relations between these constructs. Findings confirmed that perceived ease of use and users' capability have a significant impact on the perceived usefulness of Facebook for entrepreneurship store. In addition, users' accessibility and perceived cost is most influential among these variables for store implementation. Furthermore, consumers' relationship

was not positively verified for Facebook as an entrepreneurship tool. The results recommend that women entrepreneurs can keep continuing the use of Facebook for their sustainable economic development. Moreover, they can emphasize virtual community activity and live promotional features of Facebook. This study theoretically contributes to the external factors validity with the Technology Acceptance Model. Finally, policymakers and social media marketers can implement the research results for future prospects.

Keywords- Bangladesh, entrepreneurship, economic sustainability, Facebook, women empowerment

Id: 20592

Title: "Imagined" Brazil in the media consumption of LGBTIQ+ immigrants and refugees in the city of São Paulo

Session Type: Individual submission

Authors:

Name: Hadriel Theodoro

Email: hgtheodoro-at- gmail.com

Country: BR (Brazil)

Affiliation: Superior School Advertising and Marketing

Name: Denise Cogo

Email: denisecogo2-at- gmail.com

Country: BR (Brazil)

Affiliation: Superior School Advertising and Marketing

Abstract: The present study is linked to a doctoral research, currently under development, that aims to analyze the experiences of sociocommunicational (in)visibility of LGBTIQ+ immigrants and refugees in the city of São Paulo. As one of its steps, the central objective of this work is to investigate how these immigrants and refugees construct representations about Brazil as a destination country for them. We seek to understand specifically how they (de)construct representations of Brazil as a receptive and open country to sexual diversities, (re)signifying them from their experiences in the city of São Paulo. The qualitative research methodology is based on six semi-structured interviews with LGBTIQ+ immigrants and refugees residents in São Paulo (from different nationalities, all from the countries of the global South), carried out during the year 2018. The analysis of the interviews is divided in two axes: a) media consumption, whose focus is on the consumption of media by these immigrants and refugees in their countries of origin and their relationship with an "imagined Brazil "; b) communicational interactions, especially in relation to the transnational migratory networks in which they participate. The theoretical contributions have an interdisciplinary nature, aiming at embracing reflections on the plurality contained in the migratory experiences, including not only their "objective" causes, but also aspects of subjectivity implied in the experiences of those who migrate. Gender studies, with contributions from feminist and queer theories, are extremely relevant to the research, since gender identity and sexual orientation are taken as a fundamental variable in relation to migratory movements. With regard to the media, we understand it in its socio-cultural dimension, being an essential device to the migratory movements, both in network and imaginary structuring. In relation to the Brazilian sociocultural context, it is necessary to consider that the ideal of respect for diversity that hangs over the country and that is often mediatically reinforced contrasts with the fact that Brazil presents one of the highest rates of murders of LGBTIQ+ people in the world. In this sense, the representations of LGBTIQ+ immigrants and refugees about Brazil as a destination country (strongly rooted in media consumption) help us to have a better understanding of the complexities of this paradox.

Id: 20605

Title: Prime-time protest' Screening the news coverage of transnational women's protests in global TV networks (2017-2019)

Session Type: Individual submission

Authors:

Name: Florencia Enghel

Email: florenghel-at- gmail.com

Country: AR (Argentina)

Affiliation: Jönköping University, Sweden

Abstract: On 8 March 2017 and 2018, women's protests were held in various parts of the world to coincide with International Women's Day. The actions were spurred to a significant extent by Latin American feminist collectives that have been mobilizing regularly since late 2015 and seeking to coordinate efforts regionally and internationally under the motto "Solidarity is our weapon". Protests were profusely documented by activists themselves via social media, and covered in varying ways by national news outlets. But were they televised internationally? Based on footage from the flagship news programs of eight global newsrooms (BBC, CNN, Deutsche Welle, Euronews, France24, Al Jazeera, Russia Today and China Central Television), I analyse how the protests, which have grown in extent and digital-local visibility, were covered in international TV news year-on-year. Specifically, I examine how the prime-time coverage of global TV news networks may promote or hinder greater understanding of, and solidarity with, the claims of women's movements.

Although the prime-time news broadcasts of global television networks are arguably one among other sites where meaning regarding protest movements is produced and circulated in digital times, understanding the ways in which they recorded and represented the international women's strike is nonetheless important given their symbolic power. Moreover, unpacking their politics of representation regarding ongoing women's struggles can serve to inform the strategic design of counter-strategies for the feminist movement to strengthen its appeal for international solidarity. To this effect, this study takes a qualitative descriptive-interpretative approach. Building on the analytical approach put forward by the "Screening protest" study, I screen the data in three senses: 1) by focusing on representations of women's protest on television screens; 2) by comparing coverage across global broadcasters, identifying which (and how) made the protest visible and which screened it out, as well as similarities and differences in their journalistic and popular culture narratives; and 3) by providing insights into how global TV networks may or may not be meeting the challenge of representing an increasing number of women who find that political representation has failed them, and have thus taken to the streets of the world to seek. Based on the analysis of the content and the quality of their news coverage, can we expect global TV networks to foster international solidarity towards, and greater understanding of, women's efforts?

The study was developed with data provided by the Screening Protest Project (a study funded by the Swedish Research Council and based at Stockholm University's Department of Media in Sweden; see <http://screeningprotest.com/>) and constitutes the first step towards further research that will compare the scope and reach of protests' global TV coverage with the scope and reach of

independent coverage generated by women's movements themselves. Theoretically, it will contribute to updating existing indicators for the analysis of gender portrayal in news and current affairs, and problematize earlier propositions according to which gender misrepresentation in the news media could be solved, at least partly, by incorporating female journalists into newsrooms. At the time of submitting this abstract, new protests are expected to take place on 8 March 2019, and I therefore expect to have data from this year as well to introduce at the IAMCR Conference.

Id: 20611

Title: Political women in the news. An analysis from a gender perspective discourse in the Spain's female-majority cabinet

Session Type: Individual submission

Authors:

Name: Cristina Perales-García

Email: cristina.perales-at- upf.edu

Country: ES (Spain)

Affiliation: University of Pompeu Fabra

Name: Carles Pont-Sorribes

Email: carles.pont-at- upf.edu

Country: ES (Spain)

Affiliation: University of Pompeu Fabra

Abstract: Spanish women who dedicate themselves to politics face great challenges when presenting their projects and professional validity to a society that is fed by media coverage that emphasizes, beyond its political management capacities, its gender condition.

This study analyses the representation that the main generalist newspapers of greater diffusion in Spain make about political women. Two left and two right-wing newspapers have been chosen, in addition to analysing their digital and printed versions (El País, El Mundo, La Vanguardia and El Periódico de Catalunya). The study is based on the days when the new government -mainly female with 11 women and 6 men- led by the socialist Pedro Sánchez is presented in society (from June 1 to 10, 2018). It is the first time in the history of contemporary Spain that a government is dismissed through a motion of censure proposed by the main leader of the opposition, who wins it in minority (gets 180 supports out of a total of 350). In addition, an analysis of the Twitter accounts of the media of our sample, will be carried out to assess the interaction of the users.

On June 7, all the Spanish PM were invested to new cabinet. For the first time in Spanish political history, it is a majority of women who occupy the government's cabinet. The study of the occupation of the public sphere by women is a relatively new area in the analysis of the treatment of the media. The objective of the research is to study the content of the journalistic discourse on the visibility that political women have and to discuss what degree of legitimacy women have in the media analysed by their personal qualities and not by their gender.

The research is developed through the methodology based on the Critical Discourse Analysis understood as a theoretical framework that allows us to understand how language forms the worlds of people and their knowledge. We share with Wodak & Meyer (2012) that the ACD requires understanding language as a social practice that is formed in the use of language and the choice that is made, constantly, of such language.

The analysis will be based on Discourse Historical Approach (DHA) proposed by Wodak (1996; 2006) and Krzyzanowski (2010) applied to covers, editorial articles, opinion columns and informative news. The articles are subjected to two levels of analysis: (1) semantic, where the different topics in which women ministers are involved are extracted; and (2) pragmatic, to analyse the discursive strategies and the representation of the social actors.

Id: 20635

Title: Visual Framing of Gendered Refugees in the European Press

Session Type: Individual submission

Authors:

Name: Javier Amores

Email: javieramores-at- usal.es

Country: ES (Spain)

Affiliation: University of Salamanca

Name: Carlos Arcila

Email: carcila-at- usal.es

Country: ES (Spain)

Affiliation: University of Salamanca

Name: Beatriz González

Email: bgonzalezgaray-at- usal.es

Country: ES (Spain)

Affiliation: University of Salamanca

Abstract: This study analyzes, from the visual framing theory, the way female refugees are visually depicted in 500 journalistic photographs published on 10 major European digital newspapers from France (Le Monde, Le Figaro), Germany (Der Spiegel, Süddeutsche Zeitung), Italy (Corriere della Sera, La Repubblica), Spain (El País, El Mundo), and UK (Daily Mail, Reuters), collected between 2013 and 2017. The main goal is to know if women are underrepresented in those media, and to check if they are visually represented with victimization frames, in contrast to men who are depicted as burden or threat.

First, there is empirical evidence of underrepresentation of women in media, through which they are prevented from being fully approved as part of society and, therefore, rejected from cultural citizenship in a society dominated by the media (Klaus and Lünenborg, 2012). In this sense, we pose that there is an underrepresentation of the female refugees in European press photography (H1).

Secondly, this study focuses on the four most recurrent connotative visual frames about refugees and migrants in refugee situation identified in scientific literature. These are the victimization frame, that depict them as vulnerable and innocent individuals, the normalization frame, that favours a more assimilationist and integrating position, the burden frame, that represent them as economic or cultural burden for western societies, and the threat frame, associated with security notions, often related to terrorism. Of all these frames, Roggeband and Vliegenthart conclude that the victimization frame “is mainly applied in relation to women” (2007, p.531). Thus, we state that female refugees are portrayed more often in victimization frames, while male refugees are more frequently represented in burden or threat frames (H2).

This content analysis found that, effectively, there is an underrepresentation of female refugees in major European newspapers. While they represent roughly 50% of all the forcibly displaced people coming to Europe, they only were portrayed without men in 10% of the 500 analyzed photographs, and in roughly 20% of all the photographs showing only one gender. On the other hand, as

expected, photographs representing female refugees generally transmit victimization frames. Meanwhile, men are more frequently associated with frames that represent them as burden or threat, in a more negative and violent way, but also more active and capable.

As for the normalization frame, it seems to be more associated with female refugees, but the difference is not statistically significant. Therefore, it can be concluded that the European media continue to reinforce hegemonic sexist representations of refugees by condescendingly portraying women as weak, vulnerable, submissive and harmless.

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doi:10.1080/01402380701276352.

Id: 20658

Title: Feminism's current moment in South Korea: An analysis of the media discourse of feminism in South Korean newspapers

Session Type: Individual submission

Authors:

Name: Jungyoung Kim

Email: juk028-at- ucsd.edu

Country: US (United States)

Affiliation: University of California, San Diego

Abstract: This paper examines ways in which feminism is manifested and experienced in the contemporary South Korean media discourse. It demonstrates that South Korean manifestations of feminism, while connected with increasing prevalence to feminism on a global scale, are tightly intertwined with South Korea's specific sociopolitical and economic conditions.

Since the 2010s, feminism has become one of the hottest topics in South Korea. Faced with increasing violence against women—such as revenge porn, hate crimes, and dating violence—feminist groups have mobilized political power and, through the global MeToo movement, feminism has acquired more public visibility. But the growth of feminist movements has also brought a public backlash. Amidst these current conditions, this paper shows how “feminism” was represented in recent South Korean news media. I conducted a textual and discourse analysis based on approximately 2,500 news articles from six national newspapers from 2015 to 2018.

The findings of this study indicate that feminist movements in South Korea have been going through an important transition as the media discourse of both feminism and anti-feminism have exploded during the past several years. Unsurprisingly, as previous studies (Jaworska and Krishnamurthy 2012; Lind and Salo 2002; Marling 2010) have revealed, feminism was primarily represented in South Korean newspapers as a social force for disrupting the status quo. Highlighting rising hatred toward the opposite sex, news media tended to portray feminism as the main source of conflict between the sexes. However, despite these negative and inadequate representations, the news media discourse also suggested that feminism has grown to be one of the most significant social forces in contemporary South Korean society in just a few years. As feminism emerged into collective movements both online and offline due to the augmented political and economic power of women, the news media could not simply avoid feminist voices. In fact, there has been increasing media coverage of women's issues from feminist perspectives. That being said, it is important to note that the growth of feminist movements was entangled with the change in the political environment of South Korea—especially, the regime change after the impeachment of Park Geun-hye. Responding to the prevalent political sentiment of longing for a more democratic society, feminism grew into a prominent social movement which is forcing gender equality on South Korean society.

In short, my analysis shows that feminism is gaining more strength and a wider reach than ever before because of this discursive explosion. Yet, feminist movements in South Korea are now at a critical and challenging juncture. Anti-feminist aggression is perpetually increasing, and the news

media is continuously spotlighting feminism as the cause of social antagonism between the sexes. With the absence of discussions of the patriarchal heteronormative structure which undergirds the misogynistic, sexist culture, the news media merely consume feminism in order to illustrate the battle between the sexes. Ultimately, this study questions the role of feminist scholarship at this critical juncture of feminism in South Korea. Following the tradition of activist feminist scholars such as Audre Lorde, bell hooks, and Sara Ahmed, this study explores the ways in which feminist scholarship engenders stronger feminist movements.

Id: 20681

Title: Measuring and Bridging the Gaps: Addressing Gendered Digital Inequities in African Contexts

Session Type: Individual submission

Authors:

Name: Janet Kwami

Email: janet.kwami-at- furman.edu

Country: US (United States)

Affiliation: Furman University, USA

Abstract: While access to ICTs such as mobile phones and the Internet has risen in the last couple of years, new digital inequalities are emerging with regards to gender, socioeconomic backgrounds and among users with different levels of digital literacies and education. The gendered nature of access to and use of digital technologies continue to affect existential opportunities (van Dijk, 2005) for many African women and negatively influence the process of social inclusion (Warschauer, 2003), and thus contribute to several disadvantages (Robinson et al., 2015; Kwami 2016) that exacerbate social inequalities. This paper interrogates the interrelationships between gender, new digital technologies, socio economic development among marginalized groups in different contexts in countries on the continent of Africa. There is a growing body of work focusing on the everyday use, domestication and appropriation of the mobile phone in reshaping development discourses, gendered interactions, mobilities, and negotiating existing global and local power structures at the margins (Burrell, 2014; Ling & Horst, 2011; Steeves & Kwami, 2017; Tacchi et al., 2012; Wallis, 2011, 2013). These studies focus on the interplay of marginality, mobilities and social networks as reflected in the mobile phone practices and livelihood strategies in the African context. Drawing from ethnographic studies and surveys on the nature of digital inequities among marginalized groups, this paper focuses on measuring and bridging the rising gendered digital inequalities in communities in Africa by presenting a comparative analysis of the nature of digital inequities among marginalized communities. This paper makes the case for comparative studies of gendered digital inequities and differences as important for understanding and bridging the existing gaps. By focusing on marginalization, attention is paid to the relationships between people, locales, and institutions rather than focusing on poverty, which tends to yield a more static framing around assets and accumulation. By focusing on how distributed groups connect through digital tools the paper hopes to raise some new questions about the nature of digital inequities in today's networked society and addressing gender empowerment through inclusive ICT policy-making and practice.

Id: 20733

Title: Examining the influence of geo-social networking (GSN) applications on the sexual identity development of young Taiwanese gay men: A theoretical exploration

Session Type: Individual submission

Authors:

Name: Cheng-Nan Hou

Email: masao-at- isu.edu.tw

Country: TW (Taiwan)

Affiliation: I-Shou University

Abstract: For gay men, the geo-social networking (GSN) applications on smartphones are a relatively new and ubiquitous form of online dating that has gained widespread popularity among men who seek men. Meanwhile, gay youth are turning to the smartphones as they develop their sexual identity and come out in Chinese society, yet little research has been directed towards understanding this phenomenon in Taiwan, particularly regarding how participation in the GSN applications might facilitate the development process, and even the coming-out process.

In this study, the GSN application chosen for the study is 9 Monsters—a gay social dating application invented and first launched in Japan, Asia. Significantly, 9 Monsters is one of the most popular gay dating applications in Taiwanese gay community. Compared to the Asian-based 9 Monsters, the earliest Western-based applications using this mobile technology which had a profound influence on the development, in both form and function. The aim of this study is to investigate how the application provides a set of possibilities and limitations on developing sexual identity and how these interact with sexual identity knowledge possessed by the users. Additionally, the sexual identity development and the coming-out experiences of young Taiwanese gay men who participate in the GSN application will be examined. However, the evidence of this study will highlight the need for researchers to investigate the on-line experience of young Taiwanese gay men, who come to terms with their new sexual identities, and to explore the potential for related problems with online activities. The finding will also serve as an intellectual reference for further research on the use of the GSN applications among young gay men in society, and expand the way the researchers study the process of gay sexual identity development for Taiwanese gay youth in general.

For the theoretical framework, this study relies on the Models of Gay Identity Development and Stage Theory, and to understand the implications of how emergent technologies such as the GSN applications can be understood as a venue for exploring sexual identity. From the perspective the applications may provide an important social context in which questioning and young gay men can reach out and connect with other gay men, both on- and off-line. This study aims to provide an important research into the participant's lives to interpret the process of sexual orientation development, especially the self-exploration experiences of young gay men who participate in the socio-sexual context of the applications. The study is in the process of interviewing, and will provide descriptive data to answer research question. The study will also provide insights into this understudied area in the Asian LGBTQ literature on the sexual identity of young Taiwanese gay men. The result of this study will fit the gaps of the Asian local literature on the mobile technology-mediated spaces and the impact on sexual identity by searching into the behaviors of the Asian-

based GSN applications utilized by young Taiwanese gay men such as the popular social networking platform.

Keywords: GSN application, 9 Monsters, the sexual identity development, young gay men, Taiwan.

Id: 20757

Title: Catcalling, misogyny and victim blaming: online framing of street sexual harassment legal developments

Session Type: Individual submission

Authors:

Name: Rita Basílio Simões

Email: rbasilio-at- fl.uc.pt

Country: PT (Portugal)

Affiliation: University of Coimbra/CEIS20

Name: Maria João Silveirinha

Email: mjsilveirinha-at- sapo.pt

Country: PT (Portugal)

Affiliation: University of Coimbra/ICNova

Abstract: Since September 2015, unwanted verbal sexual proposals addressed to women or men are considered crime by the Portuguese law. This legal development around street sexual harassment brought this issue to public attention, triggering intense online debates. While only the proposals of sexual nature were targeted, much of the discussions focused on the idea of the overall criminalization of “catcalling”, commonly known in Portugal as “piropo”. This research proceeds from a feminist perspective to map the ways in which these developments were framed and counter-framed in social media. By focusing on alternative and mainstream media texts and readers’ responses on Facebook, we analyze the public discourses that shaped the reform, interrogating to what extent it challenges cultural understandings of gender-based violence and of gender inequality in the social world.

In general and with only a few exceptions, street sexual harassment has not received adequate or purposeful attention from scholars (Logan, 2015). Nevertheless, it is part of a culture of everyday sexism” (Bates, 2014; Johnson & Ebony Bennett, 2015), widespread trivialized and ignored.

Research indicates that street sexual harassment limits women’s presence in public space and that women think about harassment, fear it, and plan for it, even in its absence (Gardner 1995; Fairchild & Rudman, 2008; Kearl, 2010; Wesslemann & Kelly, 2010; Logan, 2015). It is indeed internationally recognized as a type of gender-based violence, namely by the Istanbul Convention. Against the lack of prior research studies on the topic, we questioned if online media discourses helped to legitimize the seriousness of this offense and promote the social change targeted by the law reform.

Methodologically, we focused on Facebook as the platform where we c see framing interactions being defined and coming together around the issue of street sexual harassment. Drawing on data collected from Portuguese newspapers and feminist Facebook pages, as well as readers’ comments, we combined frame analysis (Gamson & Modigliani, 1989; Entman, 1993; Bird & Dardenne, 2009) with Feminist Critical Discourse Analysis (Lazar, 2018). If identifying the framing packages and devices help us to establish how the perceived reality of street sexual harassment was defined, feminist critical discourse analysis helped us to connect these frames to the main power relations and ideologies of gender implicated in the discursive representations of harassment.

The research shows that the legal developments, prompted and welcomed by feminist struggles, were framed by backlash discourses against the politicization of street sexual harassment, the recognition of women's socially structural oppression, and the claims for gender justice overall.

Id: 20783

Title: Recent Online Debates over Homosexuality in Austria: two Cases of 2018

Session Type: Individual submission

Authors:

Name: Irmgard Wetzstein

Email: irmgard.wetzstein-at- univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Name: Yvonne Prinzellner

Email: y.prinzellner-at- gmail.com

Country: AT (Austria)

Affiliation: Independent researcher

Abstract: Our study aimed at identifying recent public perceptions of homosexuality and respective public knowledge repertoires in Austria. It centers two recent cases of online discourses focusing on homosexuality in Austria:

Case 1: In mid-August 2018, news media reported heavily about an Afghan man whose asylum application was denied by the public authorities. The responsible official had evaluated the man's homosexuality, which he had stated as the flight reason, as implausible. The stereotypical justifications used in the rejection notification triggered news coverage in and beyond Austria and vivid debates on social media.

Case 2: At the same time, the Austrian Federal Railways launched new advertising posters promoting the "family card", with one of the subjects depicting two men holding a baby. Again, intensive debates centering homosexuality started online, when a local politician and member of the Austrian right-wing Freedom Party (FPÖ), which is currently part of the Austrian government, reacted to the poster using homophobic vocabulary.

Being connected to either a forced migration or an advertising context, those cases are obviously incomparable. However, due to their heterogeneous nature, respective online debates form excellent material to identify recent communication and perception patterns of homosexuality in Austria. For this purpose, public online debates emerging from the mentioned cases on Facebook were analyzed using the sociology of knowledge approach to discourse, which allows to structure extensive (social media) discourses and reveal respective patterns that shape social practices (Keller, 2005).

Concretely, we were interested in common patterns between the two online debates over homosexuality and underlying narratives as well as conceptualizations of homosexuality in both debates. Our analysis corpus consisted of 2,359 subsequent Facebook comments to 14 news stories published and posted on Facebook by 12 nationwide newspapers.

Our research was informed by previous studies focusing on discourses of sexual and gender identities and respective results highlighting the hetero-normative character of those discourses (see for example Wetzstein & Huber, 2016; Zimmermann, 2013) and by the concept of intersectionality. The latter helps to see that life experiences in terms of discrimination, privilege and oppression are fostered and probably intensified due to the interplay of multiple dimensions of social identity (Gopaldas, 2013). For our analysis, intersectionality also provided the fundament to acknowledge the formation and reinforcement of social expectations through identity structures, such as possible

perceptions of gay male eroticism as an alternative, interference or even violation of masculine gender norms (Owen, 2003).

In our presentation, we will *inter alia* give an overview of the results, connect them to the gay rights situation and implementation in Austria and address the limits and potentials of our study. We will, for example, explain that homosexuality is largely talked about as part of a person's (changeable) character, while it is denied as an identity category potentially leading to political persecution (case 1). We will also address that in both cases it is less the stereotypical and homophobic statement that is discussed, but legitimacy of homosexuality itself.

Id: 20836

Title: "You preach feminism" ' The Entanglement of Women's Rights and Racism in Right-Wing Identitarians Movements

Session Type: Individual submission

Authors:

Name: Ricarda Drüeke

Email: ricarda.drueeke-at- sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg/Austria

Name: Elisabeth Klaus

Email: elisabeth.klaus-at- sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg/Austria

Abstract: Our talk addresses contested truths and disputed rights as regards to racism, sexism and feminism. We focus on right-wing publics that extensively use digital media to spread their messages. Our case study involves a “women’s rights campaign” carried out by the Austrian-based right-wing “Identitarian movement”, which now operates in many other countries, including Germany, UK, Romania and the USA. The Identitarians, who portray themselves as part of a hipster-right youth movement, use digital media intensively in conjunction with spectacular public actions (Bruns/Glösel/Strobl 2014). At the beginning of 2018, the Identitarians started a campaign called “#120 Decibels”, in reference to the volume of a pocket alarm, a device without which (always portrayed as white) women supposedly no longer leave the house due to the threat posed by migrant men (see Mast 2018). At the heart of the campaign is a video published on YouTube that has received enormous media and public attention and has gone viral among far-right and ethnonationalist groups.

Two research questions guide our analysis of the video: Firstly, how can the exclusion of migrant men be justified as “legitimate”, given that acts of sexual violence are in their majority perpetrated at home or in the working environment – and migrants are not disproportionately involved in them? Secondly, how is “façade emancipation” (Dietze 2018: 38) legitimized, thus justifying the assertion on which this pattern of argumentation is based: “We in the West have equal rights in contrast to Islamic societies and people”?

In order to answer these questions, we first present background information on the right-wing Identitarian organization and position them in the context of the “New Right” and its gender ideologies (Sauer 2017; Mayer/Sauer 2018). We will then discuss the content and visual form of the video. Drawing primarily on semiotic analysis we discuss how the wording used in the video and the topics addressed therein are linked to other social discourses and are firmly embedded in right-wing politics.

Our analysis reveals that the video links into four discourses. (1) It draws on discourses on nation-building and the gendering of war that encompasses assumptions about a homogenous population threatened by foreigners and draws on gender stereotypes about the presumed weakness of women who need to be protected by heroic men. (2) Despite its claim to the contrary the video is firmly rooted in right-wing anti-gender politics. (3) It links into discourses of mass media that ponder the

presumed threat posed by migrant men marking “them” as different from “us”. (4) The message of the video is connected to current political debates on border security and violence protection in Austria, currently governed by a coalition of a right-wing (FPÖ) and a conservative (ÖVP) party. Concluding our talk, we will discuss some of the contradictions arising from the masking of a gender-conservative and racist agenda and a stress on women’s rights for self-determination. Such contradictions open up spaces for resistance and counter-activities (see Hark/Villa 2017).

Id: 20850

Title: Tres décadas de estudios de género en las revistas de comunicación españolas: Objetos y características de la investigación

Session Type: Individual submission

Authors:

Name: Irene Liberia Vayá

Email: iliberia-at- us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Name: Lorena Cano-Orón

Email: lorena.cano-at- uv.es

Country: ES (Spain)

Affiliation: Universitat de València

Name: Belén Zurbano-Berenguer

Email: bzurbano-at- us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: ¿Cuáles son los objetos de estudio más comunes y las metodologías más utilizadas en los trabajos sobre género dentro del campo de la comunicación en España? ¿La autoría de estas investigaciones es mayoritariamente femenina? ¿Qué nivel de colaboración nacional e internacional existe entre las personas autoras? Respecto a estas y otras variables, ¿cómo ha sido la evolución de la investigación en comunicación relacionada con los Estudios de Género en España? Para responder a estas preguntas se ha analizado la producción científica de las revistas españolas recogidas en el Journal Citation Reports (JCR) y el Scimago Journal Rank (SJR) dentro de la categoría “Communication”, donde se ha evaluado la presencia y desarrollo de los trabajos sobre género, feminismos y Estudios de Mujeres.

El periodo contemplado cubre desde 1988 –año en el que aparece la primera revista científica española en comunicación– hasta 2017 –último año natural completo antes del inicio de la presente investigación–, con un universo de 8.300 artículos. De este universo total se han extraído como muestra para el análisis aquellos artículos que abordan temáticamente algún aspecto relacionado con el género (178). La selección de estas unidades muestrales se ha realizado manualmente, descartando la utilización de técnicas de búsqueda aleatoria o mediante procesos de indexación con el fin de asegurar una mayor exhaustividad y descartar posibles errores o ausencias.

Los principales resultados revelan que: 1. Existe una escasa presencia de los trabajos sobre género en las revistas españolas de comunicación; 2. La mayor parte de estas investigaciones han sido realizadas individualmente, y cuando hay colaboración entre investigadores/as de diferentes universidades, es mayoritariamente de tipo nacional; 3. Principalmente se trata trabajos firmados por mujeres; 4. Las metodologías utilizadas son eminentemente cualitativas, y 5. Temáticamente se han centrado en el estudio de las identidades y los estereotipos. En conclusión, pese al aumento

progresivo de este tipo de investigaciones en España, el presente artículo pone de manifiesto que existe una potencial contradicción entre el interés social, político y académico creciente por las cuestiones de género y su todavía escasa representación en las revistas de comunicación españolas.

Id: 21010

Title: [Panel] Communicating Gendered Luxury in Africa, Panel description

Session Type: Panel Submission

Authors:

Name: Mehita Iqani

Email: mehita.iqani-at- wits.ac.za

Country: ZA (South Africa)

Affiliation: University of the Witwatersrand

Abstract: This panel brings together papers that explore different aspects of the links between gender, communicative forms and luxury in African contexts. It comprises of four papers reporting on original research. Each looks at a different aspect of gendered luxury, ranging from a consideration of the role of high fashion in drag pageants in South Africa, to an analysis of post-feminist luxury cooking celebrity, to what marketers of luxury say about how gender influences their perceived markets, to the sensibility of spectacular consumption by upper class women. Together, the papers can be seen as contributing from a feminist and queer theory perspectives to an emerging body of work that brings together African Media and Cultural Studies and Luxury Studies.

Id: 21012

Title: Looking Good, Feeling Fabulous: A Critical Discourse Analysis of Queer Consumer (Sub)Culture and Kinship at Club Simply Blue, Johannesburg.

Session Type: Panel Submission

Authors:

Name: Katlego Disemelo

Email: katlego.disemelo-at- wits.ac.za

Country: ZA (South Africa)

Affiliation: University of the Witwatersrand

Abstract: Ideas about luxury are intimately connected to affective notions of desire and aspiration. The display of luxury is not only about individual longing, but also about shared, communal values, practices, and social mores. This paper explores how the desire for and aspirations towards “the good life” take material form in the drag subculture at Club Simply Blue, Johannesburg. While theoretical analyses of drag and beauty pageantry have foregrounded their semiotic implications with regards to sexuality and gender, few studies have paid critical attention to the material culture which undergirds these ritualized practices. This paper provides an ethnographic account as to the significance of material objects such as make-up, wigs, high-heeled shoes, jewelry, tiaras, and evening gowns in shaping the subcultural constructions of queer desire and kinship. By positioning Simply Blue as a queer subcultural world of goods, this paper reveals that the desire and consumption of consumer goods exist in close interrelationship with the construction of sexual and gender identity categories. This paper demonstrates how drag and beauty pageantry evidence the spectacular performance and embodiments of these desires towards “the good life.” By providing thick descriptions of the circulation of consumer goods within this subcultural space, I aim to show how queer forms of kinship are forged and navigated therein. A critical discourse analysis of ethnographic field notes and interview material is deployed in order to demonstrate the dialectic relationship between consumer desires and practices, and the performances of queer kinship at Club Simply Blue. The arguments herein foregrounded look beyond the current literature’s general preoccupation with the putative subversion of binary sex/gender categories which are embodied through drag. These arguments posit not only the performativity of non-normative sexual and gender categories, but also the doing, of kinship through shared desires, aspirations, and consumer practices.

Id: 21015

Title: Siba's Table: Food Television, Postfeminist Domesticity, and African Luxury

Session Type: Panel Submission

Authors:

Name: Alexia Smit

Email: alexia.smit-at-uct.ac.za

Country: ZA (South Africa)

Affiliation: University of Cape Town

Abstract: Siba's Table is a globally syndicated food television show featuring South African celebrity chef, Siba Mtongana. The show has been broadcast in over 128 countries throughout, Africa, Europe, the Middle East and the United States. This paper considers Siba's celebration of cooking as a luxury. Siba prepares her meals in an opulent mansion in the affluent Cape Town suburb of Hout Bay. Siba's celebration of domestic bliss calls upon a postfeminist imaginary in its apparent return to 'traditional' values of femininity. In her self-aware performance of domestic delight Siba is comparable to postfeminist celebrity chefs such as Nigella Lawson, Ina Garten and Martha Stewart. However, while most western criticism of postfeminist television focuses on the retrogressive politics of reclaiming the kitchen, theorists have seldom considered the importance of historical, racial and class privilege to this framing of the kitchen as a leisure space. Drawing on the work of Simidele Dosekun, I argue that this question of class is particularly salient in African postfeminist media. This paper explores how Siba's upper middle class lifestyle aligns her with a global community of class-privileged postfeminist women. But this representation of Siba's bourgeois lifestyle is also structured in opposition to another identity circulating in the global imaginary. Where African women have historically been represented through images of poverty and desperation or through images of domestic servitude, Siba's Table offers an alternative vision of African domesticity as site of luxury and indulgence.

Id: 21016

Title: 'You Can't Roll Up Looking like the Maid': Empowered and Entitled to Consume Spectacularly in Lagos

Session Type: Panel Submission

Authors:

Name: Simidele Dosekun

Email: s.dosekun-at- sussex.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sussex

Abstract: This paper draws from a larger project on the kinds of femininities being fashioned and communicated by young, class-privileged Nigerian women in the city of Lagos who dress in 'spectacularly feminine' style – a style of dress comprising the extravagant use and combination of normatively feminine technologies of adornment and beautification, from cascading hair extensions, to false eyelashes and nails, to the highest of heels. The paper concerns the practicalities of how the women put together their spectacular and certainly not inexpensive look. The style being predicated on the reiterative acquisition, use and management of a growing basket of feminine goods and services, the women position themselves as agentic, knowing and skilled consumers; subjects who, at a glance or touch, can discern 'real human hair' from the 'fake' say. They also position themselves as both empowered and entitled to their luxurious practices of self; as having earned them, in various senses of the term. The paper offers a discourse analysis of the women's justificatory talk of their consumption practice and consumerist sensibilities. It draws on and develops Michelle Lazar's notion of 'entitled femininity' as a new, postfeminist consumer subject position, showing how, this discursive, material and mediated position, and the ability to take it up, are co-constituted by both local and transnational landscapes of poverty and of cheap, feminized labour.

Id: 21017

Title: Watches for men, handbags for ladies: The gender politics of luxury marketing in African cities

Session Type: Panel Submission

Authors:

Name: Mehita Iqani

Email: mehita.iqani-at- wits.ac.za

Country: ZA (South Africa)

Affiliation: University of the Witwatersrand

Abstract: This paper explores how narratives about gender fit in the professional practices of luxury marketers working to sell their products to African consumers. Drawing on in-depth interviews with marketing practitioners from South Africa, Nigeria and Kenya, all of whom work in the luxury sector in large cities, the paper explores how they talk about men and masculinity, women and femininity in relation to their perceived markets. Interview participants were situated at a key cultural interface between Western cultural economies and the so-called “rising” African consumer markets. In their talk about who buys their products (and indeed, who they want to buy their products), marketers easily slipped into highly heteronormative language that fixed masculinity and femininity to certain types of high-end consumer products: luxury watches for men, luxury handbags for women. The paper considers the ways in which luxury marketing discourse is gendered, with strong heteronormative gender roles accentuated and deployed, and asks to what extent this is unique to luxury markets, as narrated by those defining them, in Africa. The empirical discussion is framed with scholarship about gender, luxury and marketing in relation to African contexts, and argues that within accepted theories of gender as performative and shaped by power relations, it is crucial to introduce ways of thinking about capital itself as gendered, albeit in different ways in different contexts.

Id: 21099

Title: Situating Cyberfeminism in the MENA Region: Public sphere, Networked Authoritarianism, Activists' Doxing, and the Digital Divide.

Session Type: Individual submission

Authors:

Name: Kenza Oumlil

Email: k.oumlil-at- aui.ma

Country: MA (Morocco)

Affiliation: Al Akhawayn University

Name: Maha Tazi

Email: Maha.tazi-at- concordia.ca

Country: CA (Canada)

Affiliation: Concordia University

Abstract: This paper explores the emergence of cyberfeminism in the Middle East North Africa (MENA) region during the context of the Arab Spring, which was a series of uprisings that followed the self-immolation of Tunisian Mohamed Bouazizi in December 2010 and spread through several countries in the MENA region. The uprisings protested authoritarian regimes and called for democracy, freedom, and social justice. Within the context of the Arab Spring, feminists in the MENA region contributed significantly to the public debates and discussions online to call for mass mobilization as well as raise awareness about gender issues and discrimination. They have thus actively participated in cyberfeminism, which can be defined as “the largest innovation in feminism in the last fifty years that harnesses the power of online media platforms to discuss, uplift, and activate gender equality and social justice” (Stern & Henderson, 2014, p.128).

Taking as objects of analysis three case studies of feminist interventions from Egypt, Tunisia, and Lebanon, the paper examines the ways in which the selected activists in the region respond to their contemporary context by advocating for gender equality at the same time that they seek to promote a wider social justice agenda for their respective countries. The case studies were selected because their creators self-identify as feminists who attempt to harness the power of information and communication technologies (ICTs) to end authoritarian rule and promote a human rights agenda, with specific attention to achieving societal gender equality. Furthermore, the selected case studies also benefit from a significant follow-up and fan-base (ranging from 2400 fans to 12 660 followers for the Facebook pages). The analysis is based on conducted structured interviews with the women activists, and is complemented with a content analysis of the activists’ own online interventions, which include a feminist blog and Facebook pages, as well as relevant contextual information found in the public domain.

Whereas the analysis demonstrates that cyberfeminism facilitates women’s access to the public sphere and enables them to take voice, these interventions’ potential is also mitigated by networked authoritarianism. Rebecca McKinnon initially coined the term “networked authoritarianism” in 2010 to denounce the Chinese government’s effective use of ICTs to censor and suppress dissent. Furthermore, the activists’ doxing, in the form of life threats directed at them and attempts to reveal their identities and delete/block their platforms online, threaten the viability of their interventions. Finally, the enduring digital divide in the region makes it so that significant segments of the

population who do not have access to ICTs and lack digital literacy cannot be exposed to this content. The analysis revealed that the selected activists were not initially always able to anticipate the existing constraints and backlash against them in the form of both online and physical harassment. This paper argues that raising awareness about techniques of silencing dissent might lead to better protection and optimization of the opportunities that ICTs offer to promote women's rights and social justice advocacy.

Id: 21108

Title: Who Would Participate in Online Discussion of Gender Issues: A Case Study of MeToo Movement

Session Type: Individual submission

Authors:

Name: Yang Zhang

Email: tdzhangyang-at- 163.com

Country: CN (China)

Affiliation: School of New Media in Peking University

Name: Tong Ji

Email: 1601111811-at- pku.edu.cn

Country: CN (China)

Affiliation: School of New Media in Peking University

Abstract: Keywords: social media, gender, MeToo movement, power, social movement

Abstract

Due to different social identities, the micro-blogging users would have to make more efforts when discussing about gender issues. What kind of people would follow related topics is really important but seldom studied before. This research tried to find out who would participate in the online discussion of gender issues and what they focused on by studying MeToo movement.

MeToo movement used Twitter to illustrate the widespread prevalence of sexual assault to woman, and spread in Chinese micro-blogging Weibo. The movement was chosen to be studied because it represented women's problems, besides, it changed the dilemma of woman in the real world by micro-blogging (it was 'hidden' from the public since the phrase "MeToo" was used for sexual assault in 2006 and influenced widely after using Twitter to promote in 2017). In China, the gender problems were often discussed by a small group of people, but the MeToo movement changed the situation. Women from all walks of life spoke out for their sufferings and it was widely discussed by public.

We collected posts about MeToo movement on Weibo from October 15th, 2017 to August 30th, 2018 which was the main time of the event. The posts matching the keywords "MeToo" (in both English and Chinese) and "anti sex assault" (in Chinese) were classified. The users' demographic information online and all their other posts were crawled. Machine learning technology was used to deal with effective information presented in Chinese microblogging Weibo.

Combined with regression analysis (a series of logistic regression analysis using R 3.5.1.), three aspects of features (independent variable) were found to be the reasons of becoming topic participants (dependent variable): demographics variables (gender and age), personality (authoritarian personality), related knowledge (power knowledge and integrated related knowledge).

As the regression result showed, male and older people, the ones with anti-authoritarian personality, and the ones who care about power, would be more likely to voice in Weibo. As for the discussion content, we used typical opinion clustering and found that the opinion focused on human right and power. We believe that the high power distance (Hofstede, 2011; Oudenhoven et al., 1998) structure of Chinese society triggered the localization of MeToo movement. The participants are of vital

importance to helping victims gain public attention, eliminating misunderstanding, and improving social relationship.

Reference

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Van Oudenhoven, J. P., Mechelse, L., & De Dreu, C. K. (1998). Managerial conflict management in five European countries: The importance of power distance, uncertainty avoidance, and masculinity. *Applied psychology*, 47(3), 439-455.

Id: 21113

Title: ESTRATEGIAS EDUCATIVAS PARA PROMOVER LA SENSIBILIDAD DE GÉNERO EN LOS PLANES DE ESTUDIO DE PERIODISMO, MEDIOS Y TIC'S EN CHILE

Session Type: Individual submission

Authors:

Name: Maria Vargas

Email: sole.vargas-at- gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Name: Pilar Bruce

Email: pilar.bruce-at- pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Name: vanessa gadaleta

Email: vanessa.gadaleta-at- hotmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Name: nicole arias

Email: n.arias.a128-at- gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Abstract: Esta ponencia intenta describir las estrategias efectivas para la enseñanza universitaria y la formación en igualdad de género y medios de comunicación y Tic's. Para lograrlo, propondremos recomendaciones para la enseñanza universitaria y la formación en igualdad de género en medios de comunicación y Tic's. Nuestra interrogante se enfoca a determinar ¿cuáles son las estrategias necesarias para la enseñanza universitaria y la formación en igualdad de género, y medios de comunicación y Tic's? Empleamos la noción de efectivas con el objetivo de construir vínculos entre la educación universitaria y el campo profesional e impactar favorablemente en el desarrollo de una perspectiva de género en los medios de comunicación y las industrias de Tic's.

Tomando en cuenta que en las universidades en Chile, en particular en las carreras de periodismo y comunicación, no ha sido incorporada plenamente al currículo la enseñanza de igualdad de género en medios de comunicación y Tic's, se puede sostener que este déficit en la enseñanza se traslada al desarrollo profesional y constituye una de las causas de la prevalencia de la desigualdad de género y el sexismo en los medios de comunicación y Tic's (Tuchman, 1978; Gallagher, 1985; Van Zoonen, 1994).

La metodología se diseñó desde un enfoque holístico y consideró el empleo de técnicas cuantitativas y cualitativas. En una primera etapa se contempló la elaboración de un mapeo nacional de las iniciativas de enseñanza de educación superior en igualdad de género, medios de

comunicación y Tic's ofrecidas por las universidades chilenas en distintos niveles –cursos universitarios, diplomados dirigidos a estudiantes y/o profesionales y representantes del sector público, talleres, etcétera-. En una segunda fase el objetivo fue analizar las estrategias educativas en igualdad de género, medios de comunicación y Tic's reconocidas por informantes claves para identificar prácticas transformativas y elaborar criterios para un diagnóstico efectivo. Así, la muestra quedó constituida por 555 unidades (programas de cursos) para la fase cuantitativa y 16 docentes entrevistados para la cualitativa.

Palabras clave: género, periodismo y estrategias educativas.

Id: 21130

Title: Dignidad y derechos de las mujeres: regulación de la publicidad con perspectiva de género en países iberoamericanos

Session Type: Individual submission

Authors:

Name: Camila Ordóñez Laclé

Email: camila.ordonezlacle-at- ucr.ac.cr

Country: CR (Costa Rica)

Affiliation: Centro de Investigación en Estudios de la Mujer (CIEM), Universidad de Costa Rica (UCR)

Abstract: En Costa Rica existe una ley para regular “todo tipo de propaganda comercial que ofenda la dignidad, el pudor de la familia y en la que se utilice la imagen de la mujer impúdicamente para promover las ventas”, sin embargo, concurren importantes vacíos que limitan una efectiva regulación de las malas prácticas publicitarias detectadas por el Observatorio de la Imagen de las Mujeres en la Publicidad del CIEM UCR, lo que apunta la urgencia de efectuar una revisión integral de la norma.

En este contexto, se emprende un estudio que realiza una revisión documental y un análisis por categorías de diversas leyes aprobadas en 19 países iberoamericanos de habla hispana concernientes a la regulación de la imagen de las mujeres en la publicidad y/o en los medios de comunicación. A partir de esta exploración se identifican los países con un nivel más avanzado de regulación, al contar con uno o varios instrumentos que favorecen de modo más directo la protección de los derechos de las mujeres con respecto a los contenidos mediáticos o publicitarios, aquellos con instrumentos de alcance moderado, y los que se encuentran rezagados al no disponer de normativas que contemplen este aspecto.

El caso de los países con mayor rezago permite visualizar que, el hecho de que la dignidad humana y la igualdad entre hombres y mujeres estén reconocidas en sus respectivas Constituciones, no es suficiente para que exista una protección efectiva contra la discriminación y otras malas prácticas que se reflejan en los discursos publicitarios con base en el género, la identidad y/o la orientación sexual. Los países con regulaciones más avanzadas contemplan en sus definiciones términos como publicidad ilícita, publicidad abusiva, violencia mediática y violencia simbólica, así como integran valiosos principios orientadores como la igualdad y equidad de género, la no discriminación, el enfoque de derechos, la interculturalidad, la interseccionalidad, entre otros.

Asimismo, entre las normas más avanzadas los contenidos publicitarios denigrantes se enfrentan a sanciones económicas y medidas orientadas a la reparación, mientras que las moderadas se limitan a potenciar la autorregulación o suspender la publicidad.

Finalmente, en todas las legislaciones revisadas se identifican retos para su más efectiva aplicación, incluyendo los retos que implica la regulación de los contenidos publicitarios denigrantes difundidos por medio de las nuevas tecnologías y en redes sociales, sin embargo, a nivel general se concluye que los países avanzados en la materia aciertan en comprender el impacto que tienen los

discursos mediáticos y publicitarios en la cultura, favoreciendo o no el pleno ejercicio de los derechos de las mujeres, y por ello ameritan tener regulaciones específicas.

Id: 21180

Title: #AbortoLegalYa: El uso estratégico de redes sociales en el debate por la legalización del aborto en Argentina

Session Type: Individual submission

Authors:

Name: Claudia Laudano

Email: claudialaudano-at- gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de La Plata Argentina

Abstract: Se desarrollan las principales características del uso de redes sociales durante el debate legislativo por la legalización del aborto en Argentina durante 2018. Durante 6 meses, la Campaña Nacional por el Derecho al Aborto Legal, Seguro y Gratuito, que nuclea a 500 organizaciones, utilizó una estrategia de movilización en dos frentes: en las calles y en redes sociales. Para ello, se diseñaron ciberacciones periódicas con hashtags que resultaron trending topic en Twitter y concitaron la atracción mediática y del mundo político.

Id: 21185

Title: Gender violence and media coverage: whose fault is it'

Session Type: Individual submission

Authors:

Name: Mariana De Maio

Email: mariana.demaio-at- lehigh.edu

Country: US (United States)

Affiliation: Lehigh University

Abstract: Mass media play a key role in shaping perceptions of social issues. There is substantial research about media's portrayal of violence against women, but few studies examine femicide (murder of women by their partners). Even fewer studies take a look at Latin America, particularly Argentina, where femicides are increasing substantially.

On January 2019, there were 27 femicides reported in Argentina. That means that one woman was killed almost daily. The #NiUnaMenos (#NotOneLess) movement that brought thousands of people to the streets of Buenos Aires on June 3, 2015, to protest against gender violence and to demand institutional commitments to stopping femicide, began a process of awareness and empowerment at many levels; one being media coverage. Moreover, media coverage of these crimes is under scrutiny in Argentina.

Using second-level agenda setting and frame analysis, the current study analyzes newspaper coverage of violence against women from January 2015 to January 2019. Included in the sample, there are stories of one news outlet criticizing the coverage of other outlets. This time frame was selected because it includes coverage a number of months before the #NiUnaMenos movement started until today, four years later. In order to answer the questions on how news media in Argentina reports about femicides, this study focuses on some paradigmatic cases that had a significant press conference during the years chosen for the present paper. This paper looks into sources cited in femicides reporting, regardless of how the crimes were contextualized as individual problems or were presented as part of a larger societal trend or phenomena, and the newspapers' use of direct and indirect victim-blaming language.

Preliminary results show that in the majority of cases the newspaper coverage of femicides contributes to promoting gender stereotypes, uses victim-blaming language and does not contextualize these crimes as a broader social issue; where the woman is in a fragile position vis-à-vis her violent partner.

Id: 21261

Title: Circles of Discourse: Gendered and Racialized Bodies in Sexual Violence Discourse

Session Type: Individual submission

Authors:

Name: Mary Grace Lao

Email: mglao-at- yorku.ca

Country: CA (Canada)

Affiliation: York University

Abstract: For women and girls who come forward with their experiences of sexual violence, there is the trauma of not only having to re-visit the event but also the additional trauma she experiences. She questions her credibility, her past and present reputation, and her own insecurities. Is her experience valid? Recent public discussions suggest that societal attitudes are changing, with a recognition that sexual violence is systemic, yet we often go back to outdated attitudes towards survivors.

Current digital practices are rooted in feminist activist practices of previous generations, who were at the margins of public discourse. The women who make significant contributions to public discourse are often white, middle-class, women. This was particularly salient in the #MeToo movement, where initially actress Alyssa Milano was credited for starting the movement rather than black activist Tarana Burke. This paper, which is part of a larger project on rape culture, considers the intersections of race and class and its effect on creating a narrative that only includes white, middle-class women as the victim/survivor. I argue that to eliminate gender-based violence, we must address the intersections of race, class, etc. in addition to gender. The flattening of identities erases the multitude of different lived experiences that women encounter as a result of their bodily experiences. This is particularly important in a Canadian context, given Canada's own history of colonialism and white supremacy, in which black, Indigenous, women of colour (BIWoC) are often left at the margins, without a care for their well-being. Yasmin Jiwani (2015) notes that violence towards Muslim women in Canadian news media are often framed as an "honour killing," creating a narrative in which this type of violence is only seen in other (that is, non-white) cultures while ignoring the overarching issue of gender-based violence that remains hidden.

Scholarly research on feminist media practices tended to focus on feminist discourses and its contribution to the public sphere. Habermas's notion of the public sphere has been criticized as privileging particular groups of the bourgeois public, composed mainly of white, educated men (Calhoun, 1992). Nancy Fraser (1977) proposed rethinking of what we consider the public sphere. She contends that what Habermas originally proposed was no longer an adequate critique that takes into account the nuances of our current cultural practices.

I continue the work that Fraser first proposed and argue that re-conceptualizing the public sphere includes having to consider the media in which discourse takes place and recognizing the importance of subjectivities to public discourse. To address this, I look to media archaeology, which Jussi Parikka (2012) states is concerned with media as "remediated, resurfacing, finding new uses, context, [and] adaptations" (p. 3). Media archaeology reminds us that we must consider the ways

that history is recorded (Ernst, 2011) and thus, can be “read as an alternative to the dominant writing of media history” (Kluitenberg, 2011, p. 51). By addressing who and what discourses are ignored, I uncover the ways that dominant discourses continue to be reinforced in mainstream ideology.

Id: 21280

Title: Branding, Objectivity, and Political Reporting: Female ambient journalists' voices in a hostile landscape

Session Type: Individual submission

Authors:

Name: Jaime Loke

Email: jaimeloke-at- gmail.com

Country: US (United States)

Affiliation: Texas Christian University

Name: Tania Rosas-Moreno

Email: tcrosasmoreno-at- loyola.edu

Country: US (United States)

Affiliation: Loyola University Maryland

Name: Ingrid Bachmann

Email: ingridbachmann1-at- gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: A seismic shift in the landscape of reporting that journalists have long been accustomed to has occurred. From the beginnings of online news readers' comments that thrust journalists into the same space as anonymous-and-unchecked reactions from readers, journalists now find themselves in a constant form of existence in front of their audience — thanks to social media. Before the advent of ambient journalism (a term coined to describe the “omnipresent nature of news in society” (Hermida, 2010)), which inevitably produced ambient journalists— a byline and perhaps at most, a headshot, accompanied a journalist's article. Today, ambient journalism, we argue, has resulted in ambient journalists — reporters having to constantly exist on a plethora of evolving platforms.

While some research discovered that social media has allowed for journalists to be better connected to their audiences (Hedman & Djerf-Pierre, 2013), the downside is also having to be the recipient of bullying, stalking and harassment simply for having a profile. While no journalist is immune from public attacks, female journalists are disproportionately experiencing gender-related threats, harassment and intimidation online. A 2014 study on Twitter found that female journalists receive roughly three times as much abuse compared to their male counterparts (Bartlett et al., 2014). Additionally, when female journalists are the target for online harassment, the vile quickly descends into sexualized hate and threats (Ricchiardi, 2017). Women are more likely to be the subjects of graphic sexual and physical violence (Ricchiardi, 2017).

As a result of the requirement to constantly have a voice on social media by news organizations coupled with the current hostility against the press in the United States, this paper seeks to investigate how female political journalists negotiate their professional roles as objective reporters with their personal views of an administration that openly condemns feminism, all contained within

a hostile social media environment. The authors will conduct in-depth, semi-structured interviews with 30 political journalists working at the online newspaper outlets — excluding ones with a stated political stance — with the largest audiences across the United States.

Topics covered in the interviews will include: (1) journalists' experiences with branding themselves on social media (use of voice, employer rules/guidelines, expectations for social media use, curation, obligations); (2) journalists' experiences with audience replies on social media (strategies for responding, types of responses they ignore/refuse to respond to, if/when they block individuals, how replies inform their reporting process and/or sourcing); (3) the role diversity plays in social media interactions (dealing with harassment and threats with regard to gender/race/sexuality, presence of online support, extent of employer support); and (4) to what extent the aforementioned strategies and interactions with regards to branding, audience, and diversity have changed under the current administration.

Based upon findings from the female journalists' interviews, we anticipate that how journalistic norms are intersecting with social media through the lens of the current U.S. political environment will strongly contribute to the evolving landscape of ambient journalism.

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Id: 21281

Title: Dying in Silence: U.S. media coverage of the maternal mortality crisis

Session Type: Individual submission

Authors:

Name: Jaime Loke

Email: jaimeloke-at- gmail.com

Country: US (United States)

Affiliation: Texas Christian University

Name: Tania Rosas-Moreno

Email: tcrosasmoreno-at- loyola.edu

Country: US (United States)

Affiliation: Loyola University Maryland

Abstract: Dying in Silence: U.S. media coverage of the maternal mortality crisis

The media are not often considered to be a key player in health literacy. But, research has shown medical conditions with greater media coverage are considered to be more serious and more representative than other conditions with lesser and/or no coverage at all (Young et. al., 2013). When the press shines its spotlight onto a medical condition, the public deems it to be more of a pressing health issue even though it may not necessarily be a condition that requires immediate attention and resources.

This research looks at a global public health issue which we suspect has been long ignored in the media: maternal mortality. More specifically, we focused on maternal mortality in the United States as it is the developed nation with the worst rate of maternal deaths in the world. In 2013, the U.S. maternal death rate was 26.4 per 100,000 live births (GBD 2015). This rate was more than double the 1987 U.S. rate of 7.2 deaths per 100,000 births (CDC, 2016.) Even more disturbing is that the state of Texas currently exceeds the maternal death rate for the entire developed world at 35.8 per 100,000 live births (MacDorman et. al., 2016).

Aside from the detrimental effects maternal mortality has on the personal front, it costs billions of dollars each year in the United States (Ellison & Martin, 2017). According to a September 2017 report in the American Journal of Obstetrics & Gynecology, the cost alone for caring for mothers with pre-eclampsia (a leading condition associated with childbirth complications) exceeded \$1 billion.

Thus, we questioned: How much coverage has maternal mortality had in the United States' media? And, more importantly, how has the coverage been framed? The central logic of framing is the construction of symbolic representations that allows the frame to deliver to the receiver of the frame an understanding of issues. Gitlin (1980) viewed frames as "persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse..." (p. 7).

This study will look at the top 15 U.S. newspapers by circulation from the decade of 2008-2018. We will look at the prevalence or lack thereof of coverage on maternal health and explore the frames that have emerged from the coverage. Through qualitative and quantitative descriptions, we aim to explain how news about this issue has shaped people's understanding of the problem. The findings could inform strategies to improve coverage of an important, yet somehow invisible health issue.

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Id: 21297

Title: Gendered Robotic Images and Human-A.I. Collaborations in WALL-E (2008) and Sori: Voice from the Heart (2016)

Session Type: Individual submission

Authors:

Name: JaeYoon Park

Email: jaeyoon.park-at- uafs.edu

Country: US (United States)

Affiliation: University of Arkansas-Fort Smith

Abstract: Memories, emotions, and agency are no longer the qualities that define humanity in the postmodern, posthuman era saturated with endless simulacra and mechanical reproduction. They have become a privilege of sort, rather than a birthright of human beings, which artificial intelligence can also replicate. Since the seminal sci-fi film Blade Runner (Ridley Scott, 1982) raised such philosophical questions as “what does it means to be human?” and “how human are replicants or androids?” the past few decades have witnessed multiple cinematic representations of robots with artificial intelligence having success in conveying the three aforementioned qualities that used to be exclusively granted to humans. WALL-E, in particular, is not a mere trash-compacting robot in the 2008 Pixar animation film cleaning up the mess that the human race left behind after environmental catastrophe. His memory or data program is not only a source of efficient labor, but also allows room for nostalgic feelings, romance, and agency. A 2016 South Korean film pushes this dynamic even further as Sori decides to ditch her assigned duty as a surveillance satellite and willingly travels to the earth to help out struggling, troubled humans after years of eavesdropping on human communications in the contexts of wars, man-made disasters, espionage, and international conflicts.

This presentation provides a comparative analysis of WALL-E (Andrew Stanton, 2008) and Sori: Voice from the Heart (Ho-jae Lee, 2016) in order to investigate the intersections of gender, identity, humanity, and technology. Drawing on a queer theory, special attention will be paid to the ways in which these robots “perform” specific gender roles. Their gendered communication with other robots and surroundings articulates their emotions and agency in a way that asserts their distinct, yet socially acceptable, identity. In their interactions with humans, they are clearly coded as a “boy” (WALL-E) and a “girl” (Sori) while expressing love, compassion, and empathy for others, which makes them look more “human” and “humane” than “humans.” In the process of analysis, the presenter will also apply Susan Sontag’s notion of “camp” in an effort to explore how these robots’ “artificial” intelligence and their “desires” to solve “human” problems serve to put everything in quotation marks. Linda Hutcheon’s discussion of “parody” will guide this comparative analysis as well in terms of exploring how the postmodern form of parody portrayed in the two films destabilizes and reveals the artifice of humanity while also helping us rediscover humanity’s contradictions vis-à-vis gendered robotic images.

Id: 21310

Title: It's About Bloody Time: Understanding Women's Perceptions of Diversity in Menstruation Advertising

Session Type: Individual submission

Authors:

Name: Andrea M. Smith

Email: asmith73-at- syr.edu

Country: US (United States)

Affiliation: Syracuse University

Name: Adriana Mucedola

Email: asmucedo-at- syr.edu

Country: US (United States)

Affiliation: Syracuse University

Abstract: In October 2017, the U.K. based company, Bodyform made headlines for its advertising campaign entitled, #BloodNormal. The campaign promoted putting an end to damaging stereotypes, stigmas, and misinformation about menstruation and menstrual bleeding. A variety of media outlets covered the story and praised Bodyform for its body positive messages about menstruation.

Although the Bodyform campaign raised important issues about the changes needed in menstruation advertising and concerns about media portrayals of females on their periods, an important question remains at large; How has pro-period messaging influenced the ways in which age, race, ethnicity, body shape, and gender identity is portrayed and understood in menstruation advertising?

While there is a plethora of research surrounding the topic of menstruation advertising, there is a lack of research focusing on how diversity is represented in such advertising. Previous literature on menstruation advertising has focused on content analyzing the product or how advertisers perpetuate the stigma associated with a woman being on her period (Backe, 1997; Erchull, Chrisler, Gorman, & Johnstron-Robledo, 2002; Havens & Swenson, 1988; Mandziuk, 2010; Merskin, 1999). Beyond the scope of advertising, other studies on menstruation have surveyed adolescent girls or young adults on their behaviors, attitudes, and experiences about menstruation (Brooks-Gunn & Ruble, 1982; McPherson & Korfine, 2004; Chaturvedi, & Chandra, 1991; Cronje, & Kritzinger, 1991).

A large body of literature provides evidence that the media has the power to shape what we see and what we don't see, as well as reinforce our overall attitudes and behaviors (De Zengotita, 2006; Bleakly, Hennessy, Fishbein, & Jordan, 2008; Saguy, Frederick, & Gruys, 2014; Armstrong, 2004). Therefore, this study not only fills the gap in literature, but it also raises important implications for understanding how advertising aimed at women cultivates representations of women's bodies, messages about gendered norms, and examples of how media pedagogy teaches heteronormative portrayals of menstruation.

To that end, this study interviewed a diverse cohort of 19 women to understand their perceptions of menstruation advertisements. The study utilized one-on-one, in-depth, semi-structured interviews ranging from 45 minutes to one hour over a four month period. The participants ranged from 28 to 45 years of age and were U.S. residents, but had grown up in either; England, China, Taiwan, Russia, Bulgaria, Bangladesh, or the U.S. As a way to gain insight into participants' reactions toward menstruation advertisements, participants were shown four current menstruation advertisements prior to the interview.

After asking participants to look at the ads, they were asked a series of questions about their experiences and perceptions of menstruation advertising. Once the interviews were complete, NVivo software was used to determine common themes across each of the interviews conducted, which were: gendered stigmatization, portrayals of diversity, and heteronormative ideologies in menstruation advertisements. While the #BloodNormal campaign sought to promote pro-period messaging, this study concludes that gendered stereotypes, a lack of diversity, and dominant patriarchal images of a woman on her period of still persist in female-targeted advertising and offers tangible solutions for future advertising to eliminate social stigmas and encompass inclusivity.

Id: 21329

Title: Female Competition-Video-Game Webcast Host in China: A Case Study of "Arena of Valor"

Session Type: Individual submission

Authors:

Name: Hao TIAN

Email: ththu94-at- 163.com

Country: CN (China)

Affiliation: TSINGHUA University

Abstract: Along the increased usage of PC and mobile phone, the size of China's video game market exceeded CNY 8.7 billion in 2017, and the number of players exceeded 400 million. As more and more teenagers got interested in video games, webcast host who live stream their video games online became an attractive job in China.

2016 is seen as the first year of "live broadcast" in China, when thousands of webcast hosts appeared online. There are two different kinds of hosts in the industry, professional ones and amateurs, both of which are mostly males. However, professional hosts who have contract with broadcast platforms are mostly female. Unlike their male counterparts who mostly drew audiences' attention with their superb gaming techniques, female hosts drew attentions with their "body beauty", usually along with sexual connotation.

It is generally perceived that female hosts had to do this because their gaming techniques aren't as good. However, we think that, instead of a forced action, this is an intentional choice that has no correlation with their gaming techniques. The main questions we put forward in this research are, 1) What is shown in the live webcast? 2) What are the motivations of the hosts when they choose this occupation? 3) How do the hosts benefit from the webcast?

The methods of this research mainly include content analysis and in-depth interviews. Content analysis method is used to understand the contents of the three representative live broadcast platforms named Yingke, YY and HUYA, and to explain the difference between male hosts and female hosts. In-depth interviews method is used to understand the meaning of "body beauty" and to find out the psychological motivations of female hosts.

We selected 19 female webcast hosts of a game "Arena of Valor" to understand their living conditions, webcast pattern, and motivations to do webcast. All of the hosts are between 18-29 years old, 6 of them are professional hosts and have contract with webcast platform, and most of them didn't have higher education.

The research concludes: 1) The female hosts intentionally choose to utilize "body beauty" instead of being forced to. The motivations behind the action can be one or a combination of three things, feeling like a star, making money, and killing time. 2) Economic interest is the main reason that led to the choice of increasingly utilizing "body beauty", which in turn gradually made their entire interaction with audiences about "body beauty". 3) Moreover, this interaction mode formed in the live webcast world impacts behaviors of the hosts in the real world.

Id: 21406

Title: Murders of Transgender People: A Discourse Analysis of Coverage of Turkish Newspapers

Session Type: Individual submission

Authors:

Name: Gamze Hamamcioglu
Email: gamze.hamamcioglu-at- gmail.com
Country: TR (Turkey)
Affiliation: Bilkent University

Name: Çağdaş Duman
Email: cozerkduman-at- gmail.com
Country: TR (Turkey)
Affiliation: Bo'aziçi University

Name: Gözde Uğur Özbudak
Email: ozbudakgozde2607-at- gmail.com
Country: TR (Turkey)
Affiliation: Bilkent University

Abstract: This paper aims to explore transphobic media discourse against transgender people by focusing on murders of transgender people in Turkish online news articles featured between August 2016 and January 2019. Trans people are pariahs in Turkey. As such, there is no existent space for trans people. Violence is the quotidian part of trans people's lives, and Turkish mass media merely add on this collective violence through either the implementation of silence or continual scapegoating of trans people. What is more, the language of mass media tend to misrepresent transgender people and promote discrimination, transphobia, virulent hate speech and anger. Reported news associate trans lives with topics such as venereal diseases, public decency and prostitution, disregarding their rights severely which raise human rights questions.

According to Transgender Europe's (TGEU) transgender murder monitoring report, between 2008 and 2016, 43 trans murders were recorded in Turkey. Turkey ranks highest as the number one country in Europe and ninth in the world in reported trans murders. In addition, Gay and Lesbian Cultural Research and Solidarity Association (Kaos GL) conducts annual media monitoring reports on hate speech, hate crime, prejudice and discriminatory discourse subjected to LGBTQI+ people. Hrant Dink Foundation, as well, conducted a research on discriminatory discourse in news on murders of transgender women between 2013 and 2016. As these research reports have shown, news stories mostly cover trans murders with the imposition of hatred and prejudice towards transgender people.

In this study, we analyze news stories reached via online newspapers about trans murders through discourse analysis to examine the stories in detail. The paper is composed of two main sections. Following Hrant Dink Foundation's methodology, the first section reveals and examines the sources, structures, and linguistic choices in the articles which reinforce further discrimination of and prejudice against transgender people. In the second section, we provide alternatives to these negative discursive practices to contrast them with positive ones that prioritize human rights and

highlight the violations that are deployed against transgender people. The paper ends with recommendations for a humanitarian perspective in news reporting of transgendered individuals.

Keywords: Media Discourse, Discourse Analysis, Transgender Murders, Hate Crime, Human Rights

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Id: 21412

Title: Análisis de las imágenes, con perspectiva de género, en el Twitter de los medios deportivos

Session Type: Individual submission

Authors:

Name: Alba Adá Lameiras

Email: albaadalameiras-at- gmail.com

Country: ES (Spain)

Affiliation: Universidad de Vigo

Abstract: España es la sociedad más conectada de Europa con 20.6 millones de usuarias/os diarios. La ciudadanía española invierte una media de dos horas al día en el uso de las Redes Sociales y, de todas ellas, Twitter se considera: la red social de la información por excelencia. Por eso, dada su importancia en la sociedad actual y los pocos estudios existentes sobre el tema, es necesario analizar el tipo de imágenes que se publican, específicamente, en los Medios de Comunicación deportivos, para determinar cómo las nuevas tecnologías, como Twitter, influyen en mantener el gap de género reproducido, a lo largo de la historia, en los medios deportivos tradicionales, en dónde las noticias publicadas son por, para y sobre hombres, y en los que las mujeres aparecen en un segundo plano y representadas de forma estereotipada y sexualizada. El objetivo de este estudio es analizar los tweets sobre mujeres que contienen, al menos, una fotografía. Para ello, se ha analizado el Twitter oficial de los Medios de Comunicación deportivos (-at- Marca y -at- MundoDeportivo) durante los meses de marzo y abril de 2016. Este período se ha elegido para conocer la imagen de las mujeres en meses de información “rutinaria”, no un período en el que transcurran grandes eventos deportivos como, por ejemplo, los Juegos Olímpicos, en los que la presencia de las mujeres deportistas en los medios es superior con una imagen más profesionalizada. Los datos se han recogido mediante un muestreo aleatorio simple (Pérez, 2009) registrando todos los tweets publicados durante las 24 horas de los días muestreados. Durante estos dos meses se han publicado 46 tweets con mujeres como protagonistas, de los cuales, 41 (89.13%) contaban con fotografía, frente a 5 tweets (10.87%) que se publicaron sin foto. En ambos Medios de Comunicación, tanto en Marca como en Mundo Deportivo, aparecen más tweets con fotografías sobre mujeres no deportistas, que sobre mujeres deportistas. De las 41 imágenes publicadas, cuando se hace referencia a mujeres deportistas, el análisis revela que hay un sexismo más benevolente y no tan explícito como en los tweets sobre mujeres no deportistas, en los que la connotación sexual es más explícita, más hostil, siendo, en casi todos los casos, fotografías de parejas, ex parejas o incluso madres de hombres deportistas. Por otro lado, las mujeres deportistas aparecen en más fotografías solas o con compañeras de equipo, mientras que las no deportistas, mayoritariamente, aparecen acompañadas de un hombre, en un gran porcentaje, con su pareja o ex pareja. En definitiva, tal y como confirma en este estudio, el gap de género existente en los medios tradicionales se reproduce en las Redes Sociales, concretamente en Twitter, en dónde se demuestra que, la imagen de la mujer deportista que ofrecen los Medios de Comunicación deportivos perpetúa una visión claramente estereotipada de la mujer, la cual comparte espacio, en gran medida, con mujeres no deportistas, algo que no sucede con los hombres dentro de los medios de comunicación deportivos.

Id: 21438

Title: Communicating new and old gender imaginaries in social media: the construction of gender identity in current female Spanish YouTubers

Session Type: Individual submission

Authors:

Name: Ester Villacampa

Email: estervm1-at- blanquerna.url.edu

Country: ES (Spain)

Affiliation: Blanquerna - Ramon Llull School of Communication and International Relations

Name: Maddalena Fedele

Email: maddalenaf1-at- blanquerna.url.edu

Country: ES (Spain)

Affiliation: Blanquerna - Ramon Llull School of Communication and International Relations

Name: Sue Aran-Ramspott

Email: suear-at- blanquerna.url.edu

Country: ES (Spain)

Affiliation: Blanquerna - Ramon Llull School of Communication and International Relations

Abstract: Participative culture in the new media ecosystem (Jenkins, 2006; Scolari, 2012) has opened the door to new ways of portraying gender identity for those who have become the sort of public figures known as microcelebrities (Senft, 2012; Marwick, 2015), of which YouTubers are a major example. In the context of late modernity (Giddens, 1995; Beck, 1992; Bauman, 1990), microcelebrities emerge in social media as ordinary people in the intersection between commercialization and authenticity, and act as desirable role models for young audiences (Westenberg, 2016). In the case of YouTube, this ambiguous articulation of fame reinforces some neoliberal principles (Lovelock, 2018) and may determine the kind of (postfeminist) performance delivered by young girls (Banet-Weiser, 2011), with conventional gender models and traditional values being disguised as revolutionary. However, social media have also been proven to provide useful tools for civic engagement (Boulianne & Theocharis, 2018) and the defense of human rights, also in favour of fourth-wave feminism (Cochrane, 2013; Munro, 2013). Actually, for some subcultural microcelebrities, engaging in social justice activities is no longer incompatible with working on the own brand (Abidin & Cover, 2018; Raun, 2018). Therefore, social media and specially YouTube are possible spaces for resistance and negotiation, constantly moving from hegemony to counterhegemony.

The aim of this article, then, is to analyse how female Spanish YouTubers construct and display their gender identity through two case studies, Dulceida and Yellow Mellow, in order to establish whether they contribute to creating new social imaginaries or to reproducing hegemonic femininity. The two YouTubers have been selected according to their age (between 18 and 30 years old), their popularity (they both have more than 1,5 million followers) and the type of content produced, since the vlog genre is more connected to self expression than others. We conducted a qualitative content analysis of their channel profiles and three videos of each, launched from January to March 2018.

We developed a model of analysis which combines four different proven methods: a multimodal analysis of their profiles (Jones, 2009) and a film analysis of the selected videos (Casetti & di Chio, 1997) in order to understand which multimodal resources do they use in order to perform their gender identity; a socio-semiotic analysis of their characters (Fedele, 2014) with the aim of establishing which kinds of gendered values and personality traits do they identify themselves with; and a thematic analysis of their texts (Clarke & Braun, 2006) as a means to reveal which kinds of discourses do they create surrounding gender issues. They all together responded to our main research question, with results showing ambivalence towards gender. While gender diversity and inclusivity appear as generational, community and personal values, they coexist with postfeminism and the uncritical acceptance of individualism.

Id: 21452

Title: Why do female editors leave Wikipedia? A qualitative analysis of gender bias in the Spanish Wikipedia / Mujeres alcaldesas en España: análisis de las diferencias de género en el tratamiento y calidad de la información de las webs municipales

Session Type: Individual submission

Authors:

Name: Lara Carrascosa

Email: larac40-at- gmail.com

Country: ES (Spain)

Affiliation: Universidad de La Laguna. Adjunct Professor

Name: Nuria Simelio

Email: nuria.simelio.sola-at- uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona. Associate Professor

Abstract: Las primeras mujeres alcaldesas alcanzaron el poder en 1924 en España durante la dictadura de Primo de Rivera, aunque por un sistema de cooptación que elegía solo a aquellas afines al régimen y que cumplieran una serie de requisitos. Desde entonces la presencia de féminas a la cabeza de los municipios ha aumentado, pero sigue siendo muy reducida y queda muy lejos de la paridad. El régimen franquista supuso una regresión en la igualdad efectiva de las mujeres al acceso al poder, del que nos hemos recuperado lentamente. Gracias a la Ley de Igualdad Efectiva de Hombres y Mujeres de 2007, que establece un mínimo del 40% de representación de cada uno de los sexos en las listas electorales, las mujeres han ido ganando presencia y representatividad en la política. En las últimas elecciones locales de 2015, las mujeres lideraban el 17,1% de los municipios españoles. El objetivo de este trabajo es averiguar si la variable sexo de la alcaldía influye en el nivel de transparencia, de apoyo a la participación ciudadana y de calidad de la información pública de las webs institucionales. Para ello nos centramos en 605 municipios de más de 10.000 habitantes de 8 Comunidades Autónomas españolas (Andalucía, Aragón, Canarias, Catalunya, Comunidad Valenciana, Galicia, Madrid y Murcia) donde las mujeres alcaldesas representan el 35,65% del total. La metodología se basa en 52 indicadores cuantitativos distribuidos en dos bloques: 1) Transparencia de la Corporación con indicadores relacionados con quiénes son los representantes políticos, cómo se gestionan los recursos colectivos, y cómo se gestionan los recursos económicos y; 2) Información para la Participación donde se analiza qué información se proporciona en las webs municipales sobre el municipio y la gestión de los recursos colectivos, y qué herramientas se ofrecen para la participación ciudadana.

Los resultados muestran que, en los porcentajes más altos de cumplimiento de los indicadores relacionados con la información para la participación y la buena comunicación, los ayuntamientos con mujeres alcaldesas duplican los buenos resultados con un 19,5% de ayuntamientos que superan el 76% de cumplimiento de indicadores en comparación con solo un 9,2% de cumplimiento de más del 76% de indicadores en los municipios donde los alcaldes son hombres. Por tanto, establecemos la hipótesis de que las mujeres alcaldesas pueden tener una mayor predisposición a facilitar la participación de la ciudadanía en la rendición de cuentas y en ofrecer una información pública con mejor calidad en las webs municipales. Estos primeros resultados e hipótesis se compararán con las

respuestas ofrecidas por representantes técnicas y políticas de las corporaciones municipales en 4 grupos de discusión realizados en el marco de esta investigación.

Financiamiento: Investigación en el marco del proyecto I+D+I, Metodologías y modelos de información para el seguimiento de la acción de los responsables de los gobiernos locales y la rendición de cuentas (CSO2015-64568-R, financiado por MINECO-FEDER)

Id: 21457

Title: Women as Journalists/Women as Survivors

Session Type: Individual submission

Authors:

Name: Bailey Gerrits

Email: Bailey.Gerrits-at- Queensu.ca

Country: CA (Canada)

Affiliation: Queen's University

Abstract: Experiences of sexual and domestic violence are gendered. Is writing the news about these cases also gendered? In analyzing a sample of 823 news stories and interviewing over 60 news workers, I find that women are empirically associated with different types of framing of domestic violence in Canada. Women wrote differently about domestic violence, linking individual cases to broader social issues (thematic framing) more often than men writing similar stories. The question becomes, why might women be associated with differently framed domestic violence stories? The answer is not the official gendered assignment of stories, as women actually wrote less stories about domestic violence, women hold positions in various news departments, and no one reported editors handing them stories more amenable to thematic framing. There is, however, a degree of informal gendered allocation of stories, with colleagues turning to women to interview survivors. This, however, also does not explain differences in how women write and report on the stories. What I argue best explains this gendered difference is that women often have intimate knowledge of gendered violence that impels them to make broader connections between individual cases and broader themes. However, this would not be possible unless the newsroom structure created space for this. While there is a conflict in the literature about whether women's experiences influence news discourses, many come to the conclusion that women write similar to their male colleagues as both are socialized as journalists and constrained by newsroom hierarchies. So, part of the story in explaining why women write differently about domestic violence has to also be linked to changes in the newsroom culture and hierarchy. Those changes, however, are not an absence of sexism. Instead, I argue that women's advancement in some Canadian newsrooms have created space for women to write more thematically about domestic violence. In addition to offering statistical evidence from a content analysis and thematic evidence from interviews, I also draw on three narratives of women explaining why they wrote about their personal experiences of gendered violence. While not all women write the same about this issue, the difference and its connection to personal experience offers insights into the gendered experiences of journalism and the gendering of the newsroom.

Id: 21510

Title: "Deal it a head-on blow!" Rural Chinese women's expression of nationalism on WeChat

Session Type: Individual submission

Authors:

Name: Yini Wang

Email: yini_wang-at- hnu.edu.cn

Country: CN (China)

Affiliation: Hunan University

Abstract: “Deal it a head-on blow” was 43-year-old rural Chinese woman Fang Liu’s outraged reply to Japan’s disposition in the on-going Diaoyu/ Senkaku Islands dispute between China and Japan. From the First Opium War in 1840 with Britain to the Manchurian Incident by Japanese in 1918 and Sino-Japanese war in 1937-1945, Chinese people have encountered many foreign invasions throughout modern history. Japanese military in particular, lashed heavily all over the country. Fang Liu was overwhelmed with indignation about Japan’s colony and war-like behaviour towards China and expressed this strong emotion through sharing anti-Japanese articles on one of the most popular Chinese social media platform WeChat. Based on an original study that explored the use of WeChat by 25 rural Chinese women aged from 40 to 52 years in Hanpu town in south-central China, the data explored in the present study were collected during a 5.5-month period in 2015. An ethnographic fieldwork methodology (Hammersley & Atkinson, 2007) and a social constructionist theoretical framework (Holstein & Gubrium, 2008) were used to investigate these rural Chinese women’s daily experiences in using WeChat. The findings present anti-Japanese nationalistic ethos were phenomenally expressed by the women through circulating articles generated by WeChat official accounts. They shared articles of news reports on the commemoration of the Sino-Japanese war and caricatures that disgraced Japan’s prime minister and its international relations to show their wish to remember the shameful history and their contempt for Japan. In addition, some WeChat articles reappropriated old sources and photos to fake that anti-Japanese demonstrations were actually happening, forging extra stories to arouse readers’ anger towards Japan and enticing them to share the articles. Shame and anger prevailed, impacting rural women’s judgement of unreliable online sources and stimulated them to share the links. This kind of emotional reaction was so intense that rural women like Fang Liu even thought, as China grows stronger, it should give Japan a “head-on blow” if Japan provoked again. It is noticeable that anti-Japanese discourse has been included in the political ideology consistently by the Communist Party of China, be it Zemin Jiang’s “great rejuvenation of the Chinese nation”, Jintao Hu’s “Harmonious Society” and “Scientific Outlook on Development”, or Jinping Xi’s “Chinese Dream” (Wang, 2014). They have been leveraged as a means for the Communist Party to bolster its legitimacy in leading the country (Callahan, 2015). However, based on the phenomenological observation and analyses, this paper concludes popular nationalism practiced by Chinese people and facilitated by the Internet is different from the official nationalism (Gries, Steiger, & Wang, 2016; Hyun & Kim, 2015; Liu, 2012). Just because “the concept of national rejuvenation is deeply rooted in China’s national experience and collective memory” (Wang, 2014, p. 11), a country being strong, prosperous and free of foreign invasions is what all Chinese people desire. Hanpu women’s nationalistic sentiments centring around anti-Japanese news reports, caricatures and misinformation, featured on WeChat perpetuated through their online interactions, instantiate these goals.

Id: 21525

Title: #MeToo and Broadcast Journalism in South Korea and Japan

Session Type: Individual submission

Authors:

Name: MISOOK LEE

Email: misooklee-at- rikkyo.ac.jp

Country: JP (Japan)

Affiliation: Rikkyo University

Abstract: This research aims to articulate the process of broadcasting #MeToo in South Korea and Japan in order to understand the commonalities and differences of gatekeeping process of #MeToo in both societies and its impact on the formation and expansion of #MeToo movement. #MeToo movement, which accuses of sexual assault and sexual harassment in everyday life and forms solidarity with the victims, has occurred globally since late 2017. South Korea and Japan has also witnessed #MeToo movement in each political, social and historical context. Generally, both societies are regarded as gendered and patriarchal, showing their low rank in the global gender gap index as 110 of Japan and 115 of South Korea among 149 countries (World Economic Forum, 2018). However, #MeToo accusations and #MeToo movements in both societies show quite different look in its social recognition and expansion. In South Korea, after Suh, Ji-hyun, a prosecutor, spoke out publicly, 337 civic groups organized the "Action Network with #MeToo Movement" as a coalition and mobilized mass movement and "WithYou" campaign to form solidarity movement with the victims and raise the social awareness. In Japan, Ito, Shiori, a freelance journalist, spoke out publicly, and the "WeToo" campaign was initiated by a group of female activists and media workers. However, #MeToo movement in Japan is largely regarded that it didn't yet gain the mass attention and not evolve to mass movement. There could be some factors to explain the differences from the historical context of women's movement and the legal system of criminal code. However, this research sheds the light on the broadcasting process of #MeToo accusations. Both societies mentioned that TV news are the most (in Japan) or second most (in South Korea) important sources of news (Digital News Report 2018, Reuters Institute). TV news often turns to the sources of communication in the social network services, and reached more "broad" audience compared to personalized social media. By analyzing the broadcasting contents of the initial #MeToo case to the establishment of solidarity campaign, "WithYou" of South Korea and "WeToo" of Japan, and interviews with journalists in both societies, this research aims to clarify the commonalities and differences in the gatekeeping process (Tuchman 1980; Gans 1979; Shoemaker 2009) in its selection of news items and approaches in reporting #MeToo in both societies. Broadcasting of South Korea used a great deal of time to report #MeToo and put more news value on the "victim's voices" delivered directly through the long-interview, holding the emphasis on "objectivity" by delivering the different opinions from the alleged offenders. Broadcasting of Japan reported the #MeToo case as a short straight news type and put more emphasis on "facticity" or "authority's judgement" over the victim's accusation so that the alleged offender was hardly mentioned on TV news. However, this emphasis of "facticity" was applied differently in other cases such as power harassment in athletics or international disputes, showing double standard. Defensive reaction of broadcasting #MeToo in Japan brought limited social attention and the spiral of silence. This research is still ongoing.

Id: 21538

Title: One Less Mouth to Feed: Early Marriage and Failed Infrastructure during the Syrian Conflict

Session Type: Individual submission

Authors:

Name: Rand El Zein

Email: elzeinrand-at- gmail.com

Country: AT (Austria)

Affiliation: PhD Student at the University of Salzburg

Abstract: This paper analyzes the concept of vulnerability within the context of the Syrian conflict, specifically in relationship to child marriage and the failed infrastructure in the refugee settlements in Lebanon and Jordan. By examining news reports from three major Arab satellite channels, such as Al-Aan, Al Arabiyah, and Al Jazeera, the paper discusses two reoccurring themes in the media: Firstly, how the phenomenon of child marriage among the displaced communities is highly tied to the concept of failed infrastructure; and secondly, how the television channels reported on the decay of the refugee settlements, as a result of the harsh weather conditions from the storm that hit Lebanon during the winter of 2015.

Although the phenomenon of child marriage and the deterioration of shelter during the snowstorm are analyzed in separate parts, this paper argues that these two supposedly separate dimensions that constitute the concept of vulnerability are indeed interconnected. The paper bases its analysis on examining the news reporter and/or expert's speech. By attempting to appear objective, the news report supposedly used an expert's opinion to provide a "rational" coverage on the topic. Within the context of the news reports analyzed, I contend for the prevailing attempts of the "expert" to produce objective reporting, by adopting a rationale that is somewhat similar to that of the dominant discourse, which also furthers the displaced female Syrians' subordination.

To strengthen my argument, I draw upon Timothy Mitchell's (2002) conception on "human and technocratic expertise" (from his subchapter Can the Mosquito Speak?), to contend against the widely disseminated notion: Human expertise and nature are separable elements. I argue that nature (e.g. the high winds, blizzards, flooding, and freezing temperatures, snowstorms) was not the sole precipitate of the deteriorating changes that took place in, for example, the informal settlements in Lebanon. I foresee the snowstorm as merely an unfortunate event that contributed to the hurling of the hitherto failing living circumstances in these informal settlements.

Here, I debate how during times of conflict, vulnerability is directly tied to infrastructure. The more failed the infrastructure is, the more vulnerable the subject is. And the more media expose images of the subject overcoming or mobilizing their vulnerabilities, the more they are prone to become mere representations and/or misrepresentations. To further analyze the concept of failed infrastructure, the paper borrows from Judith Butler's notion of mobilizing one's vulnerability to acquire resistance. The study finds that both infrastructure itself and resistance to infrastructural challenges may take myriad forms. In this way, the paper tries to expose how mere existence becomes a

manifest act of resistance, and concludes by asking: Does the subject's ability or willingness to be a target of power, or in Foucauldian terms "docile", render her agentive capacities as active or lost?

Id: 21573

Title: What Do they talk about' Ugandan Women's Narratives on Facebook.

Session Type: Individual submission

Authors:

Name: Aisha Sembatya Nakiwala

Email: nakiwala-at- yahoo.com

Country: UG (Uganda)

Affiliation: Makerere University, Department of Journalism and Communication

Abstract: One of the key issues that researchers in gender in the media and communication have castigated is the underrepresentation of women voices in the public sphere, particularly in the traditional media. Often, the analysis in the research is framed through the lens of gender portrayal and representation in mainstream media, such as television and newspapers. Many of these studies illustrate, for example, that men are many times likely to be heard or read in the mainstream media as both news subjects and news sources, while women are kept on the fringes of the debate on key socioeconomic and political issues that affect today's society. In this paper, the analytical focus is on social media particularly Facebook, and the prospect for the liberation of women's voices. More distinctively, the discussion centres on the narratives prevalent in women's expressions and posts in a closed Facebook user group in Uganda. Theoretically anchored at the intersection between radical feminism, agency and communicative affordances of social media, the paper's aim is to examine what women talk about on Facebook and how importance this maybe in public discourse, including how it may or not lead women to understand their power and agency, and to liberate their voices. Methodologically, the discussion draws on critical discourse analysis of women's Facebook posts. The analysed posts were purposively selected over a period of two months to understand what narratives are instantiated in such text. In analysing narratives and assessing their importance, five thematic issues are discernible in the text and these include, mothering, suffering and victimisation, independence, resistance as well as careers. In the paper, narratives around these five themes are presented, discussed and implications for the liberation of women's voices highlighted. A view that the prevalent women's narratives signal an availability of an alternative forum for women's voices through Facebook, later on an opportunity to contribute and shape discourse on key issues, albeit marginally is herein advanced.

Id: 21691

Title: APROPIACIÓN TECNOLÓGICA DE MUJERES JÓVENES A TRAVÉS DE SUS PRÁCTICAS ARTÍSTICAS EN CONCHA ELÉCTRICA

Session Type: Individual submission

Authors:

Name: Alejandra Camacho

Email: alecasu30-at- hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: Llevamos casi dos décadas en el siglo XXI, y desde sus comienzos y los finales del pasado la teoría feminista ha reflexionado sobre las diversas formas en que las mujeres se apropian de la tecnología digital y como ésta transforma nuestra vida cotidiana así como los sistemas socioculturales que la atraviesan. Hemos visto que las dinámicas generadas a través de este avance tecnológico se transforman y se re-configuran a partir de la aparición de nuevas formas de conexión en el ciberespacio. Es decir, de cómo interactuamos y nos relacionamos con personas, con imágenes, audios, videos, creaciones artísticas, productos mercantiles, redes de trabajo, de acción política y más representaciones y prácticas sociales que se problematizan a través de los espacios digitales. Así como sus posibilidades, limitaciones, convergencias y contradicciones que experimentamos cuando tenemos acceso a éstos.

Es así que a partir de lo anterior y entendiendo que la globalización es un proceso estructural y neoliberal por el cual se manifiestan estas configuraciones, también se crean relaciones que están inscritas en contextos más amplios como locales, teniendo repercusiones en los ámbitos más subjetivos de la vida de las personas, lo que hace complejo entender las distintas formas en que la diversidad de grupos sociales se desenvuelven en este contexto histórico tan acelerado.

Por esa razón el objetivo principal de la investigación ha sido comprender a través de una postura crítica y mediante entrevistas cómo es que una muestra representativa de mujeres jóvenes urbanas, conectadas y artistas se apropian de en la plataforma mexicana Concha Eléctrica en Instagram para difundir sus creaciones, crear redes entre ellas, denunciar a través de imágenes y audiovisuales el sistema patriarcal y neoliberal en el que vivimos. Porque sin duda la apropiación de este tipo de redes sociodigitales es una marca generacional en la que las personas jóvenes, y en este caso mujeres, las apropian desde diferentes lógicas pero las cuales se inscriben en un sistema tanto social como algorítmico que mercantiliza sus prácticas a través de éstas. Además en donde podemos entender cómo se articulan los pactos de una juventud conectada con prácticas feministas y la sociedad del consumo.

Id: 21694

Title: Patriarchal Ideology in Kenya's Editorial Cartoons: A Cultural Studies Approach

Session Type: Individual submission

Authors:

Name: Joseph Nyanoti

Email: josephnyanoti-at- gmail.com

Country: KE (Kenya)

Affiliation: United States International University-Africa

Abstract: Although casual readers of newspapers see cartoons as cheap entertainment these cartoons carry serious journalistic messages like news does. Media scholars find cartoons a rich area of research through different methodological and theoretical persuasions. The cultural studies perspective looks at popular media texts, like editorial cartoons, which are meant to amuse, as sites where power imbalance plays out in favour of the dominant group in the society where they circulate. Scholars in cultural studies argue that that all media texts are not innocent but laden with ideology, promoting the preferred meaning of the dominant group in society. Ott and Mack (2014) have identified four ways through which ideology structures society. They are “limitation, normalization, privileging and interpellation” (p.138). The present study sets out to investigate how the patriarchal ideology, as the dominant ideology in the Kenyan society, plays out in the editorial cartoons of the Daily Nation, the country’s leading newspaper. Using a combination of quantitative content analysis and semiotic analysis the researcher will find out how men and women characters are treated by cartoonists in the editorial pages of January-December 2017. Although there is growing research interest in editorial cartoons in Kenya there has been no study interrogating patriarchal ideology from a cultural studies perspective in these texts. The present study attempts to address this gap. In other parts of the world there is a large body of literature suggesting that media texts, including editorial cartoons, depict symbolic power imbalance between men and women, reinforcing the ideology of patriarchal superiority (see, for example, Hall, 2013; Sonderling 2007; Long & Wall, 2009). Women are not only misrepresented and underrepresented in media texts but also depicted in their traditional roles as mothers and nurturers, as well as being inferior to men. In the present study will investigate whether through these media texts women’s voices and visibility have been denied through misrepresentation in the editorial cartoons. This is against the backdrop of the Kenyan Constitution’s (2010) provision for elimination of all types of discrimination among the country’s citizens.

Key words: Patriarchy, ideology, cultural studies, editorial cartoons

Id: 21758

Title: El hashtag MeToo para empoderar a las mujeres contra la violencia en Twitter

Session Type: Individual submission

Authors:

Name: Carolina Pacheco

Email: caroluna2607-at- gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Name: Marco Galicia

Email: galprasmarco-at- gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Name: Fátima Martínez

Email: fatimamargu-at- gmail.com

Country: CO (Colombia)

Affiliation: Universidad del Rosario

Abstract: El 16 de octubre de 2017, la actriz Alyssa Milano sugirió difundir el hashtag MeToo ("Yo también") en Twitter para que las mujeres expresaran la "magnitud del problema" del acoso y abuso sexual. Como parte del código de Twitter, los hashtags permiten sistematizar y categorizar sin intermediarios, la información de la red sociodigital, así como visibilizar y saber los temas prevalecientes, en un mismo canal, mediante los trending topics (Salgado 2015). La jerarquización de la información, coloca a los usuarios en posiciones de poder. Teun A. van Dijk (1999) explica que para entender cómo el discurso contribuye a la desigualdad social, se requiere comprender la disidencia y oposición.

En este sentido, el objetivo de esta ponencia consiste en analizar el #MeToo desde el análisis crítico del discurso (Van Dijk, 1999 y Hodge y Kress, 1988) con perspectiva feminista (Azpiazu, 2014), como una estrategia de acompañamiento para que otras mujeres, no sólo figuras públicas, se atrevan a denunciar públicamente en redes la violencia de género o ciberviolencia y se fortalezcan procesos de empoderamiento colectivo a su favor. Por tanto, se analizará la categoría de empoderamiento, desde la teoría crítica feminista y acuerdo con Marcela Lagarde (2015), Nelly Stromquist, Kate Young y Naila Kabeer (León, 1997). En un segundo momento, se vinculará la categoría de empoderamiento a las estrategias de acompañamiento de las víctimas ciberviolencia en marco del #MeToo, mediante una mirada crítica respecto a las relaciones desiguales de poder basadas en cuestiones de género (Azpiazu, 2014), así como a la categoría complejo ideológico (Hodge y Kress, 1988) y el análisis del discurso propuesto por Teun A. van Dijk (1999).

La verificación empírica se dará mediante el análisis cuantitativo y cualitativo del seguimiento de los tweets del #MeToo durante cuatro meses en la red sociodigital Twitter, con una metodología de recolección de tweets usada en investigaciones previas (Moore y Ramsay, 2017).

Id: 21763

Title: Concepción de las relaciones amorosas en los medios de comunicación consumidos por la adolescencia

Session Type: Individual submission

Authors:

Name: Marian Blanco-Ruiz

Email: marianblancor-at- gmail.com

Country: ES (Spain)

Affiliation: Rey Juan Carlos University and Gender Studies Institute (University Carlos III of Madrid)

Abstract: El amor es uno de los sentimientos más inspiradores para la producción cultural. En términos culturales y mediáticos, es tal su relevancia que, si se eliminase la palabra amor, y con ella todo el contenido relacionado, se deberían omitir un número muy elevado de libros, películas, revistas y canciones. Los medios de comunicación, como transmisores culturales y en su función de generadores de opinión pública, no son ajenos a la organización sentimental de la sociedad sino que contribuyen a legitimar unos modelos amorosos sobre otros.

Desde los Estudios Feministas y de Género se ha coincidido en señalar que el modelo vigente de amor romántico viste con un velo de igualdad las relaciones entre hombres y mujeres que enmascara los mandatos de género inherentes al discurso romántico, y contribuyen a perpetuar el status-quo de la sociedad patriarcal.

El objetivo de esta investigación es conocer cuáles son los modelos amorosos representados en los productos culturales consumidos por adolescentes (12 a 18 años) residentes en España y en qué medida influyen dichas las representaciones mediáticas en la creación y afianzamiento de determinados valores y estereotipos. Para ello se ha empleado como instrumento un cuestionario en el que participaron un total de 1550 adolescentes (755 hombres, 783 mujeres y 12 personas que se no identifican con los géneros binarios), con un error muestral de 2,5% y un nivel de confianza de 95%. Posteriormente, se ha llevado a cabo un análisis de contenido de los productos mencionados.

La muestra fue seleccionada a través de un muestreo aleatorio por conglomerados, siendo las unidades primarias de muestreo 15 provincias: A Coruña, Alicante, Almería, Ávila, Barcelona, Córdoba, Huesca, Lugo, Madrid, Murcia, Navarra, Soria, Santa Cruz de Tenerife, Toledo y Zaragoza. Las unidades secundarias fueron los institutos de cada zona geográfica (seleccionados de forma aleatoria proporcional) y, finalmente, las unidades terciarias fueron las aulas. La muestra estuvo formada por 30 centros de áreas rurales y urbanas, de forma que cada zona geográfica estuviera representada al menos por un centro.

Los resultados muestran que la adolescencia consume mayoritariamente productos transmedia mainstream, ya sean producidos por los grandes conglomerados mediáticos tradicionales o por las nuevas estrellas mediáticas surgidas en YouTube. Se confirma que son las mujeres quienes consumen en mayor medida los contenidos mediáticos de temática amorosa, pero esto no influye necesariamente en una mayor aceptación de los ideales del amor romántico.

En dicho relatos mediáticos, el ideal del amor romántico continúa siendo el discurso predominante, y casi único, a la hora de establecer una relación amorosa. Sin embargo, La proliferación de medios de comunicación y la consecuente fragmentación del consumo mediático no ha traído conseguido la emergencia de representaciones de modelos amorosos alternativos. Los productos y relatos culturales de los medios de comunicación más consumidos por adolescentes continúan reproduciendo roles y estereotipos de género, en ocasiones acompañados de un sexismo explícito.

Id: 21770

Title: Through the lens of gender: an analysis of Brazilian political discourses and normalizing power

Session Type: Individual submission

Authors:

Name: Paulo Junior Melo da Luz

Email: juniormelodaluz-at- hotmail.com

Country: BR (Brazil)

Affiliation: Universidade do Vale do Rio dos Sinos

Abstract: Gender and politics are related to power. Whenever a discourse promotes segregation among people (in race, ethnic, sex or class terms), it always generates inequality and goes against Human Rights and democracy. In Brazil, the normalization of gender is being nailed in different speeches of the current government. For example, when the Minister of Women, Family and Human Rights, Damara Alves, declares that “boys must wear blue and girls must wear pink” or that “now, our nation will be filled of princes and princesses”, there is an intent to regulate and ordain papers that must be assigned by males and females. In a biologist perspective, it is normalized what is considered “right” for sexes.

As Joan Scott (1995) problematizes, gender is related to the logics of power and knowledge that normalize and regulate society. In Michel Foucault's (2017) perspective, power is present through webs that spread in different sectors and layers that could be institutional, familiar or personal, promoting hierarchies and inequality. Similar approach is brought by Marcia Veiga da Silva (2014) who sees gender as something present in everything in the world, as lens that enables our observation for behaviors, thoughts and regulations in social and professional practices. Through this lens, it is possible to see how politics, discourses and Medias are developed, generating different interpretations and significations in the subjects of communication.

Politics articulates multiple senses in society. Individuals' trajectories lead to common beliefs, symptoms that generate movements of fight and resistance. As Walter Menon (2016) points, the confidence in institutions that ensure security depends of their investment on facing violence, use of police and military forces, going against the ideal of individual freedom, institutionalizing notions of control and normalization, creating a good and a bad enemy. The order is only accomplished through the norm. Out of normalization, the dissidence must be fought and repressed. However, the sophistication of hegemonic discourses of control leads to a subtle dissemination of prejudice and moral values, which rises to the political power, generating several crises in the “social moral”.

The hegemonic masculinity present in the discourses explores, dominates, imposes and treats with authority. This notion of “dominating power” comes from a culture that values force and domination as masculine attributes. If we understand Gender as an analytical, epistemological and descriptive category, perched by the concept of power, we may have a broader view of the social-symbolic organization, of languages and discourses and its relations of power, observing how they cause impact in social practices.

In this research, it is aimed to analyze the political context of Brazil through different subjects of communication, people who are involved in politics, their understanding of Gender and how their interpretations of Media discourses may be or not be normalized by political subjects and institutions. The hypothesis is that the communication processes that constitute the subjects can be a

cause of prejudice and segregation among people, also being reflected in the Estate actions, laws and measures of control.

Id: 21774

Title: Until death do us part: A Comparative Analysis of Gendered Media Coverage of the Death of Israeli Male and Female Public Figures

Session Type: Individual submission

Authors:

Name: Moran Avital

Email: moran.avital-at- mail.huji.ac.il

Country: IL (Israel)

Affiliation: The Hebrew University of Jerusalem, Israel

Abstract: Various studies pointed to the evidence of gender biases in the media. For instance, news coverage will give more attention to personal life and appearances when its main subject are women, as opposed to men (Heldman, Carroll and Olson, 2005).

Extensive media attention is given to the deaths of public figures and celebrities. Since they are considered as representing of collective values and as having an impact on the lives of individuals and societies, journalists preserve their memory as iconic figures (Carlson, 2007; Kitch, 2005; Kitch and Hume 2008).

This study aims to examine whether discursive and stylistic means vary between the coverage of the deaths of women versus men public figures, similarly to news coverage of alive subjects. It will focus on Israeli media, and its specific means of positioning by gender, which derives from the political and social status of women in Israel. Two core elements affect Israeli women's status– the military compulsory service and religious commands according to Judaism – thereby ranking them socially lower than men (Barzilai, 2003).

The theoretical framework integrates several bodies of knowledge: (1) The meaning of death in ancient and modern cultures, and the ways in which groups mourn the passing of their members, such as the classic works of Durkheim (1915/1976) and Aries (1981); (2) The ritualistic and ceremonial functions of the media (e.g., Carey, 1989; Couldry, 2003; Dayan and Katz, 1994; Hjarvard, 2008); (3) The role of the media and journalists in shaping collective memory (Kitch, 2000; Neiger, Zandberg and Meyers, 2014; Tenenboim-Weinblatt, 2013; Zelizer, 2008; Zelizer and Tenenboim-Weinblatt, 2014); and (4) gender studies, and particularly scholarships focusing on gendered media coverage (Lachover, 2013; Lahav, 2010; Meeks, 2012).

Within this framework, I will address the following research question:

Are there any discursive and stylistic differences, in Israeli print media coverage of the deaths of women public figures vs. men public figures?

I perform a qualitative analysis of news stories published in two leading Israeli dailies, representing both elite and popular newspapers - Haaretz and Yedioth Ahronoth. Twenty-four deceased were chosen based on purposive sampling in order to allow a comparative examination. The case studies will be chosen in pairs of woman and man (12 pairs consisting of 12 women and 12 men). All pairs meet the following two criteria: 1) the woman and the man are from the same social category (e.g., politicians, media personas, actors, singers, writers, poets, etc.); and 2) both died from similar

causes and under similar circumstances (natural death, suicide). I retrieve and analyze all news items published during the week following the deaths of those deceased.

This study assumes the presence of gender biases in press coverage of death, similarly to general news coverage. Yet, it also aims to explore a potential connection between gendered media coverage and new trends which gradually reshape gender relations in the 21st century, both internationally (e.g. #metoo), and locally (such as religion-based gender segregation in Israel).

Id: 21781

Title: [Panel] Misogyny Without Borders: A Clash of Cultures, Panel description

Session Type: Panel Submission

Authors:

Name: Maria Marron

Email: mmarron2-at- unl.edu

Country: US (United States)

Affiliation: University of Nebraska-Lincoln

Abstract: Although women's lived experiences under misogyny are by no means universal, the global rampancy of patriarchal social and institutional systems under which women face gender-based hostility is ubiquitous. Systemic misogyny and power inequities are at the root of sexual assault, harassment, and male-on-female bullying, as well as countless less conspicuous but no less violent practices, across the globe. As a result, related media stories recently have proliferated and been amplified by social media. In the United States, the cases of the Ford-Kavanaugh allegations and the Senate Judiciary Committee hearing, the sexual harassment allegations against incumbent President Donald J. Trump, and the #MeToo movement have garnered widespread attention. Other countries, too, have seen a rise in media coverage of stories rooted in misogyny and inequitable power dynamics. Given the prevalence of misogyny across the world, it is arguable that misogyny creates a clash of cultures between men and women, the powerful and the oppressed.

Following Chandra Mohanty's (2003) call in *Feminism without Borders* to decolonize theory and practice solidarity, this panel explores women's lived experiences and mediated misogyny in a variety of locales under globalization. It considers not only the ways in which misogyny can be conceptualized as a bounded clash of cultures but also the ways in which feminist theory may be able to intervene in mediated misogynistic gender relations to create a feminist culture that transcends borders. This panel will examine misogyny in relation to religion/mediated religion, New Wave feminism and toxic masculinity, women's media organizations, and mediated misogyny and global conservative populism.

Conference Program Rationale

Systemic misogyny and power inequities are at the root of sexual assault, harassment, and male-on-female bullying across the globe. Related media stories recently have proliferated and been amplified by social media. Given the global prevalence of misogyny, it is arguable that misogyny creates a clash of cultures between men and women, the powerful and the oppressed. This panel explores women's lived experiences and mediated misogyny in a variety of locales under globalization.

Misogyny through the Millennia: The Ancient and Religious Roots of Hating Women
Dr. Debra Mason, Professor Emerita, University of Missouri

Toxic Masculinity, Misogyny: Feminism Renewed
Dr. Maria Marron, Professor, University of Nebraska-Lincoln

AWSM, JAWS and Riotrrrs: Female Journalists Address Misogyny
Pam Creedon, Professor Emerita, University of Iowa

Mediated Misogyny in the Era of Global Conservative Populism
Meredith L. Pruden | Georgia State University

Id: 21795

Title: Género y campañas electorales en twitter: Candidatos, discursos y estilos de liderazgo. El caso de las elecciones Andaluzas de 2018

Session Type: Individual submission

Authors:

Name: Maria Goenaga Ruiz de Zuazu

Email: mgoenaga-at- ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Juana María Ruiloba

Email: jruiloba-at- upo.es

Country:

Affiliation: Pablo of Olavide University

Abstract: Este trabajo se inserta dentro de los estudios sobre mujeres líderes en política. Entre las dimensiones posibles, analizamos las campañas electorales y el uso de las nuevas estrategias de comunicación.

El uso de Twitter entre la clase política española ha sido adoptado de forma más tardía que en otros contextos (Aragón et al., 2013: 185), sin embargo, se ha generalizado como herramienta de comunicación política (López de Ayala-López et al., 2016: 1281) y de “estilo personalizado” (Norris, 2000; Zittel, 2009; Zamora&Zurutuza, 2014) en trabajos a nivel nacional (Aragón et al., 2013; Zamora&Zurutuza, 2014; Gómez-Calderón et al., 2017; Jivkova-Semova et al., 2017), autonómico (Marín y Díaz, 2016) o municipal (Criado et al., 2012; López de Ayala-López et al., 2016).

En España las mujeres están plenamente incorporadas en todas las esferas de la vida pública aunque, en el caso de la política, aún quedan techos de cristal que superar pues, pese a los avances, es un dominio históricamente masculinizado (Bustelo, 2016; Santana, Aguilar y Coller, 2016). El proceso de europeización (Lombardo, 2004), los compromisos estratégicos de la Unión Europea (Comisión Europea, 2015, 2018) y la consolidación de las políticas de género, promueven la plena incorporación de hombres y mujeres en la toma de decisiones y articula listas electorales con una composición equilibrada pero, a efectos prácticos, la pugna partidaria en los comicios suele dejar a las candidatas fuera del juego como líderes de los partidos y, por tanto, con pocas posibilidades de ostentar la presidencia regional (Uribe, 2013; Verge, 2008). En el escenario autonómico español de 2019, son dos las Presidentas (de un total de 17). Las mujeres políticas, por tanto, deben sortear las lógicas patriarcales y las sutiles barreras impuestas por el sistema político y los partidos. Cuando consiguen ser cabezas de lista y batirse en el duelo electoral ¿cómo se enfrentan a la exposición de sus ideas ante la opinión pública? ¿cuál es su estilo comunicativo y el liderazgo expresado? ¿cómo son sus discursos? ¿es la variable género explicativa de diferencias? ¿cómo se manifiesta en las campañas?

El objetivo del presente trabajo es analizar los discursos de los/as candidatos/as a la Presidencia de la Junta de Andalucía de 2018 y los estilos de liderazgo expresados a través de los mensajes de twitter de sus cuentas oficiales durante el periodo de campaña (16-30 noviembre de 2018). En unas elecciones excepcionales por la paritaria presencia entre candidatos (PP, Ciudadanos y Vox) y candidatas (PSOE y Podemos). En esta investigación analizamos los diferentes GAPs de género (presencia; representación sustantiva; visibilidad o aculturación) a partir de un análisis mixto de contenido entre todos los tuits generados en campaña (n= 1078) descargados a través de la herramienta t-hoarder (Congosto et al., 2017) y un análisis de categorías para delimitar la influencia de género y para comprobar si las candidatas andaluzas están incorporando un “estilo de comunicación femenino” (Campbell, 1989; Jamieson, 1988; Davisson, 2009; MEEKS, 2016) en relación a su tono y/o contenidos.

Id: 21973

Title: Tanbi Culture in Contemporary China: Struggling in the Marsh of Patriarchy

Session Type: Individual submission

Authors:

Name: Yinfeng Gao

Email: yinfeng.gao-at-foxmail.com

Country: CN (China)

Affiliation: Communication University of China

Name: Zhenqi Fan

Email: fzq0911-at-sina.com

Country: CN (China)

Affiliation: Independent Researcher

Abstract: Known as heterosexual young females' creating homosexual works in cyberspace, tanbi fever started in the US and Japan, and now has marked itself as the peculiar and common sense of everyday practices for a group of young females, aka fujoshi, among the world. It has been seen as bearing significant meaning in lens of feminist discourse. But considering the special context of China, the research results of western or Japanese analyses may not be completely suitable.

Tanbi works are by no means the commonly known LGBT works as they are created by and targeted at heterosexual females though featuring love romance among same-sex couples,. Over the years, tanbi culture has developed its own characteristics in contemporary China. Firstly, novels instead of manga becomes the most common form for 'tanbi' creations, and media corporations are willing to adapt these novels for online TV shows; secondly, the spreading of 'tanbi' texts and the interactions among audience are largely relied on the internet; finally, seen as unhealthy and harmful, tanbi works are now completely forbidden in China. Therefore, as gradually known by general public, 'tanbi' texts that features homoerotic contents and 'fujoshi', girls who writes and reads them, are likely to be stereotyped and strictly regulated.

This paper has adopted methods of discourse analysis and in-depth interviews to examine 1) how male characters and masculinity are represented, 2) what are the images and roles of female characters, 3) what kind of power relations are lying behind character settings, and 4) what kinds of regulations, mainstream ideologies and processes of commercialization are put on tanbi culture.

To look specifically into tanbi culture in Chinese context, the authors pay specific attention to 4 Chinese original tanbi novels and 4 TV shows, and analyze how gender/sexuality discourses are constructed in tanbi works as well as audience's responses. To further dig deep, we organized semi-structured interviews with 15 audience, including 10 heterosexual females and 5 homosexual males.

Comparing this discourses to patriarchal values, we argue that tanbi fever in China is a nominal fashion bearing the patriarchal stigmas, which brings out the contradictions of challenging but also admiring male power, calling for gender equality while practicing female self-excluding and describing homosexual relationship with heterosexual cliché. What's more, by looking into the

regulations, commercialization of 'tanbi' culture and the mainstream stereotypes of 'fujoshi', we try to understand the social context of this phenomenon and thus demonstrate that the gender/sexuality discourses in 'tanbi' culture are being revised by mainstream values. Based on these, we further conclude that the supposed 'feminist' or 'queer' significance of tanbi culture needs to be examined more carefully in the Chinese context.

Id: 22042

Title: Subpolitics and Citizenship: Understanding Queer Mobilization in India

Session Type: Individual submission

Authors:

Name: TT Sreekumar

Email: sreekumartt-at- gmail.com

Country: IN (India)

Affiliation: The English and Foreign Languages University, Hyderabad

Abstract: This paper aims to find how and in what manner queer movements in India impedes the normative by not just being a new identity movement, but by being anti-foundational and anti-identitarian, by stretching across myriad political engagements that transcends the gender identity boundaries and remain as a critical impetus to the resistance of the normative as a political goal. Further, queer theory's connection with both masculinity studies and feminism is crucial as there has been a conflation regarding gender and sexuality ever since sexual practices became the foreground for self-identity. In order to address the theoretical and political implications of the queer movement in India, three dimensions of the queer movements are chosen for careful and critical analysis in this paper: 1) how the queer initiatives are redefining the boundaries of citizenship 2) how the queer initiatives emphasize the need to create a 'new universal' within which all emerging sexual identities can be submerged and 3) how the online spaces become the space of visibility for the political participation of the queer.

The emerging digital landscape provides a platform for the enactment of citizenship by people who refuse to draw from a fixed body of participatory practices. Civic engagement, thus, comes to be informed by cultural and social conventions as we stand at a point of inflection for understanding what counts for participation in the civic life. Online practices help in defining or reinforcing social identities- the sexual minorities, in particular, are increasingly influenced by their online interactions. Information and communication technologies have, thus, infused the political sphere with new forms of civic engagement and community building.

Studies have shown that in India, with the spread of liberalization, urbanization and globalization, a suburban queer culture has emerged which borrows and contributes extensively to the "internationalization" of gay identities. Internationalization of the queer identity brings to fore a possibility to embrace the multiplicity in the 'queer other', with unique subjectivities being accepted as new identities. Roy (2003) emphasizes that to address the questions about queer citizenship and mobilization it is a pre-requisite to problematize the idea of resistance at a local level through generalizations being drawn from a global context. Based on ethnographic research on selected queer groups in Southern India, this paper focuses on exploring particularly the manifestations of subpolitics in the virtual space and its translation into subactivism at the local, more individual level. The intellectual charge of this study is to identify different forms of subactivism used by the members of the LGBT in order to position them as a viable force for the political elites to hear and respond to.

Reference:

Roy, S. (2003). From khush list to gay Bombay: Virtual webs of real people. In C. Berry, F. Martin, & A. Yue (Eds.), *Mobile cultures: New media in queer Asia*. Durham: Duke University Press.

Id: 22043

Title: Games for Woman in China: from Masculine Image to Gender Identity

Session Type: Individual submission

Authors:

Name: Yueran Ma

Email: 604172807-at- qq.com

Country: CN (China)

Affiliation: School of Journalism and Communication, Tsinghua University

Abstract: Originated from Japan, games for woman(女性向けゲーム) is a type of computer/mobile game in which the player socialises with a number of male characters to experience dating and love. As Role-Play-Games, games for woman is a long-term simulation of love with salient group characteristics and strong stimulation. It has been proved to be a breakthrough point for cultural studies of Japanese society, while its function and significance in China remain unclarified. Studies on games for woman in China may enrich the understanding about self-identification of Chinese woman and glimpse the development of Internet Culture in China.

Lover and Producer(《恋与制作人》) is an extremely popular game for woman in China, whose download rate hit ten million at the beginning of 2018. As the first and the most representative game in this game genre, Lover and Producer portrayed four male characters that aroused heated discussions. By taking this game for case studies, this essay attempts to figure out the following two questions:

1 What are the image and personalities of a virtual lover?

2 What kinds of self-identification of female players have been formed in the process of portraying virtual lovers?

This essay undertakes text analysis on the Game content and the discussions about the game from Weibo. The author observed the behaviours and attitudes of players via participation and carried out in-depth interviews with 15 players. The interviewees not only were familiar with the male characters in the Game, but also participated in the design of their image and personalities, and even had attended fans activities before. Three conclusions have been drawn:

1 Smart-looking, wealthy and considerate are the three common features of the male characters in the game, which serve as the fundamental characteristics and personalities for character design. With heavy simulation to the real world, the Game portrays male characters with extreme personalities to fulfill the pleasant sensation and the insufficiency in reality of female players.

2 The design of game characters is accomplished not only by the game developers, but also players and fan art producers. In other words, participatory culture is well demonstrated in the game design. A huge volume of fan art caricatures, novels and videos articulate the diverse opinions and demands of female players, and strengthen their self-identification of independency.

3 Apart from entertainment purpose, the virtual characters are also adored or even worshipped. Some players defend the perfect image of their virtual idols by verbally attacking other characters. While the virtual fans culture is generated, some players identified themselves as fans, which clashes with the self-identification pointed out in Conclusion Two. Such a conflict further provokes players' reflection of gender identity.

Overall, game for woman is a unique lens to inspect self-identification of female youth and the tendency of popular culture in China. In the long run, games for woman may exert influence on the scale-development, regulation and culture of the Internet industry in China from multi-dimensions.

Key words: Mobile Games; Image Construction; Gender Identity; Fans Culture

Id: 22053

Title: Disorienting the Threshold: Queer Phenomenology in Public Interface Design

Session Type: Individual submission

Authors:

Name: Hannah Holtzcaw

Email: hannah_holtzclaw-at- sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: In considering the emerging global information landscape and its unfolding repercussions for human dignity and freedom, this paper will argue that reimagining the underlying values of interface design and its embedded computational principles is a critical task for our contemporary moment. Drawing from the traditions of critical theory and philosophy of technology (Feenberg, 2004, 2010; Jameson, 1991) as well as, science and technology studies (Barad, 2007; Suchman, 2007; Latour, 1991, 2017), and informed by contemporary theoretical and critical digital media scholarship (Andrejevic, 2013; Bratton, 2015; Bucher, 2018; Chun, 2011, 2016; Galloway, 2012; Mcpherson, 2018; Noble, 2018, Steyerl, 2012, 2017), this paper seeks to extend the contribution of these critiques and insights by turning to feminist and queer theories, to provide for an interface theory of design that disorients traditional design horizons (Ahmed, 2004, 2006; Butler, 1988, 2013; Chun, 2016, 2018; Haraway, 1988, 2017) to reveal a theoretical model of design more expedient to the empowerment of diverse publics within a rapidly developing technological society. Posing, in closing, several potential policy implications provided by this perspective.

The development of worldwide computational infrastructure has resulted in evolving boundaries of sovereign space in a global technological society. Traditional standards in computational design are premised on the reduction of complexity and yielded from a model of thought that emphasizes the individual and homogeneity, over interrelatedness and difference. The increasingly mechanized and arbitrated nature of information extends this logic into political and economic realms of society through information technologies, which act as points of integration into larger technocratic systems. Anchored in rigid binaries, these developments foster further polarization and undermine public engagement by locking marginalized groups, and ultimately political discourse, in an iterative loop that compounds and extends oppression through new, more obscure, regimes of control.

Our systems for collective understanding, then, become contorted to accommodate the guiding logic of these platforms, where, public interface technologies act as performative spaces that, through obligatory and controlled modes of engagement, interpellate users into associative ideological conditions of embodiment, with material repercussions for human dignity and civic participation. This paper seeks to outline the potentialities of public-facing algorithmic interface technologies when interaction is generated, instead, out of categories of discomfort and difference, specifically, those offered by queer theory, in particular, queer phenomenology.

Gender, as a generative category of identity, structures and orients experience. Queer phenomenology provides a theory of disorientation that reconfigures the terms of algorithmic online

engagement to manifest difference over sameness and to foster educative discomfort through fluid, rather than established, relationships. Thus, demonstrating how queer disorientation presents a nonbinary politics that engages, enacts and obliges the cultural and political work of marginalized, unaligned, dis-enabled or otherwise non-normative orientations, identities, or experiences, in order to exact a re-composition of power in the present socio-economic context. In effect, producing a political technological aesthetic that opens up networked communication systems to new forms of technical embodiment more expedient, and indeed serviceable, to the civic empowerment and engagement of diverse publics within an online public sphere.

Id: 22212

Title: "Take this, you monster!" Vengeful women in South Africa's Daily Sun tabloid.

Session Type: Individual submission

Authors:

Name: Priscilla Boshoff

Email: p.a.boshoff-at- ru.ac.za

Country: ZA (South Africa)

Affiliation: Rhodes University School of Journalism and Media Studies

Abstract: South Africa's gender landscape remains deeply fraught post-apartheid, and violence against women and children by men continues to make headlines in mainstream news. However, in South Africa's most popular tabloid paper, the Daily Sun, we unexpectedly encounter reports of women who do not submit, but retaliate collectively and violently against their rapists and abusers. These women participate in what the tabloid calls "People's Justice". Extra-judicial forms of justice have been part of the fabric of township life since colonial times, and were a notorious feature of the liberation struggle. Post-apartheid, such vigilantism continues to haunt crime prevention efforts in township spaces. The literature that deals with vigilante justice, however, concentrates largely on the role that men play in these social formations (Nina and Scharf 2001; Buur 2005, 2009). Drawing on a complete archive of editions from 2011, and using a multi-modal discourse analysis, I examine how Daily Sun reports of people's justice represent women who participate in these violent events, particularly in response to rape and the abuse of children. In doing so, I scrutinise how its reports construct a particular idea of femininity in contrast with criminal masculinities. Working with Connell's constructivist framework, in which forms of femininity and masculinity are understood as being produced within particular social and historical spaces, I argue that township gender relations and popular justice formations are more complex than usually portrayed, both by the media and social science scholarship.

Id: 22233

Title: [Panel] Gendered online harassment in journalism: a challenge to the right of voice of female journalists, Panel description

Session Type: Panel Submission

Authors:

Name: Sara De Vuyst

Email: s.devuyst-at- ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Name: Greta Gober

Email: greta.gober-at- ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: This panel addresses online harassment in journalism from a gender perspective. In increasingly digitalized newsrooms, journalists have access to a wide range of digital tools that offer new publishing platforms and can be used to contact a wide variety of sources or check factual information, for engaging with the audience, networking, and personal branding. At the same time, the online environment has made journalists more vulnerable to digital threats and abuse that come in different shapes and forms. Studies have indicated that online harassment is a gendered issue (Duggan et al., 2014; Mijatović, 2015). Women expressing their opinions in digital spaces are disproportionately confronted with misogynist comments, verbal and physical threats, and sexual harassment online (Amnesty International, 2018).

Understanding the characteristics and dynamics of online harassment is important, in particular in the context of journalism, because it can have a chilling effect on free speech, reduce the freedom of the press, and create environments in which journalists engage in self-censorship. This panel addresses online harassment as a multi-layered issue and aims to provide a holistic understanding of how journalists experience online harassment as well as how news organizations are dealing with this issue.

The organizational perspective will be explored by Speaker 1 who will discuss responses of newsrooms to online harassment in Sweden. The other panelists will document and raise awareness on experiences of harassment of journalists. Speaker 2 will present the results of a global survey that offers insight into the magnitude and nature of online abuse. The next panelists will use qualitative data from different geographic contexts to explain, provide more context and elaborate on these quantitative results. Speaker 3 will focus on the experiences of online harassment of Belgian journalists from an intersectional perspective. Then, Speaker 4 will discuss the coping strategies of female journalists in Latin America. Finally, Speaker 5 will shed light on disinformation strategies of states and corporate actors that are driving online harassment based on four cases in different countries.

The topic of online harassment in journalism fits well within the scope of the Gender and Communication Section and is closely connected to the principal IAMCR 2019 conference theme of advances in communication technology and human dignity. Online harassment poses a clear challenge to the quality of communication, the quality of life and human dignity in journalism. There will be a focus on how digitalization in journalism limits the right to voice and visibility of female journalists.

The panelists will not only reflect on these issues, but also propose recommendations for how challenges for research, policy, and action can be overcome. It will be an opportunity to announce the launch of a “Gendered Online Harassment Research Network” that was initiated by the panelists to connect researchers and activists working on gendered harassment in journalism. The session will end with an open invitation for members of the audience with an interest in studying online harassment in journalism to participate and get involved in the activities of the network.

Moderator: Maria Edström, University of Gothenburg, maria.edstrom-at-gu.se

Id: 22257

Title: The Intermedia Agenda Setting in China's #MeToo Movement: A Case Study of 'Shen Yang Case'

Session Type: Individual submission

Authors:

Name: Zhijuan Chen

Email: zhijuan_chen-at- cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Abstract: “Shen Yang Case” is a prominent case in China’s #MeToo movement. The sexual harassment took place and led to the victim’s committing suicide more than 20 years ago in Peking university. When it was revealed online by the victim’s former classmate, it won the unusual attention of the media in China. Like its counterparts in the U.S. and other Western countries, China’s #MeToo movement was ignited in the social media. However, it may have its own features due to the different media ecology.

Taking “Shen Yang Case” as a case study, this study aims to explore the operating mechanism of intermedia agenda-setting theory in China’s #MeToo movement. It attempts to explore how China’s mainstreaming media, web portals and We Media frame the story of “Shen Yang Case”, and how different types of media set the agenda for each other, thus pushing forward China’s #MeToo movement.

This study focuses on the 129 reporting from 9 influential and mainstreaming media outlets, 67 reporting from 4 largest web portals: Sina, 163.com, Sohu and Tencent, and the top 30 articles on the Official WeChat Accounts in China from April. 5 to May 5, the period with high density of media coverage about “Shen Yang Case”.

Results showed that though “Shen Yang Case” was first revealed on social media, the mainstreaming media soon emerged as the agenda-setter by being able to provide the public with the relatively “authoritative” voices about the case. While framing the “Shen Yang Case”, different types of the media shows similarities such as seeking the “truth” about sexual harassment, placing priority to other themes instead of sexual harassment, and victim blaming, etc.

Nevertheless, in China’s #MeToo movement it is the various types of media that push the movement forward by framing the “unspeakable” stories about sexual harassment. And the mainstreaming media have been playing an even more important role by providing authoritative information. The interplay between the official opinion field and online opinion field gives vitality to China’s #MeToo movement.

Id: 22296

Title: Title: Social Media Revolution; A comparative study on the role of social network sites in creating awareness among Arab and Non-Arab women about their fundamental rights

Session Type: Individual submission

Authors:

Name: Faiza Rafique

Email: faizarafique-at- fccollege.edu.pk

Country: PK (Pakistan)

Affiliation: Forman Christian College, A chartered university

Name: Dr. Safa Osman

Email: s.darwish-at- ajman.ac.ae

Country: AE (United Arab Emirates)

Affiliation: Ajman University

Abstract: Internet revolution has led to a more systematic, structured and convenient global communication. As Castells (2001), explains in his theory of a Network Society the reach of internet as 'limitless'. Social Networking Sites are most popular on the Internet, for the characteristics that distinguish them from websites, which encouraged Internet surfers from all over the world to use them increasingly, while the demand for websites has declined. Despite the severe criticisms to social networks, especially Facebook (which delineates that it has a negative and direct impact on the family, and contributes to family disintegration and collapse) there are those who see it as an important mean of development and cohesion between communities. In this study, we compare how Arab and Non-Arab women understand social networking analytics, the convergence of concepts and perceptions about their fundamental rights, cultural relativism and social practices. Social network sites (SNS) are web-based communication platforms that support socially relevant interactions among contacts on the site. According to Pew Research Center's Internet & American Life Project decided to examine SNS in a survey that explored people's overall social networks and how use of these technologies is related to trust, tolerance, social support, and community and political engagement.

We further intend to investigate the active and distinguished role of these social networking sites as a mean of effective communication and its' significant contribution in the revolutionary movements of Uprising, Cyber Activism and Cyber Feminism. The theoretical framework focuses on concepts of Cyber Activism and Social Networking Theory.

The current study aims to identify the impact of social network sites on Arab and non-Arab women by drawing on a survey from multinational, cultural & lingual environments that enrich the results and give us a chance for comparison according to education, age & nationality variables. A Survey sample of 200 Arab women and 200 Pakistani women is designed to explore the impact.

Keywords: Social Networking Sites, Arab and Non-Arab women, Cyber Activism, Fundamental Rights

Id: 22314

Title: Patriarchy online: Examining modern constructions of gender rights and identities on Social Networking Sites (SNS).

Session Type: Individual submission

Authors:

Name: Bridget Alichie

Email: bo.alichie-at- unizik.edu.ng

Country: NG (Nigeria)

Affiliation: Nnamdi Azikiwe University

Abstract: Social networking sites (SNS) have become the most popular modern communication channel for all categories of users. Studies on social networking sites have highlighted their potentialities in fostering social cohesion as well as increasingly becoming platforms that amplify voices in the everyday virtual lives of marginalized populations across social demographics of class, race, ethnicity, disability, gender etc. This study focuses on Nigeria, as it concerns its explicit patriarchal structures with long-standing traditional modes of control for women in real life spaces. Thus, it unpacks current trends of discrimination and differentiation based on gender identity in today's SNS as it concerns the building of networks, online engagement of social issues and social relations with other users. Against this backdrop, this study critically examines the nature of SNS communication as a modern platform which empowers and reinforces citizen's rights without gendered discrimination within emerging digital media technologies. Primary data will be generated from an quantitative online survey which will purposively pool together 100 women participants from across various social media platforms (Facebook, Twitter and Whatsapp). This primary data will be supplemented using content analysis of relevant extant secondary literature to explore the following set objectives; 1) women's perceptions of what gendered discrimination on SNS means to them 2) In what ways or forms are discrimination on SNS gendered against women 3) Is there a relationship between modern constructions of gendered discriminations on SNS and conventional patriarchal control in real life 4) in what ways does gender discrimination on SNS facilitate or hinder women expressions on social issues online. Consequently, drawing upon social dominance theory and the sociological discourse on institutional discrimination, the study reassesses to what extent gender differentiation serves as a major contributory factor to how men consistently transform and reinforce traditional cycles of patriarchy to real life modern SNS. In line with findings, this research recommends as remedial measures, the centrality of gender-specific human rights regulations by requisite state and administrators for SNS users, particularly across the online spaces of most developing nations where deeply-rooted gender discriminatory traditions persist.

Id: 22356

Title: Media discourses on Women's Resistance through Territorial Conflicts: Examining Call the Midwife as a Neo-Feminism Text

Session Type: Individual submission

Authors:

Name: Shweta Arpit Srivastava

Email: shweta.srivastava-at- ndsu.edu

Country: US (United States)

Affiliation: North Dakota State University

Name: Charusmita Charusmita

Email: c.charusmita-at- my.westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster, UK

Abstract: Call the Midwife is a BBC period drama set in the period between late 1950s and early 1960s based on the memoirs of Jennifer Worth, who was a midwife working with a convent in East London during this time. The series fundamentally highlights women's socio-economic and political inequalities that are shown to go hand-in-hand with solidarity and empathy of the midwives from 'Nonnatus House'. The period depicts post-world war times that were often associated with first and second waves of feminism demanding equality for women. Call the Midwife, however, presents a narrative that is shown to be based in the periods of first and second waves of feminism but the presentation itself comes across as a neo-feministic text. The textual analysis of this TV series opens pathways to examine the role of communication in negotiation of feminine identity and human dignity. Disputed rights and contested truths were the highlights of the period depicted in this drama series that specifically underscored the sharp gender inequalities. This paper uses Mead's dialogical approach to analyze the drama as a neo-feminist text and aims to bring forth the underlying processes of identity formation and negotiation. This three-fold analysis focusses on the conversations of the midwives with Sister Julianne, the sister-in-charge of the St. Nonnatus House in the drama. First, the paper analyzes the diverse perspectives embedded in the socio-historic context of post-world war London. Second, it will explore multiple meanings of the conversations for Sister Julianne and other midwives. Third, the analysis will look at formation of individual identities through each character's perceived self-image that emerges through these conversations. The findings from this paper will contribute towards our understanding of the processes of identity formation and negotiation in the changing world. Due to emerging and fluid gender identities in the present times, individual rights are often disputed, and collective realities are blurred. In such a scenario, the findings from this paper will contribute towards the literature of gender identity and the practice of developing a community of dignity and respect.

Id: 22375

Title: The feminisation of migration: A discourse analysis of news media texts on Zimbabwean women migrants in South Africa

Session Type: Individual submission

Authors:

Name: Joanah Gadzikwa

Email: gadzikwaj-at- yahoo.co.uk

Country: ZA (South Africa)

Affiliation: Monash University South Africa

Abstract: The media coverages of the Zimbabwean migration crisis in South Africa have intensified following the post 2000 politically induced economic downturn in Zimbabwe. It is no doubt that a string of these media narratives contribute to the formation of particular discourses about this particular migrant cohort. The subject of migration has been examined extensively in media studies literature. However, few studies have been devoted to the examination of the mediation of migration. In this paper we use a qualitative discourse analysis to examine the representations of Zimbabwean women migrants in the metropolis of Johannesburg. News articles were retrieved from the websites of the English newspapers headquartered in the metropolis of Johannesburg. A total of 20 news articles were, extracted, coded and classified into themes. Five themes emerged, namely; victimhood and vulnerability, institutionalised xenophobia, prostitution, criminalisation of migration and identity crisis. The combined benefits of a Foucauldian Discourse Analysis (FDA) and Gee's Framework were utilised to explore the intertextuality of the main theme of victimhood and vulnerability with extant literature.

Id: 22422

Title: Female generations in (re)construction: intersection and power relations in the discourse in the Brazilian TV series "3 Teresas"

Session Type: Individual submission

Authors:

Name: Sílvia Góis Dantas

Email: silviagdantas-at- gmail.com

Country: BR (Brazil)

Affiliation: Universidade Tiradentes

Abstract: This paper presents some results of the doctoral research that analyzes the production of meanings about feminine gender and generations on the basis of the discourse of the series "3 Teresas" (BossaNovaFilms, GNT, Brazil, 2013-2014), whose two seasons were broadcasted on pay television channel and is still available via streaming.

This TV series presents the singularity of articulating the feminine protagonism in the intersection with the age issue, because the coexistence of three women named Teresa (grandmother, mother and daughter) composes the structural focus of the narrative and allows us to understand the transformations and permanences related to the representation of women in television fiction.

The episodes show how the three women deal with issues such as the invisibility of old women, ageism, sexism and female empowerment in contemporary everyday life in a Brazilian cultural context that values the young body a lot, despite of the growing population aging.

With a strong interdisciplinary character, the paper is a case study with a qualitative approach that builds a connection with the field of Communication (based on Cultural Studies, Latin American Research of Communication and Television), Sociology and Anthropology, through the gender and generations studies (based on G. Debert, A. Piscitelli, T. de Lauretis and A. McRobbie, for example), as well as linguistics, for their focus on discursive construction, using theoretical and methodological tools of the French discourse Analysis and the studies of language developed by Bakhtin.

The analysis of the feminine discourse in the intersection with the generational category identified different productions of meaning related to each age group and social role which significantly tension and deconstruct discourses that had been previously established around the chronological limits of each phase of female life - youth, adulthood, old age - which is depicted in the series. By articulating the axes of gender and generations in the series, this intersection refers to the multiplicity of social markers of difference and to the consequent power relations emanating from these categories. Thus, the discourse analysis of this series constitutes a privileged indicator of a moment of broad debate on issues such as population aging, female empowerment, respect for the plurality of generational identities and the representation of women in television fiction.

Id: 22476

Title: Cherchez la Femme: Finding Feminism in Newspapers' Digital Archives ' The Cases of UK and Israel

Session Type: Individual submission

Authors:

Name: Einat Gedalya-Lavy

Email: einat.lavy-at- newcastle.ac.uk

Country: GB (United Kingdom)

Affiliation: Newcastle University upon Tyne

Abstract: This paper focuses on the unique challenges of digital archival search of gender and politics, using databases like LexisNexis and Gale, in two different countries and languages. It seeks to create measures which would reflect the permeation of feminist concepts and ideas into the mainstream media discourse over time. This is done as part of a larger project which examines the extent to which feminist ideas permeate into mainstream discourse and explain the nature of media coverage of women politicians running for Prime Minister in the UK and in Israel.

Applying the theoretical framework of developmental theory, as described by Inglehart and Norris (2003), this study examines whether and how changes occurring in the status of women in the UK and in Israel, as part of the structural and cultural transformations that this theory points to, seep into the political discourse surrounding women and politics over time. In both countries two women were realistic candidates / elected for premiership, 40 years apart. This offers a broad basis for comparison over time within and between two Western democracies, in a European versus a non-European context.

This research spans over 50 years of media coverage of gender and politics (1969-2019). The sample of British national dailies in digital archives include: the Daily Mail, the Mirror, the Telegraph and the Guardian. These newspapers were selected according to their format (broadsheets and tabloids), circulation and political orientation (left-wing and with right-wing agendas), while taking into account availability issues. For the Israeli case study, Yedioth Ahronoth newspaper was selected, as it is the most popular newspaper in Israel for most of the research period, and the only national daily that has been digitised for the entire research period.

For each newspaper, a keyword search is performed for each election year (overall 12 elections in the UK and 14 elections in Israel). The search covers all sections of the newspapers, and the results are classified according to their level of relevance to the keyword entered. The expressions (measures) chosen are ones relevant to feminism and the status of women. Such key expressions include: "feminism" and other variations of the word; "violence against women" (including keywords like domestic violence and sexual harassment); "gender" and related subjects, such as "gender gap," "gender (in)equality"; "the status of women"; items concerning women in the labour market, and the "glass ceiling". The "career" of each keyword will be mapped, that is when it first appeared, and when it disappeared from discourse, if at all. The salience of these measures in the media discourse reflects the extent to which the feminist movement serves as an important agent in

instilling cultural change. Preliminary results will be presented, offering pathways for carrying out archival research as a feminist practice.

An important contribution of this paper lies in raising awareness among feminist scholars and activists to the challenges that the digital era poses upon us, when we strive to uncover the impact of feminism on society's values and norms.

Id: 22581

Title: LGBTQ+ people and their perception of gay-themed advertising

Session Type: Individual submission

Authors:

Name: Rein Demunter

Email: rein.demunter-at- vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: Although gay targeted advertising has been an increasingly important area of interest within marketing research, the role of the representation of LGBTQ+ people in advertising has been underexplored from the perspective of gender studies. Despite society becoming more diverse, advertising has proven to still be heteronormative. Besides the overrepresentation of white, middle class males within gay-themed advertising, most depictions of LGBTQ+ tend to be gender-normative, hence heterosexualized. Consequently, current advertising representations do not reflect the existing diversity within the LGBTQ+ community. Notwithstanding the varying degrees to which LGBTQ+ people identify as gay and adhere to gender-norms, the LGBTQ+ community is targeted as if it is a homogeneous group.

Building on the idea that felt similarity with an advertisement and in-group/out-group membership are decisive factors when minority group members evaluate an advertisement, these implications concerning identity are most likely to influence LGBTQ+ people's reception of gay-themed advertisements. Knowing that marketers draw on various strategies to target gay consumers, going from covert to explicit gay-themed imagery, and that content analyses uncovered a lack of diverse representations of LGBTQ+ people, it may occur that gay-themed advertising produces non-target market effects even within the targeted gay market. This paper argues that integrating the inherent diversity of the LGBTQ+ community not only engenders more effective advertising strategies, but would also avoid the essentialist views and one-sided representations that currently characterize gay-themed advertising and reinforce ideas about hetero- and homonormativity.

Based on a mixed-method design using qualitative in-depth interviews (N=17) and a supplementary survey this research aimed to study how Flemish lesbians, gays and bisexuals (LGB) evaluate gay-oriented print and television advertising in mainstream media and to explore how these evaluations are affected by their level of gay identity. The findings of this study indicate that the level of gay identity only affected the evaluations by LGB respondents situated at the ends of the continuum, those with a high or low gay identity. For those with a more moderate gay identity, the desire for positive representations and assimilation into mainstream culture outweighs variations in level of gay identity.

The significance of the study is threefold. This study first provides valuable insight on gay targeted advertising in a situated context beyond the US (where most studies have been conducted so far). Second, by including the moderating effect of the gay identity and this within a Western European context where homosexuality is tolerated yet not completely accepted, this research contributes to current scientific knowledge on gay targeted advertising and the perception hereof within LGBTQ+

groups. Furthermore, seeking to bridge theory, research results and practice, suggestions are also made towards marketers in order to target different subsets of the LGBTQ+ community in an effective, non-essentialist way.

Id: 22631

Title: When sexualized violence becomes part of your job description: organizational responses to online abuse of female journalists

Session Type: Panel Submission

Authors:

Name: Greta Gober

Email: greta.gober-at-ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: The risk of exposure to sexualized or gendered online abuse has been noted to be greater amongst women working in journalism and media (Fojo Media Institute, 2016; OSCE, 2016). To date, the majority of research on online abuse and misogyny has been approached from the perspective of freedom of expression and communication rights, as well as gendered - social and ethical implications of emerging technologies but rather fewer studies have addressed online abuse from an organizational perspective.

Working online is a vital part of every journalist's life in the contemporary media landscape and the fact that employers, media organizations and editors seem to assume little responsibility for protecting their employees from online abuse is worth investigating. A recent international overview of the challenges to the safety and protection of journalists, published by the International Women's Media Foundation, stated that most media organizations do not have formal policies on training employees in cyber-protection (IWFMF, 2016: 9). Tackling online abuse in the workplace is complicated by technological and organizational transformations that the media are undergoing. Blurred boundaries in relation to time, location and tools in the context of work, also blur the employers' responsibility to protect employees against online abuse. Furthermore, online abuse does not need to come only from the organizations' clients, i.e. readers and consumers of the media content, but can also be perpetuated by colleagues at work (Gorman, 2017).

The paper "When sexualized violence becomes part of your job description" will offer an investigation into organizational responses to online abuse of female journalists on the example of Sweden. This study will contribute to feminist media scholarship, by combining theoretical knowledge of gendered organizations, with Bourdieu's journalistic field theory and more broadly, phenomenology of being a woman in the media industry. Following Sara Ahmed the study follows the "feminist ear" methodology where I juxtapose the official commitment, if any, of media organizations to tackle sexualized online abuse of their female employees, with the employees' own experiences and understanding of what being a female journalist entails. Furthermore, the paper will explore what kind of help, in which circumstance and to whom, media organizations are willing to offer in responding to and challenging sexualized online abuse.

Id: 22638

Title: Communication, Technology, and Human Dignity: Gender Issues in Indigenous Communication

Session Type: Individual submission

Authors:

Name: Chia Sui Sun

Email: suns-at- hotmail.com

Country: TW (Taiwan)

Affiliation: National Dong Hwa University, Taiwan

Abstract: The purpose of this research is to explore gender issues as seen in indigenous television news in Taiwan. The representation of gender in indigenous media is involved with gender norms, taboos, and cultural regulations in different ethnic groups and different indigenous societies. In the news production process, gender issues influence indigenous anchors and reporters in interview and broadcasting perspectives. Furthermore, gender bias affects the ethnic images produced and presented in indigenous news.

This research was carried out in order to understand what indigenous news professionals encounter when considering gender cultural space in the news production process and what gender issues are involved in indigenous media.

In the News production process, digital divide influences indigenous anchors and reporters in interview and broadcasting perspectives. Media as cultural means enhance cultural hegemony and also arise cultural resistance in different ethnic groups in indigenous society. Digital inequality reveals in voices which have been addressed to represent local people' opinions and represent cultural norms, taboos and cultural regulations in different ethnic society through journalists who can access to the ICT. In some cases, local indigenous people resist digital transformations and try to keep culture as its original forms and follow its own social life regulations. Journalists who equip with ICT have the power to represent local opinions; however, people who live in the indigenous tribes but without ability to access ICT often with strong sense to sustain indigenous culture as its own way and sometime against cultural hegemony through journalism. The ambiguous power of communication affects various aspects of indigenous social life. For example, gender role can be different when as reporters and as indigenous members. Journalists sometime expect the privilege to enter the cultural space to report the news which traditionally considers as gender taboos in the indigenous society.

Methodology of the proposed research includes (1) conducts interviews with indigenous journalists in 13 different ethnic groups to collect first hand data (2) Analysis includes documents with printed data in addition to multimedia text (online news databases etc). Theories for multiculturalism and feminism apply to examine different cases in different ethnic groups.

The research revealed ways gender and technology factors influenced news production in different ethnic groups. It identifies key gender issues and also provides suggestions to facilitate indigenous news production that embraces both gender awareness and multicultural gender images for human dignity.

Id: 22647

Title: From bytes to backlash: Exploring online harassment of journalists from an intersectional perspective.

Session Type: Panel Submission

Authors:

Name: Sara De Vuyst

Email: s.devuyst-at-ugent.be

Country: BE (Belgium)

Affiliation: University of Ghent

Abstract: This study explores the intersectional aspects of online harassment in journalism. Previous research has shown that female journalists are disproportionately targeted by online harassment. As women have increased their presence in digital spaces in journalism, online harassment constantly reminds them that they are transgressing traditional gender boundaries and do not belong in the public sphere. It decreases their opportunities and participation in professional environments and silences their voices.

Considering that in digital spaces, not only misogynist but also racist, homophobic and ageist discourses can be expressed anonymously, the paper aims to provide an intersectional understanding of online harassment. The study will draw extensively on feminist theories on intersectionality (Crenshaw, 2015; Hill-Collins, 2015; hooks, 2014), technology and the internet (Shaw, 2014; van Zoonen, 2002), online hate speech, harassment and other intolerant discourses (Butler, 1997; Jane, 2014). In doing so, the research will contribute to the field of feminist media studies by “going beyond gender” as a single concept of study and focusing on how gender intersects with other social constructs, more specifically with age, sexuality, and ethnicity.

The central research question focuses on how journalists experience and cope with online harassment. This will be studied using in-depth interviews with a sample of Belgian journalists in different media companies, news beats and positions. Purposeful sampling will be used to select participants that have been confronted with different forms of online harassment. The sample will be diverse in terms of age, sexual orientation, ethnicity and gender. The interviews will be conducted between January and March 2019. The analysis will offer insight into the characteristics and dynamics of online harassment and the strategies journalists use to deal with this. Online harassment will be discussed in relation to the concept of a backlash that was introduced in 1991 by Susan Faludi to describe the counter-assault that occurs when women have made significant progress to obtain equal rights in society. The experiences and responses of the respondents to harassment in the digital sphere will be compared to previous studies on offline forms of harassment in newsrooms.

Id: 22668

Title: [Panel] Gendered online harassment in journalism: a challenge to the right of voice of female journalists [Presentation] The Digital Age scourge: Women journalists as targets of sexualised online abuse in the context of 'disinformation wars'

Session Type: Panel Submission

Authors:

Name: Julie Posetti

Email: julie.posetti-at- politics.ox.ac.uk

Country: GB (United Kingdom)

Affiliation: Reuters Institute for the Study of Journalism

Abstract: The newest and broadest threat facing women journalists is the global proliferation of online abuse targeting reporters and commentators online. This scourge has led the UN, the Organisation for Security and Co-operation in Europe (OSCE 2016), Reporters Sans Frontiers (RSF 2018), and other civil society organisations to recognise the problem, commissioning research into its impact, and calling for actions and solutions.

The expectation that journalists be actively embedded on social platforms like Facebook and Twitter to facilitate the direct audience engagement that is now integral to journalistic research, production and content dissemination (Posetti 2013) has placed women media workers on the frontline of a massive problem. In addition to threats of sexualised violence - including rape and murder - the 'pile on' effect (organic, organised, or robotic mass attacks against a person online) worsens the impacts of online harassment experienced by women media workers, along with their female audiences and sources (Posetti 2017). This problem is chilling the media freedom rights of women, exposing them to increasing physical safety risks, causing serious psychological injury, impacting on the functionality of newsrooms, pushing some women offline (or behind pseudonyms), and driving some women from the profession altogether.

Another hallmark of this online abuse of women media workers (and others producing verifiable information in the public interest across a range of digital platforms) is the use of disinformation tactics – lies are spread about their character or their work as a means of undermining their credibility, humiliating them, and seeking to chill their public commentary and reporting. In some instances, journalists face cyberattacks designed to reveal their sources, breach their privacy to expose them to risk, or access their unpublished data. More recently, computational propaganda (Woolley & Howard 2017) has increased the risks. Frequently, these attacks involve gendered elements and threats of sexual violence. Concurrently, AI technology is being leveraged to create 'deepfake' (1) porn videos and other forms of content designed to discredit women journalists.

The paper will present cases involving the specific targeting of women journalists by state and corporate actors engaged in 'disinformation wars' deploying the tactics described above (Posetti 2018). The presented cases will include: the targeting of Independent Philippines news site Rappler.com; the targeted online harassment campaign against a prominent editor Ferial Haffajee; the case of a journalist Rana Ayyub who was targeted by the government of India; the case of a

Finnish investigative journalist, Jessikka Aro, who is a target of an ongoing ‘troll factory’ campaign that began in 2014.

1) The term ‘deepfake’ is a portmanteau of ‘deep learning’ and ‘fake’. It involves AI technology in the creation of fraudulent content, sometimes of a pornographic nature, that is virtually undetectable. It is used in cyberattacks to discredit people, including journalists.

Id: 22678

Title: Aproximación a la configuración del discurso travesti y, la representación en el sistema mediático

Session Type: Individual submission

Authors:

Name: Yvets Morales Medina

Email: yvetismorales-at- gmail.com

Country: BR (Brazil)

Affiliation: Estudiante Doctorado - Universidade Federal Rio Grande do Sul - UFRGS

Abstract: El presente trabajo busca problematizar la construcción de discursos de sujetos travestis, que operan en la contradicción de cuestionar la norma hetero binaria, al mismo tiempo que reproducen códigos de feminidad impuestos por las normas de la sociedad moderna. Interpelamos las lógicas de representación que reproducen los sistemas de comunicación tradicionales, modelos de exclusión que legitiman la existencia del imperativo heteronormativo (BUTLER, 2002, 2006). Así durante el proceso de investigación con personas travestis en Porto Alegre (2017 – 2019), fue posible observar la configuración de discursos que se construyen en los procesos de transición de sus cuerpos y subjetividades.

Es posible observar los modos en que operan los dispositivos de disciplinamiento y regulación (FOUCAULT, 2005) sobre los cuerpos, para reflejar los padrones de normalidad y abyección. De este modo los sistemas mediáticos hegemónicos, cumplen su rol normalizador, al representar los cuerpos travestis como “anormales y enfermos”, sujetos marginalizados que no importan para la sociedad. Así encontramos marcadores que evidencia la repetición permanente de modelos de discriminación, exclusión, e invisibilidad.

Cuando realizamos el análisis del discurso en las noticias publicadas sobre actos violentos en contra de las travestis (texto, imagen, tamaño de la noticia, narrativa, enfoque), es posible observar que los medios están colocando a estos sujetos en lugares de marginalidad, las violencias son naturalizadas, y las normas legitimadas, entonces nos encontramos con sujetos descartables, con cuerpos vulnerables que no importan y subjetividades ignoradas. Es posible reflexionar que esos modos de representación quitan la capacidad de agencia de los sujetos, porque los revictimizan, en ningún momento se aborda al sujeto multidimensional que tiene sueños, afectos, anhelos, desafíos, deseos de vivir.

Según el informe de 2016 del Observatorio de Personas Trans Asesinadas – TTM (siglas en inglés: Trans Murdering Monitoring Project), la región de América Latina y el Caribe concentran el 78% de los homicidios denunciados entre 2008 y 2016. De este porcentaje Brasil es responsable por el 39, 6%. No se puede ni se debe culpar al sistema mediático de estas cifras abrumadoras, sin embargo, es menester analizar e interpelar que cuando colocan la problemática trans, travesti en condiciones de subalternidad y desigualdad, mediante discursos de estigmatización refuerzan en el imaginario social la existencia de sujetos marginalizados, que se vinculan a categorías de anormalidad, enfermedad, incongruencia y victimización.

Sin embargo, durante nuestra investigación, fue posible acompañar las elecciones 2018 en Brasil, y acercarnos a la configuración de la esfera política de las personas trans, travestis, transexuales, con la participación de 53 candidatas a diputadas estatales y federales, y una candidata a senadora. Para volver a tensionar las lógicas del sistema central moderno, y observar que el

trabajo sostenido de resistencia y organización les permite ocupar y disputar espacios de poder político.

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YVETS MORALES MEDINA

Doctoranda del PPGCOM de la Universidade Federal Rio Grande do Sul-UFRGS- Brasil/ Porto Alegre - Brasil. E-mail: yvetismorales-at- gmail.com

Máster en Comunicación y Educación por la Universidad Autónoma de Barcelona-UAB-España /
Máster en Comunicación por la Universidad UNISINOS-Brasil

Id: 22756

Title: Media portrayal of women and socio-political change: A case study of Nepal

Session Type: Individual submission

Authors:

Name: Samiksha Koirala

Email: sameexa-at- gmail.com

Country: NP (Nepal)

Affiliation: College of Journalism and Mass Communication

Abstract: The study examines the media portrayal of women to study the relationship between media and society in Nepali's context. Through a content analysis of 28 issues of newspapers of 2004 and 2014, the study investigates how Nepal's social changes were represented in the gender portrayal of the newspaper. These particular two periods were selected to compare two different socio-political situations. In the year 2004, the Maoist conflict was at the peak and the country was going through political instability. However, in 2014, the political situation was stable and the media were comparatively free.

Theoretically, the study is guided by Marxist media theories, mainly cultural hegemony. The analysis of the findings has also been discussed in the backdrop of equity and intersectionality feminism.

The findings of the study show that news stories of Nepali women as presented in the Nepali broadsheet dailies are influenced by the political change in Nepal. The data indicate that there are shifts from stereotypically traditional gender roles in both the private and public sphere.

Nevertheless, there are also stories supporting the patriarchal status-quo in both time periods.

Through the intersectionality theory, the study explores how the period of political instability and conflict can give the opportunity to marginalized rural women to be in the centre. It is also argued that despite the positive change in society, women's voices were often shut down. For example, although women occupied one-third of the parliamentarian in 2014, only four percent of politicians interviewed in the news stories were women.

The study concludes that despite the change in the socio-political sphere, there is no remarkable change in the media discourses on the modes of gender representation in Nepal. Although there were few changes, dominant modes of representation still reflect, reconstruct and largely reconfirm traditional stereotypes and power relations of Nepal's patriarchal society.

Id: 22798

Title: "I'm not one of those maids": The use of smartphones for stigma management among Indonesian helpers in Hong Kong

Session Type: Individual submission

Authors:

Name: Barui Kurniawan Waruwu

Email: ruy_waruwu-at- yahoo.com

Country: HK (Hong Kong)

Affiliation: City University of Hong Kong

Abstract: Abstract

This study aims at investigating how Indonesian domestic helpers in Hong Kong actively use smartphones as a tool to negotiate spoiled identity. For millions of poor women from Indonesia, working as migrant helpers is a palatable option to escape endemic poverty. Despite the economic capital they accumulate abroad, they remain devalued and marginalized in Indonesia because they are unable to physically nurture their children and their occupation is considered “socially dirty” (Ashforth & Kreiner, 1999). Based on their deviant mode of motherhood and the “dirty work” (Hughes, 1951) they engage in, they become a stigmatized group of women.

Identity research posits that individuals have a strong desire for a respectable self-definition, which is a social product as it requires validation from others (Tajfel & Turner, 1986). For stigmatized individuals, validation might be withheld which leads to frustration and precarious identity (Goffman, 1963). Unlike other stigmatized individuals who manage their stigma through everyday interactions, migrant domestic helpers lack regular face-to-face interaction with their original community. In the absence of physical encounters, their search for recognition becomes more complicated.

Compared with their predecessors, migrant domestic helpers today have access to more advanced communication technologies. As Indonesia experiences rapid diffusion of mobile internet, permanent connectedness has become the norm among domestic helpers and their families. Studies have shown that mobile phones facilitate ubiquitous connectivity (Ling, 2012) and connected presence (Licoppe, 2004) within the intimate sphere which enable ritualized interactions to occur. This means domestic helpers have the opportunities to negotiate their absence from home and alleviate the impacts of family separation on their identity. Smartphone technology also offers opportunities for impression management and self-presentation through various social media platforms. How have these technological advancements changed domestic helpers’ experience with migration and stigma?

This study adopts participant observation and in-depth interviews with 30 Indonesian domestic helpers in Hong Kong, where approximately 180,000 Indonesian women work as maids. In addition, to understand the use of social media by the participants, the author will perform online ethnography by observing participants’ activities on Facebook to identify the identity narratives they create as remedies for stigma.

Based on the concepts of connected presence and stigma management, this study hypothesizes that Indonesian domestic helpers benefit from smartphone communication as it creates stable platforms for elaborate and intensive performances of roles and identity negotiation. Connected presence softens the spatial and temporal demands on mothering and intimacy which, in turn, justifies the absence from home. Smartphone also offers the opportunities to convert their economic capital into symbolic capital in the form of respect and legitimation that they can use to sustain respectable self-image. Finally, social media becomes a stage where interactions can be seen as on-stage performances, carefully orchestrated to elicit positive impressions from the audience and buffer themselves against the stigma of "dirty workers". By investigating how domestic helpers use smartphones, we can understand the consequences of mobile technology on the ways we interact with intimate others and what it means to live with stigma in the smartphones era.

Id: 22828

Title: THE REPRESENTATION OF MASCULINE IDENTITY IN THE ADVERTISING OF COSMETICS

Session Type: Individual submission

Authors:

Name: MARTA PONGIDOR

Email: marpon13-at- hotmail.com

Country: BR (Brazil)

Affiliation: Faculdade Casper Líbero, São Paulo

Abstract: This work aims to study how contemporary man is represented in advertisements for cosmetic products in Men's Health magazine from different countries, and how, from the representation systems, a notion of contemporary masculine identity is pointed out. We focused our research on 4 ads from Men's Health magazine, published between February 2010 and September 2016, in different countries where the magazine is published. The theoretical reference is anchored in Cultural Studies, aiming at the study of cultural aspects of society. And in this context, we adopted the theoretical-methodological contribution of the Circuit of Culture of Paul du Gay et al and theirs proposal for reflection on the five axes that form part of this circuit as an analytical perspective of our work: Identity, Representation, Consumption, Production and Regulation . (Du Gay et al, 1997). We also discussed the role of advertising and its relation to the dictatorship of good form and the construction of perfect bodies, as well as the concepts of globalization and world culture under the theoretical support of Lipovetsky (2008, 2013) and Renato Ortiz (1994) The study allowed us to conclude that among the ads analyzed there is a similarity in the representation of the masculine that levels the identities and creates masculine stereotypes that serve the interests of the companies.

Keywords: Cultural Studies. Representation of masculinity's identity. Communication. Advertising.

Id: 22871

Title: The Shapes of Gender-based Hate Speech in Latin America: Contributions to the global debate

Session Type: Individual submission

Authors:

Name: Paulina Azucena Godinez Estrada

Email: paulina12g-at- gmail.com

Country: AT (Austria)

Affiliation: University of Vienna

Name: Stephanie Paola Rico Camarg

Email: sparicocamargo-at- gmail.com

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: This study investigates the constituents of gender-based hate speech in Latin America, and their respective interconnections among political actors, and intersection of human rights, laws, and national policies. As such, there is no widespread common definition of hate speech in the Latin American context. The most advanced understanding of this concept in a policy way seems to be centered on the extensive efforts of the Council of Europe for combating different forms of hate in the European context. Hate speech is understood as a harmful communicative action, which supports and creates prejudice and discrimination, based on intolerance. This type of discourse tends to target certain individuals or groups of people, relying on certain social and demographic markers, such as gender, ethnicity, sexual orientation, religion. This study focuses on the features of hate speech affecting and directed toward women and sexual minorities. Due to the lack of studies regarding this issue in the Latin American context, the paper portrays the qualitative dimensions of gendered hate speech in Colombia and Guatemala. Regarding the legal frame, national and international soft law and hard law regulations and public policies which directly or indirectly address this issue were gathered. Furthermore, 16 in-depth semi-structured interviews with civil society organizations and NGOs were conducted to portray the nature of gendered hate speech. The analysis shows that hate speech is a non-isolated discourse, is linked to historical structural power relations and the persistent problem of injustice. The state and its institutions were identified as one of the principal actors that reproduce and spread hate on the basis of prejudice and ignorance. The principal functions of hate speech identified were the justification and reproduction of the use of violence against women and sexual minorities. Through all its mechanism and functions hate speech damages democratic processes and the pursuit of an egalitarian society. Unlike the European context, “hate” was identified as an inadequate terminology for the Latin-American countries, due to the understanding of hate as “an abstract feeling”. The concept of hate speech was classified and understood under the terms of prejudiced discourse, discriminatory speech, and sexist speech. In spite of recognizing the importance of the law, most of the CSOs and NGOs leaders argued the need for creative solutions beyond the law in Latin America.

Id: 22872

Title: Communication Strategies for the Promotion of Gender Equality: A Study on the HEFORSHE Campaign in Brazil and in Spain

Session Type: Individual submission

Authors:

Name: Carolina Kauer

Email: carolinakauer-at- hotmail.com

Country: BR (Brazil)

Affiliation: Independent Researcher

Name: Denise Avancini Alves

Email: deniseavancinialves-at- yahoo.com.br

Country: BR (Brazil)

Affiliation: Federal University of Rio Grande do Sul

Abstract: After the end of the violent and genocidal period that was World War II and the emergence of mass destruction weapons, it became clear the need for mobilizing efforts towards the assurance of world peace and the human race survival. For this matter, a pact between several governments was sealed, creating thus the United Nations. A few years later, the Universal Declaration of Human Rights was produced and signed by these countries, stating every fundamental indisputable right that each person has, despite their social origin, language, religion, race or sex.

Issues related to 'sex' are also present in the preamble of the Declaration, as it states that the peoples of the United Nations reaffirmed their faith in the "(...) equal rights of men and women (...)". Indeed, the fact that gender equality is mentioned in the beginning of such document shows its importance, which has been increasing within the UN itself, having become the fifth Sustainable Development Goal. Matters concerning this topic are addressed since 2010 to the United Nations Entity for Gender Equality and the Empowerment of Women, also known as UN Women. Created in 2014 as an "invitation for men and people of all genders to stand in solidarity with women to create a bold, visible and united force for gender equality", HeForShe was one of the first and widely known UN Women's movements. In the face of a mobilization campaign signed by one of the largest and most influential international mechanisms and the opportunity of analysing its development in two different countries, this paper proposes to map the communication strategies used in the HeForShe campaign in Brazil and in Spain to promote gender equality.

As additional objectives, it is seen the need to investigate how HeForShe takes action in social mobilization, to identify what publics each edition aims and to compare them, promoting a critical thinking toward the reasons for a possible difference between the strategies in HeForShe Brazil and HeForShe Spain.

The reasons for the choice of Brazil and Spain include the first one being the native country of the authors, as well as the 95th on the Gender Gap Index of the WE Forum, while the other one not only being the host country of IAMCR 2019, but more importantly a benchmark for Gender Studies, as seen by the amount and quality of its postgraduate programmes in said area. The methodology chosen for this research was Fairclough's Critical Discourse Analysis, as it utilizes a three-dimensional perspective (text, discursive practice and social practice) to gaze at social change.

It is expected that the results will show difference at some level between the development of the HeForShe campaign in each country, with some cultural justification, may it be in an academic level or related to the characteristics of the average population.

Id: 22912

Title: Three Articulations of Feminist Infrastructure

Session Type: Individual submission

Authors:

Name: Sophie Toupin

Email: sophie.toupin-at- mail.mcgill.ca

Country: CA (Canada)

Affiliation: McGill University

Name: Stéphane Couture

Email: scouture-at- glendon.yorku.ca

Country: CA (Canada)

Affiliation: York University

Abstract: In the past couple of years, feminist hackers have built feminist hackerspaces, discussion lists, bots, tech collectives, and servers, among others. While initially they articulated their practice through the prism of hacking, they have now moved to understanding what they do through the concept of feminist infrastructure. In this presentation, I explore three different articulations of feminist infrastructure. First, I investigate the ways in which feminist hackers conceive of the term, the reasons why they build them, and the values embedded in them. Second, I propose the notion of feminist techies as infrastructure to enlarge the repertoire of feminist infrastructure. To do so, I build on the concept of people as infrastructure conceptualized by AbdouMalik Simone (2004). Simone expands our understanding of infrastructure from one which is usually characterized by physical terms such as systems of highways, pipes, wires, or cables (Anand 2017; Larkin 2013; Star 1999; von Schnitzler 2016) to one which focuses on people's activities in the city. By being connected technically and socially feminist hackers create an infrastructure in and of themselves. Moreover, feminist infrastructure does network different parts of the world together including Brazil, Mexico, Netherlands, and Spain, among others. They are thus not the sole remit of feminist techies from the "global North". They in fact constitute a transnational network of feminist who gather at feminist hacker conferences and other events. Third, by developing, maintaining and repairing infrastructure, feminist hackers produce and reproduce feminist techies' lives. This echoes Julia Elyachar (2010) and Brian Larkin's (2013) understanding of infrastructure as constitutive of subjectivities and ways to live in the world. Methodologically, this presentation is based on mixed-methods. I conducted semi-structured interviews with (trans)feminist hackers at feminist hacker meetings and gatherings. I also consulted digital archives of (trans)feminist tech meetings held on feminist servers, and I made participatory observation.

Id: 22987

Title: Women's Rights Campaigns in Lebanon: A Bakhtinian-Foucauldian Approach to Voice and Visibility

Session Type: Individual submission

Authors:

Name: Christy Mady

Email: christymady-at- gmail.com

Country: LB (Lebanon)

Affiliation: Notre Dame University - Louaize

Abstract: Although women's movements in Lebanon date back to the 1920s, well before the country's independence in 1943, and although Lebanon was one of the first in the Arab world to grant women the right to vote in 1953, its progress in the area of women's right was hampered by the 1975 – 1990 civil war. Lebanon ratified the Convention on the Elimination of all forms of Discrimination against Women (CEDAW) on April 16, 1997 with a number of reservations that may be considered in violation of the spirit of the convention. These reservations leave women at the mercy of the country's personal status codes derived from its 18 religious sects and its lenient, if not absent, laws on marital rape and domestic violence. It was only in August 2017 that article 522, which allows a rapist to escape punishment in case he marries his victim, was repealed by parliament. Rape, nonetheless, is still stigmatized and rape victims are often blamed, shamed and deprived of the right to live in dignity.

Campaigns advocating women's rights in Lebanon have been amply discussed, and domestic violence and rape are recurrent topics both outside and within academia (Sabat, 2010; Hejase et. al., 2015; El Hage, 2015; Allouche, 2015; Daou, 2015; Salameh, 2014).The majority of these studies, however, concentrate either on advocacy and legal rights or on the physical and psychological implications on victims, particularly women. Neither approach examines advocacy campaigns from a theoretical perspective, more specifically from a Bakhtinian-Foucauldian angle that problematizes the interconnections between voice, visibility and gender.

This paper bridges these gaps in the scholarly literature through an in-depth analysis of the most recent domestic violence and rape campaigns. Using Bakhtin's heteroglossia and Foucault's moral principles of refusal, curiosity and innovation, I will argue that these campaigns formulate heteroglossic discourses that consolidate the social field of women through their silence and visibility. Identifying heteroglossic disturbances as fundamental to the production of the discourse on gender and the propagation of its perception, the study also attempts to show how women's voice is generated through a particular staging of forces. The main case study for this paper will be the campaign entitled Shame on Who?, launched in November 2018 by Abaad, one of the most prominent non-profit associations advocating gender equality in the Middle East and North Africa region.

Utilizing a qualitative research design, individual in-depth semi-structured interviews will be conducted. Respondents will include male and female academics and activists. The gendered distribution of the respondents ensures the inclusion of both the male and female perspectives.

Applying the chosen theoretical lenses to activist campaigns will offer valuable perspectives on the dynamics played out between the elements of voice, visibility and gender and offer insight as to how these dynamics can be optimally used to analyze and generate future activist campaigns.

Id: 23030

Title: CULTURA POPULAR Y RESISTENCIA EN FEMENINO: CONSTRUYENDO GENEALOGÍA FEMINISTA EN LA TELEVISIÓN ESPAÑOLA

Session Type: Individual submission

Authors:

Name: Laura Castillo-Mateu

Email: laura.castillo-at- uji.es

Country: ES (Spain)

Affiliation: UJI

Abstract: El marco de reconocimiento establecido respecto a la representación de la violencia de género (de cualquier tipo: directa, estructural o cultural) sigue favoreciendo, en el mejor de los casos, la representación de mujeres desprovistas de agencia y necesitadas de tutela por parte del sistema. En el peor, estas representaciones siguen incidiendo en el drama de la violencia directa y en los aspectos más trágicos y particulares de la víctima, a la que se sitúa en un continuo estado de “injurability” (Judith Butler). El objetivo de nuestra propuesta es identificar las estrategias narrativas contrahegemónicas de la cultura popular en que se representa a la mujer en contextos de violencia cultural y estructural para indagar en cómo se consigue superar las representaciones re-victimizantes e introducir una visión de sujeto femenino activo dotado de agencia y capacidad para transformar esos contextos. Existe además una particularidad que venimos explorando y que tiene que ver con la ambientación histórica de las series de televisión protagonizadas por mujeres en la ficción española. Sostenemos que la contextualización temporal elegida para la construcción de tales relatos implica el ejercicio de revisión histórica del legado colectivo respecto a la construcción de “lo femenino” y sus espacios. Este ejercicio retrospectivo sitúa a las mujeres en el centro del relato de ficción y permite repensar, recuperar y representar tipos de feminidades que subvierten los clichés heredados y prototipos de mujer del siglo pasado. En este sentido proponemos analizar casos en las que tales series historicistas de entre los años 2008 y 2017 han reproducido los discursos públicos feministas de la última década y han configurado, de esta manera, representaciones genealógicas sobre las cuestiones de la resistencia, el empoderamiento o la sororidad, entre otras.

Id: 23203

Title: The Limits of Progressive Femininity: A Semiotic Analysis of the Depiction of Female Desire in 'Four More Shots Please'

Session Type: Individual submission

Authors:

Name: Damayanti Saha

Email: damayanti.saha-at- flame.edu.in

Country: IN (India)

Affiliation: FLAME University

Name: Isha Doshi

Email: isha.doshi-at- flame.edu.in

Country: IN (India)

Affiliation: FLAME University

Abstract: The dominant discourse of male friendship, recreation, and love and sexuality, in popular culture has recently been contested by the emerging genre of adult female friendship through films with all-female casts, that deal with the lives of a group of women individually, and their pursuit of happiness collectively. While not an entirely recent phenomenon in the West, it has found expression in Indian popular culture as recently as 2018, as portrayals of female friendships in the past revolved only around the problems of girlhood, and targeted a teenaged female audience, taking for granted marriage and romance as the default trajectory and main concern of an adult woman's life.

In this context, 'Four More Shots Please' (FMSP) is one of the first mainstream portrayals of Indian women who enjoy multiple bonds of female friendship and as a result of being affluent or professionals, enjoy some amount of agency in terms of what they wear, how they speak, where they go, and who they talk to. For the English educated middle class female audience, this is one of the first instances where sexual desire of Indian women has attained unequivocal visibility.

The show centres around four women with essentialised identities of 'divorcee mother', 'bisexual gym punk', 'ambitious journalist', and 'fat woman'. Although vastly different characters, their commonality lies in their relationship with sexuality, which for all of them is an exaggerated portrayal of desire, along with replication of selective masculine traits such as drinking, aggression, and swearing.

Conservative criticism of the show, concerned merely with the protection of women's purity, honour, and chastity, has created a unquestioned legitimacy of FMSP as a "progressive" feminist representation of sexuality, desire, freedom, queer identity, marriage, and body image.

De Lauretis (1984) talked about female subjectivity as being defined solely by what is seen as the absence of maleness, and thus, revolves around sex. Johnston (1973) proposed that the woman in film is a symbol for the projection of patriarchal ideology rather than a coherent presence.

Thus, employing a methodology of critical semiotic analysis, we contest the legitimacy of FMSP as a feminist text, and explore how the construction of even a progressive femininity operates under the male gaze and is inextricably tied to voyeurism, fetishism, and narcissism, as female spectators of the show are expected to identify with the object of desire. We analyse visual and linguistic symbols for the 'pornification' of female lives, the centrality of the sex act, and the heteronormative and fetishistic portrayal of lesbian sex. We find that male hegemonic discourse limits even the most extreme popular imagination of female liberation in Indian popular culture. Here, we base our findings on the conceptual frameworks provided by Mulvey (1975), Dworkin (1987), and Levy (2005).

We argue then, that such a critique of FMSP is crucial in highlighting the shortcomings of the vocabulary presented by popular feminist discourse to describe the liminality of female subjective experience, dissatisfaction, and repression of the middle class English educated woman in a rapidly modernising, but socially static India.

Id: 23244

Title: La representación de la mujer en la publicidad radiofónica en España. Un análisis bibliográfico de la denigración femenina.

Session Type: Individual submission

Authors:

Name: Almudena García Manso

Email: almudena.manso-at- urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: El objetivo principal que se propone en este trabajo es el de demostrar cómo la representación de la feminidad sigue manteniendo el trasfondo tradicional patriarcal, la recurrencia a los estereotipos tradicionales del “ser o estar mujer” tal y como se muestran en las escalas de Mac Arthur y Resko (1975), Furham y Tohmson (1999) y Hurtz y DurkinK (1999). Esta manera de representar a la mujer nos evoca al cómo actúan las microviolencias de género o micromachismos (Bonino, 2006). Es así puesto que posicionan a la mujer en situaciones de vulnerabilidad y clara desigualdad, dan pie a interpretaciones negativas de las mujeres de manera generalista y forman parte de los contenidos en el aprendizaje por socialización. El daño de esas microviolencias no es mínimo como parece dar a entender el prefijo micro. Se denominan así porque lo que representan es algo común, cotidiano y asumido por los receptores por la aculturación y socialización machista a la que han sido expuestos durante el proceso de su auto identificación de género o performatividad de género (Butler, 2002).

El conjunto de estrategias y variables que se utilizan en la construcción de las identidades femeninas nos pueden servir como medidores de la “infoxicación machista” (García Manso, 2017), de ahí la necesidad de conocer las formas en las que se dan y sus combinaciones, siendo útiles no sólo en materia de discriminación de género, sino también para analizar mensajes publicitarios que discriminan a las mujeres como colectivo. Contenidos que derivan en actos y formas de denigrar a las mujeres, aportando un grado de infoxicación y microviolencia considerable.

La investigación realizada consiste en una revisión bibliográfica de la denigración de la mujer en la publicidad. La denigración publicitaria supone una vulneración de uno de los principales principios recogidos en la legislación española en materia de publicidad pero también en la Constitución como es el de igualdad. Por tanto, el principal interés de este trabajo es establecer unos parámetros que nos ayuden a medir los grados de infoxicación machista y las microviolencias de género, además de hacer visible el acto de denigrar a las mujeres en los mensajes publicitarios radiofónicos. Denigrar es comprendido en este trabajo como la última manera de hacer lo más negativamente posible la representación de un sujeto, esperando que sea comprendido, aprendido e interiorizado de esa manera por aquellos que reciben esa interpretación, incluyendo al sujeto representado. Esto también nos permitirá establecer propuestas y estrategias que luchen y minimicen el machismo en las ondas publicitarias.

Id: 23296

Title: Ellas en primer plano: experiencias de mujeres en la industria audiovisual publicitaria costarricense

Session Type: Individual submission

Authors:

Name: Maria Tristán Meoño

Email: mandy.tristan.meono-at- gmail.com

Country: CR (Costa Rica)

Affiliation: CICOM - Universidad de Costa Rica

Name: Yanet Martínez Toledo

Email: yanetmartinezt-at- gmail.com

Country: CR (Costa Rica)

Affiliation: CICOM - Universidad de Costa Rica

Abstract: Este estudio analiza las brechas de género en la Industria de Producción Audiovisual Publicitaria (IPAP) en Costa Rica haciendo una lectura interseccional (May, 2015) de las experiencias de mujeres en el gremio. Esto permitió analizar el contexto de la producción publicitaria y las relaciones de opresión/privilegio vividas por ellas, enfatizando en sus estrategias de negociación y resistencia frente a la dominación.

Los estudios sobre participación de las mujeres en la industria publicitaria regularmente no han prestado atención a las productoras audiovisuales. Se consideró que esta ausencia de estudios que aborden la participación de mujeres en la IPAP se debe a lo que se denominó la opacidad de los productos publicitarios; esa forma en que se enmascara, al menos en Costa Rica, al anonimato que tiñe los equipos de producción audiovisual publicitaria.

Para el estudio se empleó metodología cualitativa y entrevistas a profundidad de tipo semiestructurado para conocer cómo han vivido la brecha de género en la IPAP: sus inicios en la industria, sus motivaciones para entrar y permanecer en ella y el significado de ser productoras audiovisuales. Se entrevistó un total de 20 de mujeres.

En términos generales, la postura de las entrevistadas tiende a naturalizar la violencia simbólica que se produce en el ámbito laboral. A nivel epistémico, logran identificar los rasgos de la desigualdad, desde los más epidérmicos hasta los más complejos; aunque no todas hablan de desigualdad de género, si logran identificar “actitudes machistas”, tienden a verse como problemas individuales y no sistémicos.

Ellas desarrollan una narrativa de la experiencia en la que tienden a colocar su agencia individual como mecanismo de superación de la desigualdad. Coinciden en que una de las formas de superar dicha desigualdad es que haya más mujeres en puestos de toma de decisión. La dimensión ontológica expresada por May (2015) se manifiesta en la complejidad de la relación entre el reconocimiento de la opresión y la necesidad de mostrarse como sujetos autónomos y agentes de su propio desarrollo individual.

En las narraciones se evidencian las contradicciones con que las mujeres se enfrentan a las dinámicas de opresión/privilegio. Ellas no siempre logran verse como un colectivo o darle una dimensión política a lo que viven individualmente. Esto da fuerza a la agencia individual pero despolitiza las demandas de reconocimiento y visibilización dentro de la industria.

Las resistencias que plantea May (2015) se materializan en la narrativa de las entrevistadas como una necesidad de transformar la situación de las mujeres en la IPAP, aunque no siempre con la conciencia de transformar la IPAP en sí misma.

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Id: 23317

Title: Feminismos después del #8M 2018 en los medios mayoritarios españoles: entre la normalización de la "celebritización" y la estigmatización del feminismo de clase

Session Type: Individual submission

Authors:

Name: núria araüna

Email: nuria.arauna-at- urv.cat

Country: ES (Spain)

Affiliation: Rovira i Virgili University

Abstract: La demostración de fuerza del feminismo en España, principalmente en la jornada de huelga y manifestaciones del 8M de 2018 (y las previstas para 2019) y en las movilizaciones contra la sentencia del caso de La Manada, ha consolidado la relevancia que el debate sobre la desigualdad de género venía tomando en la esfera pública y los medios de comunicación. Postulados genéricos del feminismo interclasista parecen sustituir, en formas más o menos populares, al “backlash” antifeminista o postfeminista hegemónico desde los 90 y a principios de siglo, y una sensibilidad feminista parece guiar la perspectiva de los discursos mediáticos; entre ellos las piezas periodísticas. Cabe apuntar que la crisis de los medios de comunicación tradicionales ha abierto una brecha por la que se han puesto en marcha nuevos medios de base cooperativa dedicados a cuestiones feministas (Hunter y Di Bartolomeo, 2018), además de numerosos medios de tipo generalista que se definen de forma abierta como feministas. A su vez, sin esta presencia mediática costaría comprender el alcance masivo de las últimas manifestaciones tanto por la igualdad de género como en la expresión de solidaridad contra la violencia machista. La activación del ciclo de movilizaciones políticas desde el agravamiento de la crisis económica (el 15M), el desarrollo de las tecnologías digitales, y algunos intentos de restringir los derechos de las mujeres (particularmente, la propuesta de reforma de Ley del Aborto de Gallardón) podrían ser algunos de los factores explicativos del cambio cultural que se ha vivido en torno a la idea del feminismo. De palabra demonizada, así pues, el feminismo ha pasado a ser una etiqueta recuperable e incluso legitimadora del medio que se le adscribe.

Esta investigación se aproxima a la redefinición mediática del feminismo en tanto movimiento a través del análisis de cómo los medios periodísticos generalistas de más repercusión en Internet y que a la vez mantienen su versión diaria en papel (El País, El Mundo y ABC) en contraste con nuevos medios de comunicación digitales aparecidos después de la crisis (Contexto, El Salto, La Marea) han abordado las movilizaciones recientes, y las estrategias que han utilizado para representar tanto a las activistas como a sus reivindicaciones y acciones. La hipótesis es que si se ha dado un cambio cultural amplio en relación a la percepción social del feminismo, incluso los medios de más prestigio o autoridad previa al movimiento habrán asumido algunas de sus premisas. Además, se observan las controversias que se negocian en la prensa diaria, que es el principal espacio de mediación de las experiencias cotidianas. A grandes rasgos, la representación mediática mayoritaria en 2018 representa al movimiento como un grupo mayormente compuesto por mujeres muy diversas, que se presenta de forma positiva cuando es esgrimido por celebridades de manera individualizada pero que, en cambio, tiende a estigmatizarse como peligroso e incluso violento

cuando se actúa como un movimiento de masas y de base, y especialmente cuando cuestiona a las instituciones del estado (poder judicial).

Id: 23346

Title: Against discrimination: Strategic use of technology amongst homeless women

Session Type: Individual submission

Authors:

Name: Hoan Nguyen

Email: hoannguy-at- usc.edu

Country: US (United States)

Affiliation: University of Southern California

Abstract: This study investigates technology use by a marginalized group of homeless women in the Skid Row neighborhood in downtown Los Angeles. As the notion of “home” is more often associated with women, it is crucial to study homeless women’s gendered experience and their strategies employed to resist social discrimination upon their identities (Gonyea & Melekis, 2017). However, to best of our knowledge, none of previous research investigated role of information communication technologies, such as mobile phones and the Internet, in the lives of homeless women. This research aims to address the gap in extant literature, emphasizing gendered experiences that precipitate women’s engagement with technology and define their technology use patterns. We conducted a grounded field research in Skid Row – America’s homeless capital – over the course of four months and interviewed 13 women living on streets or emergency shelters.

Applying the perspective of intersectionality (Crenshaw, 1989), we found different forms of social marginalization and discrimination the homeless women experience. Specifically, they faced stigmas from their own family and friend circles, and the wider society upon the homelessness identity. The situation was compounded by the politics of gender and race: The women, especially colored women, experienced physical abuses, violence, and harassment by men, and even police, passers-by, and other homeless fellows. Further, social marginalization led to spatial marginalization, as female residents faced difficulties in finding good locations for their tents on the street.

Facing multiple forms of social marginalization, the homeless women harnessed affordances of mobile devices, social media platforms, and the Internet as a coping mechanism. Our field research revealed that they engaged with social media and the Internet to mitigate their marginalized status, and empower themselves in many ways. First, having concealed their homelessness status from their families and friends, the individuals used social media, particularly Facebook and Instagram, to present an extended valued identity online, by posting decent photos of themselves, positive Facebook status updates, or their voluntary community works. Second, mobile Internet, specifically Facebook Messagers and chat apps, was critical for them to communicate with their families and friends, thereby maintaining social connections and gaining emotional support, while still hiding their homelessness identity. Further, specific online platforms such as Google Maps, and webpages were beneficial to satiate their daily instrumental needs as finding grocery stores, navigating GPS in the city, reading news, seeking healthcare advice, and housing resources available. These practices brought in social support and enhanced their psychological wellbeing. The study thus provides empirical evidence on role of technology use as a way to resist social injustices, achieve personal empowerment and dignity for women at the margins.

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Id: 23368

Title: Gender equality organizations and communication challenges: a good practices guide

Session Type: Individual submission

Authors:

Name: Carla Cerqueira

Email: carlaprec3-at- gmail.com

Country: PT (Portugal)

Affiliation: CSRC - Communication and Society Research CentreUniversity of MinhoPortugal

Abstract: Communication plays a central role in civil society organizations, in particular in what concerns publicizing the causes advocated and contributing to the mobilization of public opinion and social change. In a changing world communication about citizenship and gender equality have become increasingly complex. There are diverse organizations and publics and it is crucial to define a professional communication strategy.

Concerning Portuguese context there is a vast and heterogeneous group of civil society organizations operating in this field, mostly non-governmental organizations (NGOs) and other informal collectives.

This communication aims to present the main results of a research project developed around the communication strategies of NGOs and other informal collectives operating in the Portuguese context in the area of citizenship and gender equality. In this sense, interviews were conducted with these organizations, which were complemented by the analysis of digital and traditional platforms they use. Communication is considered a key area for all organizations, but in several cases it has not been a priority investment area. It is difficult to invest in this area due to the lack of economic and human resources. Simultaneously we analyze the mainstream news coverage of this type of organizations.

In this sense, after the analysis diverse workshops about communication strategies were held in different Portuguese regions to improve skills in the area. These spaces of learning and discussion allowed a collective reflexion about communication. So, as the last stage of the research was created an internal and external communication good practices guide focused on the particularities of these organizations and collectives. The core aim of this tool is to serve as a practical guide and reflexive resource for social actors in the area of citizenship and gender equality. The guidelines can be adapted to each organization and collective. It helps an NGO and collective strategically focus its communication and outreach efforts around a certain set of goals – usually the mission and objectives.

Id: 23472

Title: "I Posted It Hopefully to Have Someone Care": U.S. Youth, Social Media, and the Search for Rights, Safety, and Dignity

Session Type: Individual submission

Authors:

Name: Aimee Rickman

Email: arickman-at- csufresno.edu

Country: US (United States)

Affiliation: California State University, Fresno

Abstract: Young people in the U.S. who have traditionally experienced marginality due to their gender are facing further threats within recent maligning mainstream discourses, proposed and allowed policy changes, gaslighting, and normalized practices of exclusion forwarded by their country's administration. For example, a 2018 report by the Guttmacher Institute finds delayed Title X federal funding for family planning now primarily channeled into abstinence-only education and other efforts denying women access to reproductive health and rights. That same year, after 24 years, the Trump administration allowed the Violence Against Women Act to expire, and they began a movement to re-define gender as based solely on biology. Following this, in January 2019, the U.S. Supreme Court upheld a ban on transgender members of the military, formally denying members of this minority group access to economic and educational opportunities while creating yet another precedent around their exclusion. Despite protest, human rights are being eroded for gender minorities in the U.S.

Drawing upon data from a year-long ethnographic study of 40 poor and working class rural female, gender non-binary, and transgender young people aged 15 to 25 from across California's Central Valley, this paper identifies and discusses specific offline economic and social injustices that are motivating marginalized young Americans to turn to social media seeking rights, safety, and dignity, and the specific practices they use in hopes of gaining greater accountability, justice, and respect for their realities.

These young people were found lacking offline supports they could trust to help them advocate for rights and dignity. They had few offline advocates to turn to who would be willing to publicly support them in their controversial lived realities as sexual females and transgender people, and few ideas of how to effectively push back against encroaching offline oppressions. Some who participated in offline efforts to protest against acts of injustice learned that those in power would be more likely to punish them for their resistance than to provide aid. Some hid their gender realities offline, fearing exclusion, job loss, and physical violence. This research also finds these young people attempting to negotiate and get around oppressive offline conditions by moving their attention to and through social media in "media migration" (Rickman, 2018). In this, interlocutors identified social media as a rare ally in their struggle for rights and existence, and they called upon these platforms to provide them outlets to document, share, and validate their experiences with injustice. As they were left to fend for themselves offline, they were found looking to social media desperately for help.

Social media exist within and through wider systems of power and inequity (e.g.: Eubanks, 2018; Fuchs, 2017; Nakamura, 2002; Tufekci, 2017). Working within this critical framework, this paper discusses the practices, hopes, and limitations of young people's social media-focused rights-seeking in this specific historical, cultural, political, and economic context as it considers how this media migration offered members of oppressed communities rare routes for push-back, safety, and support while also contributing to conditions that maintain offline marginality for them and other increasingly vulnerable gender minorities.

Id: 23477

Title: Pseudoscience, witches, crystals, sex and love. The power of digital influencers today and the 'post-feminism'

Session Type: Individual submission

Authors:

Name: Thaïs Jorge

Email: thaismendonca-at- gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Tássia Saraiva

Email: tassia.94-at- gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Abstract: According to the Global Digital Statshot from We Are Social and Hootsuite (2018), 4.021 billion people are online in the world (53% of the population), an increase of 7% over the previous year. Social networks are used by about 3.2 billion people (42% of the world) and 3.028 billion people actively use social media - that's 40% of the world's population. Some of these people look up to others in social media to guide them with their decision making. The latter are called digital influencers or simply influencers, individuals who have the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with the audience. The majority of influencers fit into categories such as: celebrities, industry experts and thought leaders; bloggers and content creators; and microinfluencers. This paper analyzes the profiles of two influencers-celebrities who, through Instagram, spread pseudoscientific theories to promote the sale of products and a lifestyle, focused on wellness, beauty and spirituality: the actress Gwyneth Paltrow and the writer Gaby Herstik. In the media, they were called Instagram Shamans, for their strong relationship with their fans. In her page "Goop", for example, Paltrow states that "An informed woman taking care of herself is the most powerful form of activism today". Gaby presents herself as a "modern witch" and gives advice to control anxiety, organized as "week's mantras" such as: "My desires are sacred; I live with integrity and only say yes when it is yes". And both of them sell things, from books to crystals, tarot cards and makeup items. Addressing the methodology of deep hermeneutics, this work points out how these profiles use the feminine empowerment discourse to add value to the ideas and products they sell. The hypothesis is that the information disclosed brings a domesticated feminism, reinforcing individualist and elitist ideas of "post-feminism". Cognitive Psychology helps us to understand the human need to believe in pseudoscience, which is opposed to scientific knowledge because there is no possibility of proving what is promised. Here we face with challenges in respect of the quality of communication and can reflect on how the advance of technology affects the quality of human life and human dignity.

Id: 23509

Title: Feminism on the Internet and on Television News: Negotiating the Boundaries of Public Morality with Regard to Domestic Violence in the New Media Era in Hungary, 2012-13

Session Type: Individual submission

Authors:

Name: Gyorgyi Horvath

Email: G.Horvath1-at- lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Abstract: In late April 2013 a domestic-violence-related political scandal shook Hungary, a country where public attention to the issue had never been particularly high: József Balogh, an MP from the ruling right-wing political party FIDESZ – in possession of two thirds of seats in the Hungarian Parliament since 2010 – battered his cohabiting girlfriend, and the woman got hospitalized. To be sure, Balogh was far from being the first Hungarian politician to batter a woman, but previous cases had repeatedly evaded public attention. In contrast to these, the Balogh story was followed by an intense media attention and public reaction, including not only various forms of bottom-up political action and expression, but also responses from elected officials and even changes in policy instruments (e.g. a bill on domestic violence, for which feminist activists in Hungary had been fighting for a decade in vain, was presented in the Hungarian Parliament in the direct aftermath of the scandal, by the FIDESZ government). The story also inflated public emotions around the issue to a previously unseen extent and, by creating a largely homogeneous emotional regime around the incident, intensively “socialised” the public to the proper expression of emotion with regard to the events, thereby forming certain social solidarities around domestic violence through emotional citizenship (see Pantti, 2011; Pantti & van Zoonen 2006). However, the main issue at stake in this case was that of re-opening a public and symbolic space where the boundaries of public morality with regard to domestic violence could be discussed, negotiated and above all affirmed, and concomitant “feeling rules” – that is, rules that regulate socially approved ways of expressing and managing emotions (Hochschild, 1983) – shaped and settled. My paper aims at exploring the ways in which television news and internet memes shaped the ways in which the story played out in the media and developed from an incident into a fully-fledged political scandal, and how they co-operated in inflating public emotions around Balogh's exposure, and bringing spectators to a common platform in relation to the events by shaping shared emotions and values with regard to Balogh's transgressions. I employ a theoretical framework that combines theories on mediated suffering with a Foucauldian notion of discourse, and my method is CDA. With this, I aim to contribute to two fields: the still largely Anglo-Saxon dominated field of the media portrayal of domestic violence, and the literature of Central-Eastern European (CEE) anti-domestic violence activism.

Id: 23561

Title: Sound the Trumpettes! Nationhood, Maternalism, and the Republican Woman in the United Statesd

Session Type: Individual submission

Authors:

Name: Gretchen Soderlund

Email: gsoderlu-at- uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Name: Laura Strait

Email: lstrait-at- uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: Trumpism in the United States has taken its cues from emerging far-right populist movements as well as from authoritarian, strong-man regimes like those in Russia and the Philippines. At the level of policy and rhetoric, it engages in a project of determining national insiders and outsiders and reasserting white masculinity as the paragon of citizenship. It galvanizes voters by exploiting and intensifying existing anti-immigrant, anti-multicultural, and anti-feminist sentiments. The success of this formula, in the U.S. context, rests on a form of anti-government white male and Christian identity politics that has co-existed with traditional U.S. conservatism since the 1990s. It is marked by a sense that multiculturalism, gender equality, and secularism have created a world hostile to Christians and white men, now imperiled, victimized minority groups intent on taking back the power they once exercised freely and with abandon.

But if this rendering of the nation is decidedly masculine (with a Christian subtext), what about the women who helped catapult Trump to victory and actively promote his agenda? Trump drew heavy support from conservative women who traditionally vote Republican, despite the fact that the candidate and his most ardent supporters failed at almost every level to embody the moral, family-centered issues such voters have historically endorsed. Despite Kellyanne Conway, Sarah Huckabee Sanders, Ivanka Trump and a smattering of other women in his administration, we argue that women, including conservative women, have been sidelined in the Trump movement and are poised to play a diminished, supporting role in far-right politics more generally. We argue that the older symbolism that linked woman to the nation (moralism, modesty, spirituality), and the conservative women who embodied, in dress, demeanor, and ideology, these notions, have given way to a new figure whose primary drive is nonetheless very familiar: to uphold white supremacy in the face of inevitable and impending demographic change.

To do so, we trace the evolution of right-leaning Republican woman from the 1970s to today, and focus particularly on those who self-identify as “Trumpettes.” We use the political issue of immigration as a reference point, as the topic aptly represents the current nationalist political climate and also signals political parties’ (and in this case Republican women’s) priorities and definitions of natalism. By looking particularly at women Trump voters’ understandings of

immigration, we consider the ways in which they these figures serve to ardently defend and absolve the white males in power (through their appearance, actions, and subservience), while doubling down on the racial and ideological requirements of white American citizenship.

Id: 23588

Title: #EleNãO: When the Brazilian women took (it to) the streets

Session Type: Individual submission

Authors:

Name: Lidianne Nunes de Castro

Email: lidiane.castro-at- uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: The #EleNãO that means “not him”, was the most talked-about hashtag of the presidential election in Brazil and came to life in a closed Facebook group named “Women against Bolsonaro” that was created in August 2018. The group managed not only to gather in less than 24 hours more than half million women but to get endorsed by a couple million more in the subsequent weeks. The participants rapidly joined the group because they did not want Jair Bolsonaro to be elected due to his controversial statements that were considered misogynistic, racist, homophobic and a threat to democracy.

Through the lenses of Gender Studies (Louro, 1998; Scott, 1986), the concepts of hegemony (Gramsci, 1999) and male domination (Bourdieu, 2000) are indispensable to understand a context where women are pushed into subordinated roles in a society marked by high rates of femicide. Concepts equally relevant to understand the significance of the #EleNãO movement, that relies on the fact that the demonstrations that took place on September 29, 2018 became the largest protest ever held by women in Brazil. Furthermore, it was the largest popular concentration during the presidential campaign.

More than one hundred thousand public tweets that used the hashtag “EleNãO” on the 29th September 2018 were retrieved. Firstly, these tweets will be investigated using Quantitative Content Analysis (Krippendorff, 2005) while taking into consideration: the text; use of images; presence of URLs; replies; mentions; favorites; retweets; additional hashtags found in the publications. The research question is how the movement was pictured on Twitter? And the objective is to present a broader view of how the demonstrations were depicted on Twitter by its users.

On an additional level of investigation, a comparative analysis will be conducted using Critical Discourse Analysis (Fairclough, 1989; Van Dijk, 1999). The top one hundred tweets with the highest engagement will be selected from the sample and analyzed in comparison to the coverage presented on the platform by three top newspapers in Brazil, which are the ones with the highest numbers of followers on Twitter: “Folha de S.Paulo” with 6,5 mi; “Estadão” with 6,23 mi; “O Globo” with 5,74 mi.

The first hypothesis is that the depiction of the protest among different newspapers will be similar and seemingly neutral but will differ from the users; the second hypothesis is that there will be variety in the depiction by users but the portrayals will be predominantly positive. The objective is to unveil, using the Framing Theory (Goffman, 1974), the similarities, disparities and nuances found in the portrayals of the protest and, consequently, of the women involved in it that were given by mass media vehicles and users that succeeded on reaching a widespread audience to engage with the depiction they presented. This detailed analysis combined with the quantitative approach will offer insights to achieve a greater understanding of how the event was portrayed on Twitter.

Keywords: #EleNão; Gender; Quantitative Content Analysis; Critical Discourse Analysis; Framing Theory.

Id: 23594

Title: On the Right to Public Space in the Age of Algorithms

Session Type: Individual submission

Authors:

Name: Claudia Alvares

Email: claudia.alvares-at- ulusofona.pt

Country: PT (Portugal)

Affiliation: CICANT - Lusofona University

Abstract: Online violence became a much debated topic in the Portuguese media around May 2017, during the traditional academic festivities (Queima das Fitas, or Ribbon Burning) of graduating university students. The most salient episode covered by the media in this regard concerns the allegedly non-consensual video recording, disseminated on social media, of a young male student genitally manipulating a young female student, apparently unconscious due to excess drink, in a public transport bus especially chartered for the event, while a multitude of students watched, laughed and clapped. The video was disseminated by the online version of the *Correio da Manhã* populist newspaper as well as its TV channel. Although the paper attempted to distort the image of the alleged victim, the dissemination of this video was severely criticised by various sectors of Portuguese society, namely the Commission for Citizenship and Gender Equality (CIG), the Deontological Council of the Journalists' Trade Union as well as the Portuguese Regulatory Entity (ERC). The director of the *Correio da Manhã*, Octávio Ribeiro, defended that, by distributing the vídeo, the newspaper was contributing to disseminating 'a relevant and controversial fact, whilst protecting the identity' of those involved, adding that 'without news, there is no reflection' (Lusa 17.05.2017). As such, the *Correio da Manhã* invoked the public interest in disseminating the video, which it allegedly intended to mobilise society around a cause, namely that of collective indignation against possible sexual abuse.

This episode will be analysed with the objective of understanding how the Net, as an integral part of an expanding public sphere, has come to redefine the classical division of public and private. As such, the contexts in which the collective understanding of sexual rights (with emphasis on the reframing of 'privacy') is being visibly challenged and redefined in light of online publics and digital publicity (Albury 2017: 714) will be explored. Ultimately, I intend to sustain the claim that the concepts of public space and publicity are interconnected, with impact on regulatory practices concerning both gender performances as well as the mechanisms of intersection of informal and formal justice.

Id: 23608

Title: Media discourse of cross-border marriage in China: A gender based perspective

Session Type: Individual submission

Authors:

Name: Xiaocong HUANG

Email: imhuangxc-at- foxmail.com

Country: CN (China)

Affiliation: Sun Yat-sen University

Abstract: For historical reasons, the estrangement between mainland China and Hongkong last many years. After Hongkong returned to China in 1997, the unexpected Asian financial crisis shattered the political economic certainty in Hong Kong, and drove it into anxiety and anxiety. At the same time, the tide of cross-border marriage emerged. Women from mainland China entered Hongkong by marriage. Cross-border marriage is different from general immigration. It intersects with gender, class, culture and other mechanisms, making the development of new immigrants a social problem. With huge disparity in economic quality in two districts, women with relatively low education level from the mainland to Hong Kong can only go in for occupations with low wages and long hours of work.

This paper focus on cross-border marriage from the mainland China to Hong Kong, and try to use a series of Hongkong films as cases to illustrate the impact of public policies on sociocultural and political life of migrant brides. Experiences of migrant brides suggest that gender power and resource inequality are closely interwoven in marriage immigration, which makes the gender based social problems come to the surface. Hongkong has been in the gap between Western colonial culture and traditional Chinese culture, so it tried hard to find it cultural identity in the relationship between Hongkong and the mainland. The cultural dilemma creates a unique cultural perspective for Hongkong film directors. A three-dimensional analysis framework based on Fairclough's critical discourse is applied to examine the visual and textual components in this film. Through the analysis, we can see what is depicted in these movies is changes of Hongkong society form the end of the 70s to the millennium. We know little about how mainland women in cross-border marriage survived at the edge of Hongkong and became marginalized social group under the political and economic pressure in Hongkong. This article offers a perspective to study the media and social discourse of marriage immigration in China.

Id: 23649

Title: How Kenyan Female Journalists Cope with Trauma

Session Type: Individual submission

Authors:

Name: Samuel Mwangi

Email: scmwangi-at- k-state.edu

Country: US (United States)

Affiliation: Kansas State University

Abstract: Journalists frequently bear witness to human suffering whether covering mass disasters or individual atrocities; however, little is known regarding the impact of such exposure on the well-being of journalists. Researchers in the field of traumatic stress are only beginning to examine the toll this line of work may have on the health of journalists. Research suggests that between 80-100% of journalists have been exposed to a work-related traumatic event (E.G, Dworznik, 2011; Newman et al., 2003; Pyevich et al., 2003; Smith, 2008; Teegen & Gotwinkel, 2001).

In Kenya female reporters often cover traumatic events but there have been very few studies on how they cope with such trauma. A report by Thomson Reuters Foundation reveals that Kenyan journalists including females who reported on their country's worst outbreak of inter-ethnic violence, which killed more than 1,000 people following a disputed 2007 election, remain traumatized. The Royal Society of Medicine referred to this scenario as the first major study of the emotional well-being of journalists covering violent events in Africa, although half of the continent's countries are either at war or have recently experienced it. Other traumatic encounters covered by Kenyan female journalists include the Westgate Shopping Mall attack by Alshabaab in 2013, Garissa University Alshabaab attack in 2015, Baragoi clashes, and the January 2019 terrorist attack in Riverside, Nairobi.

The Association of Media Women in Kenya (AMWIK) notes that female journalist's security issues extend to the workplace as there is a prevalence of sexual harassment, character assassination and demands for sexual favors in the newsrooms.

A Unesco publication, *Media and Gender: A Scholarly Agenda for the Global Alliance on Media and Gender* (2014) postulates that Violence against women journalists is sadly an important issue that is rarely openly confronted. There are at least four different ways in which violence against women journalists occurs. One is during the course of reporting dangerous events such as wars and conflict zones where a woman journalist, much like a male journalist, simply finds herself in a dangerous context. A second form is sexual violence which, while meted out on occasion to male journalists, is preponderantly acted out against women. A third is state-sponsored violence in the form of arbitrary arrest, imprisonment and torture of journalists, amongst whom many are women. And a fourth form includes trolling and other forms of sexualised hate speech that women encounter on the internet.

Given the prevalence of violence against female journalists in Kenya and the fact that this is an under-studied area, this research paper seeks to answer the following questions: (1) How do female journalists in Kenya cope with trauma; (2) What resources, if any, are available to them in dealing with trauma; (3) What role can newsrooms play in improving their work environment.

Data will be collected through phone interviews with female journalists who have experienced work-related trauma. These journalists will be identified and selected through the Association of Media Women in Kenya.

Id: 23667

Title: Let's Get in Formation: Subjectivity and Independence in the 21st century

Session Type: Individual submission

Authors:

Name: Miriam Rahali

Email: m.rahali-at- lse.ac.uk

Country: US (United States)

Affiliation: The London School of Economics, Department of Media and Communications

Abstract: Beyoncé has emerged as a popular hip hop icon in the United States whose public persona has been produced and reproduced as the ideal neoliberal and post-feminist subject of the 21st century. She is one of the most visible performers in hip hop music, and her discursive construction shapes not only what it means to be a successful Black Millennial, but also what it means to be an independent and empowered modern woman. This paper examines post-feminist ideology in hip hop, and traces the connections between its prevalence in the music industry, and the larger cultural picture of how Black women have been characterized historically. Using Beyoncé as a site, I will sketch performances of contemporary Black femininity. Consistent with tenets of neoliberal post-feminism, patterns of regularity point to a specific focus on individualism, self-actualization, and self-reinvention. I argue that her early career has been discursively constructed to fit within new and emerging neoliberal economic and social arrangements. Findings suggest that Beyoncé performs a wide range of femininities that speak at once to both White and Black middle and working class sensibilities. However, because her specific “feminist” identity has been framed through the lens of gender and race, this chapter will build upon neoliberal and post-feminist theories by drawing on theories of Black Feminism. I use Beyoncé’s discursive formation to situate the Black Millennial woman’s experience in the United States, and challenge intersecting identities of race and gender, and intersecting oppressions of racism and sexism. Beyoncé’s construction could be considered dangerous, as it operates under the guise of resistance, but is oftentimes a reflection of the prevailing values in society – values that continue to be created and sustained by White capitalist patriarchy. At the crudest, the expression of Black feminist attitudes tend to be portrayed by the dominant culture as an expression of female independence. However, in reality, they are part of an oppressive continuum, necessary for the maintenance of the hegemonic social order. This chapter calls for a new centering of the Black Millennial to augment feminist discourse and research in media studies.

Id: 23745

Title: Misogyny through the Millennia: The Ancient and Religious Roots of Hating Women

Session Type: Panel Submission

Authors:

Name: Debra Mason

Email: masondl-at- missouri.edu

Country: US (United States)

Affiliation: University of Missouri

Abstract: Nearly half of the world’s population say they belong to an Abrahamic faith: Christianity, Islam, or Judaism. It’s not surprising that these three faiths, with some shared prophets and sacred stories, include believers who hold not just sexist — but overtly misogynistic views. The interpretations by some followers of scriptures that permit the raping of women prisoners, blame women for a fall from perfection, view biological conditions of menstruation and childbirth as dirty, and exclude women from elite sacred rites have stoked misogyny throughout the millennia. This presentation traces the ancient and global religious roots of misogyny from ancient Greek and Roman times to the modern era (e.g. the ancient Greeks had no word for “heroine”), using historical and scriptural analysis. Furthermore, the chapter introduces the topic of how “media” — interpreted broadly — was used to spread and enforce such religious-based misogyny.

Id: 23746

Title: Toxic Masculinity, Misogyny: Feminism Renewed

Session Type: Panel Submission

Authors:

Name: Maria Marron

Email: mmarron2-at- unl.edu

Country: US (United States)

Affiliation: University of Nebraska-Lincoln

Abstract: The argument can be made that toxic masculinity and misogyny have led to a renewal of feminism. Toxic masculinity, a deviation from hegemonic masculinity in which men regard women as inferior, is actually a dangerous form of male entitlement that increasingly is associated with violence, including mass shootings. The INCEL movement (involuntary celibates), aligns with toxic masculinity in that its white, heterosexual members in an online subculture who define themselves as unable to find a romantic or sexual partner despite desiring one, engage in misogyny, racism, a sense of entitlement to sex, and endorse violence. The #MeTooMovement is a female response to sexual assault and sexual harassment, often perpetrated by men in positions of power. It not only has elicited greater transparency about sexual misconduct but also has drawn in a younger female demographic, women previously not committed to the ideals of feminism. In doing so, it has led to a renewed feminism, not just a new wave of feminism, and has focused attention on toxic masculinity and the emergence of the INCEL movement.

Id: 23747

Title: AWSM, JAWS and Riotrrrs: Female Journalists Address Misogyny

Session Type: Panel Submission

Authors:

Name: Pam Creedon

Email: Pam-Creedon-at- uiowa.edu

Country: US (United States)

Affiliation: University of Iowa

Abstract: The power inequities in journalism have a history of evolution through the establishment of female organizations to address misogyny and the media. The Journalism and Women Symposium (JAWS), Association of Women in Sports Journalism (AWSM) and Riotrrrs showcase how inequities have been experienced and are being addressed by women journalists. For more than three decades, JAWS and AWSM have showcased the need to address media discrimination, exclusion, hostility, objectification and violence against women—misogyny. Riotrrrs is an online organization that already has more than 8,000 members on its network. This discussion overviews interpersonal communication in each organization. Today, for example, JAWS members use LinkedIn, Vimeo, Twitter, Facebook sites and have chapters in 16 states. It will provide an overview of member conversations related to misogyny experiences. Overall, it will examine how misogyny and power inequities are addressed by these organizations interpersonally and on their social media sites today.

Global Media Policy Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 20574

Title: The Achievements and Challenges of the United Nations' General Assembly in the Field of Media and Public Communication Revisited

Session Type: Individual submission

Authors:

Name: Roja Zaitoonie

Email: roja.zaitoonie(at) rub.de

Country: DE (Germany)

Affiliation: Institute for Media Studies (Ruhr University Bochum)/Erich Brost Institute for International Journalism (Technical University of Dortmund)

Abstract: The General Assembly of the United Nations (UN) is one of the most important actors in global governance. Even though it has adopted hundreds of resolutions on media and public communication, we can still determine severe gaps in the global governance of freedom of information and media development. This paper reflects the analysis of nearly 1.600 subject-related resolutions adopted by the General Assembly from 1945 until today. The results of the analysis disclose a wide range of topics, which can be divided into five main categories: (1) general provisions on UN public information, (2) promotion of freedom of information, (3) media development assistance, (4) strategic communication and (5) information and communications technologies. The aim of this study is to highlight the achievements and the challenges of the General Assembly in the field of media and public communication. It provides a basis for further investigation and promotion of freedom of information and media development in global governance.

Id: 21422

Title: The rise of the policy-takers. Adoption of EU telecommunications policies in the Southern Neighbourhood

Session Type: Individual submission

Authors:

Name: Veronique Wavre

Email: veronique.wavre(at) unisg.ch

Country: CH (Switzerland)

Affiliation: Post-doc fellow, University of St-Gallen

Abstract: Why does Jordan adopt the European Union (EU)'s telecommunications rules, but Morocco refrains from doing so? Instead, Morocco leapfrogs the EU by proposing innovative solutions based on Latin American models. Using rationalist theories from the policy adoption literature, this paper argues that the EU policies have different adoption costs in Jordan and Morocco explaining the differences in adoption behaviour. I use as a most-similar system co-variance design, and 46 original expert interviews run in Jordan, Morocco and Europe to analyse adoption practices in Jordan and Morocco between 2000 and 2014. The results show that Moroccan policy-makers have willingly diverted from the European policy model by adopting an alternative policy more suitable to their local context. To conclude, research studying the relationship between EU and European Neighbourhood Partners (ENP) countries needs to take the role of policy takers seriously and refrain from solely focusing on the European-side of policy adoption.

KEY WORDS: Policy adoption, adoption costs, Morocco, Jordan, universal service obligation (USO), European Union (EU), European Neighbourhood Partnership (ENP)

Id: 21655

Title: Reconstruction of Cyberspace Governance Assessment Framework: Based on Positioning of Structuration

Session Type: Individual submission

Authors:

Name: XUEQIAN ZHANG

Email: 15210681944(at) 163.com

Country: CN (China)

Affiliation: School of journalism and communication, Tsinghua University

Abstract: Cyberspace governance has been regarded as different types of single or multiple object under the objectivity cognition led by diverse disciplines, but it has been always separated from the dynamic process of active action in cyberspace. It would leads to the blockage of integrating technology governance paradigm and social governance paradigm in a symmetrical and inter-embedded way, which makes it difficult to obtain an independent research form distinguishing from technology sciences and traditional social sciences. Basing on the perspective of interaction between subject and object, the analysis of the structural connotation and structuration positioning of cyberspace governance will become an important way to break through this problem: in the view of cyberspace as a field organization, which consist of established regulation, actors' association and institutionalization, cyberspace governance not only embed in the reproduction of these as some object, but also intervene in the production of these three parts as some subject, which consist of three mechanisms including actions, organizations and issues. Under this path, governance of cyberspace is integrated as the basic condition of the structuration's positioning of cyberspace, and it is also the most likely perceptible condition to be tracked and assessed. Therefore, the assessment framework of cyberspace governance will consist of three targeted topics: governance issues, governance actions and governance organizations. It will include 7 first-level assessment indicators, including relationship setting, priority setting, effectiveness, extensibility, degree of participation, degree of collaboration and sustainability, and 16 secondary indicators. The assessment framework would indicate the way that cyberspace generates both the subject and the object of governance in the dimension of coexistence of empowerment and constraints, and this indication would sustain altering with the information society's evolution.

Id: 22643

Title: Spanish children and youth in a digital world

Session Type: Individual submission

Authors:

Name: María-Ruth García-Pernía

Email: mruth.garcia(at) uah.es

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Pilar Lacasa

Email: p.lacasa(at) uah.es

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Laura Méndez

Email: lmendez(at) psi.uned.es

Country: ES (Spain)

Affiliation: UNED

Abstract: This study is part of an analysis of practices related to the use of the Internet among Spanish children and youth aimed to guide regulatory processes in this context and seeking to establish general principles that can guide self-regulation in the telecommunications sector. The overarching goal is to provide a framework for discussion based on a critical review of existing contributions that allow for defining a new framework. Considering them as a whole and taking into account the complexities of each perspective, we have been able to observe what they contribute and how they guide digital technologies regulation.

Four perspectives are defined that frame the work carried out so far: 1) the European Commission's(<https://goo.gl/Dzhfnf>), based on self-regulation as the basis of the European strategy to create a better Internet for children; 2) UNICEF's(<https://goo.gl/Uwd7Z6>), a perspective that highlights the presence of children's and young people's voices in this environment; 3) Kids Online's(<https://goo.gl/eJnASL>/<https://goo.gl/Dcay7H>), focusing on Europe and on security challenges related to children, and 4) PewResearchCenter's(<https://goo.gl/u8s3fc>), a US organization that supports institutions in decision making in the use of technology among young people.

The methodology of this work is based on the qualitative analysis of 30 document contributions, mostly published since 2017. The NVivo12 software program has been used for the analysis, which has allowed for the creation of a categories set to clarify the relationships between the four perspectives indicated by pointing out their similarities and differences. From here, a discourse analysis of all the documents' content has been carried out.

The results offer a vision of what each perspective has contributed in relation to our objectives.

Next, we will summarize some of the most important contributions:

- From the European Commission's perspective, the possibilities and opportunities in the use of the Internet through the different devices are shown. The tendencies of the users in the networks point towards total connectivity, and they emphasize that the best way to protect young users is to

educate and train them properly. Specific education programmes include Internet safety tools, lessons, campaigns and public service announcements.

- UNICEF insists on the idea that digital technology is changing the world as well as childhood, since it has been empirically proven that children are accessing the Internet at younger ages. A concern is shown by the potential digital gap. Policies and regulations should be updated taking into account this reality and considering equitable access to online content.
- KidsOnline highlights the existence of new ways to access Internet as it becomes increasingly mobile, personalised and widespread. Access could almost be considered a right. Today, the complexity behind use goes beyond the frequency of use and covers a wide variety of forms of participation, including search practices, security, privacy, communication and much more. It is about stimulating the production of creative and educational content online, promoting positive experiences and increasing awareness and empowerment.
- Finally, the PewResearchCenter insists on the idea that access to smartphones and devices has made Internet use more frequent among young people, although there are differences in frequency regarding gender, race and ethnicity. This organisation's research sheds light on the positive effects of the network, which helps young people to stay connected and to interact with other people, family, friends and new friends.

Id: 23455

Title: Canada's Policy Response to Facebook Privacy Concerns, 2009 and 2018

Session Type: Individual submission

Authors:

Name: Steph Hill

Email: [steph.hill\(at\) ryerson.ca](mailto:steph.hill@ryerson.ca)

Country: CA (Canada)

Affiliation: Ryerson University

Name: Jeremy Shtern

Email: [jshtern\(at\) ryerson.ca](mailto:jshtern@ryerson.ca)

Country: CA (Canada)

Affiliation: Ryerson University

Abstract: This paper compares analysis of the 2009 case of Facebook's agreement to institute a series of changes to assure compliance with Canadian law with the 2018 hearings and subsequent reports of Canada's Standing Committee of Access to Information, Privacy and Ethics over revelations of the misuse of user data by Cambridge Analytica. The 2009 case was the culmination of a formal complaint to Canada's Office of the Privacy Commissioner (OPC) that Facebook was in violation of Canada's Personal Information Protection and Electronic Documents Act (PIPEDA). The non-binding dialogue that ensued between Facebook and Canada's OPC resulted in universal changes in Facebook's operation until Facebook altered its services not long afterward.

This paper combines analysis of policy documents and interviews with key participants from the 2009 dialogue between Facebook and the OPC with examinations of the hearings and reports generated in 2018 over the misuse of user data by Cambridge Analytica. The 2009 case was widely interpreted as a small country projecting disproportionate power over global communication flows. However, the data breaches in 2018 raise new questions at a potentially pivotal point in the governance of transnational social media platforms. As some jurisdictions pass more stringent privacy requirements, such as the EU's General Data Protection Regulation (GDPR) and other territorial governments scramble to develop a coherent response, the relatively informal multistakeholder cooperation that has governed much of the relationship between nations and social media platforms is in flux.

Research question:

What does comparison of recent hearings and recommendations and previous policy milestones by the Canadian government on Facebook's compliance with Canadian privacy law indicate about the state of the governance relationship between national governments and online information intermediaries?

Expected outcomes:

Despite earlier indications that multistakeholder cooperation would effectively govern online platforms, there seems to be a resurgence of nationally defined interest in Facebook's operation that

is leading countries to rethink their strategy towards these companies. Canada seems likely to follow a global trend towards increasing territorial sovereignty over data.

Theoretical framework:

This paper engages the literatures on media policy, internet regulation and political economy of communication, particularly as they overlap with the study of platforms.

Significance:

This paper makes a significant contribution to evaluations of the approaches needed for regulatory frameworks to address transnational media and internet corporations and to understanding the role of governments in contemporary media policy, providing a detailed case study of policy developments in Canada. Using a comparative historical methodology to examine one government's policy approach to internet governance is a significant contribution at an inflection point in the history of internet governance.

Id: 23808

Title: DISCUSSION SESSION: Technology and Public Values in Media Policy

Session Type: Individual submission

Authors:

Name: Veronique Wavre

Email: veronique.wavre(at) unisg.ch

Country: CH (Switzerland)

Affiliation: Post-doc fellow, University of St-Gallen

Name: Robin Mansell

Email: r.e.mansell(at) lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Name: Francesca Musiani

Email: francesca.musiani(at) cnrs.fr

Country: FR (France)

Affiliation: Centre National de la Recherche Scientifique (CNRS), Paris

Name: Claudia Padovani

Email: claudia.padovani(at) unipd.it

Country: IT (Italy)

Affiliation: University of Padova

Name: Jeremy Shtern

Email: jshtern(at) ryerson.ca

Country: CA (Canada)

Affiliation: Ryerson University

Abstract: This discussion session critically interrogates new developments at the intersection of technology, policy, and civic rights. Participants will explore current trans-national policy debates and regulatory arrangements with regards to technology developments and human dignity, and investigate potential shifts towards the improvement of people's lives.

Communication and HIV & AIDS and Health Communication & Change Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19877

Title: E-Health Projects coverage of urban slum dwellers in Nigeria

Session Type: Individual submission

Authors:

Name: Onjefu Okidu

Email: okidu2002(at) yahoo.com

Country: NG (Nigeria)

Affiliation: Ajayi Crowther University, Oyo, Oyo State.

Name: Chima Onuekwue

Email: onuekwuec(at) who.int

Country: NG (Nigeria)

Affiliation: World Health Organisation Emergencies Programme

Abstract: The purpose of this study was to assess e-health projects coverage of Nigerian urban slum dwellers in their operational concepts and programme formats. Growing evidence of health inequalities within urban populations is of major concern in Low and Middle Income Countries (LMICs) and this is in part attributed to exclusive conception and implementation of e-health projects. The Bellagio Group convened by the World Health Organization (WHO) in September, 2011 recommends rigorous assessment of e-health projects around the world to generate evidence that will help “redress health inequalities in innovative ways.” One particular concern across Africa including Nigeria is the poor e-health coverage of slum populations who bear the highest burden of diseases within urban settlements, an aspect of the health crisis which now needs to be better understood. Assessments of e-health projects in Africa have been ongoing. Apart from the fact that not much has been done on Nigeria, the assessments tend to focus on the general urban populations. Little attention is given to how e-health projects cover the health concerns of vulnerable and disadvantaged populations such as slum dwellers. All in all, Two hundred (200) e-health projects were identified using the google and yahoo search engines. One hundred and fifty were purposively selected based on comprehensive information dwelling on their visions, missions, key principles as well as their communication policies and strategies using the document analysis method. The content of their visions, missions, key principles as well as their communication policies and strategies were then examined and analysed based on eight thematic areas; focus, objectives, goals, tools, content, design, target audience and socio-economic differential using the latest version of QCMap software. In general, the study findings show that e-health projects bunched slum dwellers with non-slum dwellers in their coverage formats. Urban slum dwellers were not specifically and specially defined within projects. Their strategy content reflects the general urban population. Also, e-health projects programme plans and designs were devoid of social inequalities analysis that would make the urban slum dweller stand out. It is recommended that an all-inclusive and socially disaggregated national e-health framework be developed to guide e-health projects design and implementation in Nigeria.

Keywords: Nigeria, e-health projects, urban, slum dwellers, populations, health inequalities, Africa

Id: 19939

Title: Support, Comparison, and Surveillance: Implications of Social Media in Weight Management Interventions

Session Type: Individual submission

Authors:

Name: Leanne Chang
Email: leannechang(at) hkbu.edu.hk
Country: HK (Hong Kong)
Affiliation: Hong Kong Baptist University

Name: Kaushik Chattopadhyay
Email: Kaushik.Chattopadhyay(at) nottingham.ac.uk
Country: GB (United Kingdom)
Affiliation: University of Nottingham

Name: Jialin Li
Email: lijialin(at) sina.com
Country: CN (China)
Affiliation: Ningbo First Hospital

Name: Miao Xu
Email: wzmcmxm(at) 126.com
Country: CN (China)
Affiliation: Ningbo First Hospital

Name: Li Li
Email: lilyningbo(at) 163.com
Country: CN (China)
Affiliation: Ningbo First Hospital

Abstract: In China, an estimate of 32.3% of the adult population were overweight or obese in 2016. Obesity is associated with a number of non-communicable diseases and chronic conditions. By losing 5% to 10% of initial body weight, obese and overweight adults can decrease risk factors for obesity-related illnesses even if they are still within the overweight or obese range. Weight management requires lifestyle modifications and thus often faces challenges of low adherence, low retention, non-clinically significant weight loss, limited long-term effects, and a tendency to regain weight. To promote sustainability, researchers have advocated the use of social media technology to enhance the continuity of overweight and obese adults' healthy weight practices. The trend of using social media as a platform for delivery of weight management interventions has been substantial. However, little is known about the underlying processes of social media interactions and ways through which online interactions exert social influences on weight management. This study provided a qualitative inquiry into the dynamics of social media interactions in shaping overweight and obese adults' weight control behavior. Three aspects of social media interactions—social support, social comparison, and surveillance, and two sources of social media influences—

medical professionals and peers were explored to present a comprehensive analysis of the cyber-social influences of social media interactions.

The studied context involved a social media-based weight management program launched by a tertiary hospital in charge of regional disease prevention and control in a southeastern province in China. WeChat is the most popular social media app in China and has exceeded a penetration rate of 93% in large cities and 80% across the population. In the professionally-led and free-of-charge weight management program, each patient joined one WeChat group with 10-12 members based on the time he or she joined the program. Within each group, members reported their weight and dietary intake on a regular basis and received individual feedback from nutritionists and endocrinologists. Members can also freely interact with each other and with medical professionals through question posting and information sharing. A purposive sample of 32 members were interviewed with variations in age, gender, and weight loss outcomes. The average duration of participant membership was 1.5 years.

Results of thematic analysis identified three themes: professionally-led support in the form of capacity building, reaction and resistance to surveillance, and co-presence of peer support and peer comparison. The first theme delineated support from medical professionals that helped enhance participants' capacity to perform healthy dietary and exercise behaviors. The second theme addressed public surveillance and social surveillance on WeChat and participants' reaction to the panopticon gaze. The third theme revealed peer influences in the forms of support and comparison that motivated participants' self-control of weight in both positive and negative ways. Findings highlighted the mutually reinforced relations among social interaction factors and their fluctuant influences on weight management. Implications of the study concern improved strategies for maintaining the positive dynamics of social media interactions.

Id: 20023

Title: To Construct e-HDL as Examining Health Literacy Ability in Taiwan: Crossing Public Health and Communication Fields

Session Type: Individual submission

Authors:

Name: Cheng-yu Lin

Email: cyou.lin(at) msa.hinet.net

Country: TW (Taiwan)

Affiliation: Associate Professor, Department of Radio, Television & Film, Shih Hsin University, TAIWAN.

Abstract: The study was to develop the assessment tool for the e-healthy diet literacy based on the comprehensive conceptual framework of health literacy, and examine the association between health literacy (HL), e-healthy diet literacy(e-HDL), healthy outcomes and behaviors. A population-based study was conducted on 1342 adults aged 18 years and above, between April and September 2018. The multi-stage random sampling method was used to recruit the study sample from four regions and 19 cities and counties in Taiwan. Health literacy was measured by HL-SF12 questionnaire contained 12 items, the internet based healthy diet literacy questionnaire (e-HDLQ) was developed to measure healthy diet literacy. Personal characteristics and socio-demographics, Health status and behaviors were also measured. Principal component analysis (PCA), linear regression models, logistic regression models were used to analyze the data. The mean age of study population was 33.9 ± 11.4 , ranged from 18 to 64 years old. The e-HDLQ was constructed with 11 items. The positive association between HL and e-HDL was also found ($B = 0.27$, $p < 0.001$). Result of multivariate analysis showed that both HL and e-HDL was significantly lower in men, and higher in those who used Facebook to search. HL positively associated with ability to pay for medication ($B = 2.47 \sim 5.07$, $p < 0.001$), and social status ($B = 1.38 \sim 3.22$, $p < 0.001$). e-HDL was lower in older participants ($B = -2.24$ to -2.30 , $p < 0.001$), and those who searched for healthy cooking ($B = -1.14$, $p = 0.023$), or healthy food places ($B = -2.34$, $p < 0.001$), or weight control ($B = -1.27$, $p = 0.026$), positively associated with education ($B = 3.7 \sim 4.826$, $p < 0.001$). Both HL and e-HDL were positively associated with health status and physical activity. Health literacy strongly associated e-HDL, both were determined by gender, searching means, and linked to health outcome and behaviors.

Keywords: health literacy, e-healthy diet literacy, food literacy, health risk, health status, health behaviors

Id: 20134

Title: The Momo Challenge: A Mixed-Method Approach on How Suicidal Games on YouTube May Cause Harm to Adolescents

Session Type: Individual submission

Authors:

Name: Antonia Markiewicz

Email: antonia.markiewicz(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig-Maximilians-Universität München

Name: Lara Kobilke

Email: lara.kobilke(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig-Maximilians-Universität München

Abstract: Relevance: Each year, 800,000 people die of suicide, with suicide being the second leading cause of death among adolescents aged between 15-29 years old. These youngsters are especially susceptible to harmful depictions of suicide in the media, which might elicit Werther effects. Additionally, adolescents are vulnerable to peer pressure; a pressure that intensifies in a digital age in which omnipresent social media invade private spaces. Combined, depictions of suicide and cyberbullying pose high self-harm potential. Suicide games like the Blue Whale Challenge or the Momo Challenge take advantage of these two risk factors by demanding their players to perform self-harming dares and, ultimately, to commit suicide. However, empirical knowledge about this emerging cyber threat and its dissemination through social media is still lacking.

Aim: In recent years, YouTube has become one of the most popular social media platforms for the young audience. With the rise of suicide games, dozens of videos have been uploaded that contain potentially harmful depictions of such dares. Therefore, we aim to investigate the reach of the Momo Suicide Game on YouTube, how young users engage with this video material, and how its content might put them at risk. **Method:** We conducted a manually edited network analysis of YouTube videos dealing with the Momo Challenge (nvertices = 211) and combined it with a manual content analysis of the video material (n = 53; 25%). We then analyzed comments of those users who have commented on at least two videos dealing with the Momo Challenge (n = 762; 50%).

Results: The study is still in progress; thus, we cannot provide final results yet. First insights show that these videos have a high reach with top-scorings of up to 15 Million views and 20,000 user comments. Furthermore, highly involved users tend to comment beneath several of these videos, thus creating a network of potentially harmful interactions and discussions. As the YouTube algorithm favors videos with high engagement rates, these interactions may lead to further spread of suicide games such as the Momo Challenge.

Future Prospects: Future studies may investigate the effectiveness of YouTube's trigger warnings on adolescents because this study's first insights indicate a boomerang effect, which leads youngsters to turn to such videos even more eagerly. Thus, tech giants need to develop further strategies to deal with such potentially harmful trends.

Keywords: Momo Challenge, cyberbullying, suicide

Id: 20225

Title: Social Support Seeking on Social Media among Obese People in China: Revisiting the Extended Parallel Process Model

Session Type: Individual submission

Authors:

Name: Lunrui Fu

Email: fulr3(at) mail2.sysu.edu.cn

Country: CN (China)

Affiliation: Sun Yat-sen University

Name: Liang Chen

Email: ch0087ng(at) ntu.edu.sg

Country: CN (China)

Affiliation: Sun Yat-sen University

Abstract: Background:

China has become the country with the largest number of obese people since 2014. Obese people in China experience not only deterioration of physical health but also psychological distress.

Moreover, due to social obesity stigma, most of obese people are unwilling to seek social support in the offline context. Alternatively, social media has become an important venue for them to receive social support. The current study aims to examine the antecedents of online social support seeking among obese people in China based on the extended parallel process model (EPPM).

Theoretical Framework:

According to the EPPM, perceived threat and perceived efficacy could affect individuals' health behaviors, such as social support seeking. People who perceive a high level of threat or efficacy are more likely to engage in health behaviors (Witte, 1992). Specifically, perceived threat has been conceptualized as a two-dimensional concept, including perceived susceptibility and severity of the disease. However, only one aspect, perceived severity is applicable to the current examination of obese people. Given that the sample group of people has suffered from obesity, they are not worry about the likelihood of being obese, but concern about how serious the obesity is likely to be and how to control it. Besides severity of physical health, obese people may also feel threatened by the negative social outcomes caused by the stigma of obesity (Chen, Guo & Shi, 2018). Thus, perceived severity of obesity and perceived severity of stigma are two elements of perceived severity, which could be positively associated with social support seeking. In addition, perceived efficacy, referring to the ability to seek effective social support messages on social media, could be another determinant of online social support seeking. Therefore, it is hypothesized that a) perceived severity of obesity, b) perceived severity of stigma, and c) perceived efficacy are positively associated with online social support seeking. Besides, these three factors interact to effect online social support seeking.

Method:

A total of 480 obese people in China have completed online survey. Control variables included social media use and demographic variables such as age, gender, education and ethnics.

Results:

According to the results of the ANCOVA, perceived severity of stigma, and perceived efficacy had main effects on online social support seeking. However, perceived severity of obesity is not significant associated with online social support seeking. Besides, three factors interacted to effect online social support seeking. Moreover, when two kinds of perceived severity are low, perceived efficacy did not affect online social support seeking. Similarly, when perceived efficacy is low, perceive severity of obesity and stigma did not significantly affect online social support seeking.

Implications:

First, we extended the construct of perceived threat in the topic of obesity by developing perceived severity with two dimensions: (1) physical outcomes and (2) social outcomes. Second, the current study suggested that teleinterventions of obesity should not only provide online social support, but also increase individuals' perceived severity of stigma and efficacy.

Id: 20240

Title: Instagram's Healthy World

Session Type: Individual submission

Authors:

Name: Julia Stüwe

Email: julia.stuewe(at) uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Name: Juliane Wegner

Email: juliane.wegner(at) uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: Adolescents and young adulthood are phases in which it is important to develop one's own identity (Vogelsang 2014: 144). The process includes self-presentations in digital public areas on social network sides (SNS) (Kaplan/Haenlein 2010: 63), where, photos and videos are getting more attention (e.g. Instagram). Here, the networked images are not only components of identity processes, but also important for creating visual memories (van Dijck 2008). At this, illness narrative content is getting more attention on SNS like blogs (Stage 2017: 51). These narratives have changed from former retrospective narrations to a nowadays discontinuously appearing narration, because „the narrator documents their experiences while diagnosis and treatment unfold” (Page 2010: 10). Combining illness narratives on SNS and visually oriented culture of Instagram (Lee 2015: 552), we have to face the term autopathography (Tembeck 2016). The possibility of recording and archiving private moments in a digital area through photos and texts lead to a personal narration (biography) about the disease (pathography). In this visual diary on Instagram, illness recordings are not just pictures' objects, but also identity processes by accepting the depicted person as being ill.

In Germany, Instagram is mostly used by adolescent and young adults between age 12 and 19 (Feierabend et al., 2017: 32). Furthermore, various studies have shown the importance of SNS, just as Instagram - especially for young people with cancer (AYAs/age 15-39) regarding to identity processes within chronic illnesses (Chou/Moskowitz 2016: 90). The aim of the conference article is to show AYA's different illness narrative self-presentations and identity processes on Instagram. Our study examined how German-speaking cancer bloggers stage themselves on this app (def. cancer bloggers: (1) age 14 and 39, (2) making cancer references (eg. word/hashtag) in their Instagram biographies).

In total 142 bloggers (7553 photos) for Instagram-Posts (P) and 103 bloggers (4117 photos) for Insta-Stories (S) were included in the sample. We used a standardised content analysis, whereby relevant categories were examined (eg. motifs, body images, hashtags/captions, emojis) with an intercoder reliability of Cronbach alpha 0.85.

Despite blogger's public staging as (former) cancer patients, they don't share much illness narratives. With regard to photo's and video's motifs, food and landscapes dominate. Pictured illness content is poorly represented. Instead, captions/hashtags offered more illness-narrative references but sent messages are mostly positive/neutral. All in all, cancer bloggers present themselves ambivalent on their illness narrative Instagram's autopathography.

Chou/Moskowitz (2016): Social media use in adolescent and young adult (AYA) cancer survivors. *CurrOpinPsych.* 88–91.

Feierabend et al. (2017): *JIM* 2017.

Kaplan/Haenlein (2010): User of the world, unite!. *Business Horizons*, 53, 59-68.

Lee et al. (2015): Pictures Speak Louder than Words. *CyberpsycholBehavSoc* 18, 552–556.

Page (2012): *Stories and social media*. New York: Routledge.

Stage (2017): *Networked Cancer*. Basingstoke/UK: Palgrave.

van Dijck (2008): Digital photography. *VisComm.*, 7(1), 57–76.

Vogelsang (2014): *Digitale Medien–Jugendkulturen–Identität*, 137–154.

Id: 20287

Title: Miracle doctors, miracle cures, and invented traditions: designing health-related interventions on online social networks in Vietnam

Session Type: Individual submission

Authors:

Name: Dang Nguyen

Email: nguyenhonghaidang(at) gmail.com

Country: AU (Australia)

Affiliation: University of Melbourne

Abstract: This paper presents a social network analysis of the propagation of traditional medical knowledge and practices on social media networks in Vietnam. Despite its widespread popularity throughout Southeast Asia, the propagation of non-scientific, non-biomedical knowledge and practices on online social networks is an understudied topic. The substantial scale with which non-biomedical knowledge and practices proliferate on social media platforms such as Facebook means that its potential impact on population health warrants careful examination. From sharing family medical recipes to discussing medicinal properties of indigenous plants, from selling medicinal plants to crowdsourcing the diagnosis of diseases and illnesses via photos and videos, from advocating for traditional alternatives to unaffordable biomedicine to creating cult followings of miracle doctors, these online social networks constitute an emerging health ecology that reflects the historical continuities of local and regional socio-cultural realities as much as it conditions health experiences of the local population.

In Vietnam and Southeast Asia, the issue of regulating non-biomedical practices is one fraught with contentions. Postcolonial governments across this region of newly independent states are eager to enlist traditional and indigenous medicines in various continuing ‘modernisation’ and ‘scientisation’ projects. These processes result in a body of state-legitimated non-biomedical practices that excludes a much larger uncoded yet popular set of practices, often regarded as quackery or superstition. As codified ‘traditional’ therapeutic approaches become incorporated into mainstream medical curriculum, uncoded folk medicine proliferates through oral traditions, hand-me-down secret family recipes, and most recently, via online social media networks at a much larger scale.

Increasing interest in health-related intervention through social networks in recent years has testified the impact that these networks could have in shaping individual health behaviours through access to resources, opportunities, and constraints. While social networks, both online and offline, can generate social support, social cohesion, social capital, as well as facilitate social norms, they can also create negative health consequences of social isolation. Central to health-related intervention via social networks is the idea that health outcomes can be modelled as a function of network processes. Participants of a social network act based on the specifics of their network environment; their position within the network influence their behaviour and capacity to influence others. As such, understanding the network structure and network properties of emerging online health ecologies is instrumental to not only understanding the state of health and perceptions of well-being in the local context, but also inform effective intervention.

Id: 20452

Title: What Satisfies Pediatric Parents in China: A Model based on the Online Doctor's Reviews

Session Type: Individual submission

Authors:

Name: Qiwei Wu

Email: lunawu(at) tamu.edu

Country: US (United States)

Affiliation: Texas A&M University

Name: Lu Tang

Email: ltang(at) tamu.edu

Country: US (United States)

Affiliation: Texas A&M University

Abstract: Background: Patient satisfaction is an important proximal outcome of a clinic visit (Street, Makoul, Arora, & Epstein, 2009). While existing research extensively explores the theoretical and practical dimensions of patient satisfaction through literature review (e.g., Campen et al., 1995; Ware et al., 1983) and survey research (e.g., Choi et al., 2005; Westaway et al., 2003), there is not one universally accepted definition of patient satisfaction. In addition, patient satisfaction research is mostly conducted in western countries such as the United States. Since the ideas about health, illness, and doctor-patient relationship are cultural specific, it is very possible that patients in different parts of the world would define satisfaction differently. Recently, the rise of Internet-based physician review websites (such as Healthgrades and Yelp) allows patients to share their experiences and evaluations of physicians publicly online. In doing so, patients become prosumers, who not only consume health information but also produce health information such as writing reviews about on their medical encounters (Sarasohn-Kahn, 2008). The burgeoning online medical services open new opportunities to understand patient satisfaction.

Purpose: This study seeks to understand how pediatric patients in China define patient satisfaction through an inductive analysis of their evaluation of pediatricians posted online.

Method: This study employed qualitative content analysis of reviews of pediatricians posted on the "Good Doctor Website" (haodf.com), a China-based physician review platform. We focused on the Pediatrics Departments, as a recent study by Zhang et al. (2018) shows that Chinese pediatricians receive the most negative comments from patients. A total of 523 comments were randomly chosen from reviews of pediatricians in a top-tier hospital in Beijing using a python crawler program. To analyze the data collected, we followed the grounded theory building tradition to inductively identify meaningful concepts from texts by using various coding techniques, such as initial coding, vivo coding, and focused coding (Charmaz, 2006). Atlas-ti, a hermeneutic qualitative data analysis software, was used to assist the management of the data and content analysis.

Result: Five dimensions of patient satisfaction emerged from the content analysis: pediatricians' communication styles, work ethics, medical competence, cost awareness, and overall health outcome. Compared to the traditional conceptualization of patient satisfaction in previous research

(e.g., Ware et al., 1983; Westaway et al., 2003), our findings emphasize prosumers' preferences for doctors' good communication styles, including courteous attitudes, listening to patients, offering sincere encouragement to patients, and explicit medical explanations. In addition, we find that the review platform showcases how doctors' good reputation online can attract non-local patients, which suggests that the Internet may increase the transparency of the medical services that have rarely been socially monitored before the prosumer age.

Conclusion: This study informs future theorization and empirical investigation of the convergence of communication technologies and patient-center communication.

Keywords: patient satisfaction, doctor-patient communication, online doctor review, China, inductive content analysis

Id: 20877

Title: Direct-to-Consumer Advertising'How Pharmaceutical Companies Are Drawing You in on Instagram

Session Type: Individual submission

Authors:

Name: Ryan Wallace

Email: ryanwallace(at) utexas.edu

Country: US (United States)

Affiliation: University of Texas, Austin

Abstract: While healthcare has been the leading industry in the United States, both in terms of size and breadth, its transition to integrate advanced forms of communication and information technology has been slow. However, now with the rise of social media, healthcare is starting to embrace these changes—transforming what has traditionally been a face-to-face industry. As the concept of customer engagement transitions, value creation has become centralized around the interaction between seller and customer. This change has not only led to more individualized healthcare, but also more targeted approaches to advertisement. Though direct-to-consumer pharmaceutical advertisements are largely illegal in most other nations, in the United States they have become an increasingly popular way to engage a new generation of interactive consumers. Evidence suggests that direct-to-consumer pharmaceutical advertisements can have positive or negative effects on patient populations, but as Internet use continues to expand, little research and even less regulatory oversight has left patients and public health policymakers without a necessary understanding of what it is these advertisements are communicating on social media platforms. Addressing these new types of marketing campaigns, this study sought to understand direct-to-consumer advertisements on social media—using a comparative approach between pharmaceutical, healthcare, and retail accounts. From a theoretical perspective, this study builds on the works of mass communications scholars and the critical cultural traditions of understanding ideological values and symbolic meanings embedded in different forms of discourse. Rather than looking at the traditional model of communication as a linear process, it follows in the works of Hall, Gramsci, and Barthes who all argued for a more complex understanding of communication and discourse. And by particularly focusing on the intentions of advertisements to influence the behavior and opinions of consumers, this study also builds on the seminal works of Marxism—looking not only at how these new direct-to-consumer campaigns are ideologically built to sell products, but also how they do or do not rely on previously established strategies of health communication or product advertisements on social media. Using the method of a multimodal discourse analysis, decoding the various forms of discourse used by these campaigns and their underlying ideological elements, this study not only provides a thick description of what it is that these new direct-to-consumer campaigns look like, but also why they represent a uniquely challenging problem to consumers and the regulatory agencies that try to keep them safe.

Id: 20980

Title: Conflict and Health: Communication Interventions in Isolation

Session Type: Individual submission

Authors:

Name: Ravindra Kumar

Email: ravi(at) efluniversity.ac.in

Country: IN (India)

Affiliation: English and Foreign Languages University:

Abstract: The North Eastern region of India, comprising of 8 states, has over 220 ethnic groups and an equal number of dialects. Multi-linguistic, multi-cultural, multi-ethnic, and multi-religious diversity is unique to this region, albeit contributing to the isolation of the communities both physically, due to its geographic location, and socially from each other and from the rest of the country. Located in the strategic northeastern corner of India, it is part of a region which shares a highly porous and sensitive frontier with China in the North, Myanmar in the East, Bangladesh in the Southwest and Bhutan to the Northwest. Naga insurgency, which started in the 1950s, known as the mother of the Northeast insurgencies, is one of the oldest unresolved armed conflicts in the world. In total, Manipur, Assam, Nagaland and Tripura have witnessed scales of conflict that could, at least between 1990 and 2000, can be characterised as low intensity conflicts. Currently, most of the states in the region are affected by some form of conflict, except for Arunachal Pradesh, Mizoram and Sikkim in which the situation is at the moment relatively stable. The reasons for the respective conflicts are wide ranging from separatist movements, to inter-community, communal and inter-ethnic conflicts.

This study is a three year research project. The study as part of its initial engagement has attempted to understand the various forms of health communication engaged by the Government and other local bodies in various dialects. North East India has very less penetration of Non-Governmental Organisations (NGO). Most of the tribal areas are served by the Faith Based Organisations (FBO) who complements the Government Programmes. Therefore, the FBO also add up as counselling centres in the times of conflict. This study will present the initial findings that were collected in all the 8 states.

The major challenge in such conflicts is health care delivery. The direct impact of such conflicts has a direct impact on population health and overall development. However, the extent of its impact on long-term health, and the opportunity costs, are less well understood. Protracted conflict has degraded the trajectory of public health in the north east India and has hurt population health outside of the conflict zone. Such conflicts have led to trust deficit between tribals and the health workers. This has led to increased hostilities between tribes who are health functionaries to the ones who are health care seekers. Women have to travel to an official health centre to avail Government programmes. Moreover, there have been instances where people have declined taking health care services from rival tribes.

Id: 21000

Title: The role of communication in mediating access to new HIV prevention technologies in HIV high burden districts in KwaZulu-Natal, South Africa

Session Type: Individual submission

Authors:

Name: Eliza Govender

Email: elizamoodley(at) gmail.com

Country: ZA (South Africa)

Affiliation: University of KwaZulu-Natal

Abstract: The introduction of new HIV prevention technologies has ignited the need to advance communication and participant inclusivity in public health agendas. The right to access HIV treatment and also HIV prevention options is fundamental to human dignity and effective social participation can mediate adoption of these new HIV prevention innovations. With HIV incidence rates disproportionately high among adolescent girls and young women (AGYW) in Sub-Saharan Africa, pre-exposure prophylaxis has the potential to radically change the face of the HIV epidemic with access of PrEP for these key target populations. However, PrEP to date has only been targeted at sex workers in South Africa, resulting in PrEP becoming associated with stigmatized identities and behaviours long before it is made available to AGYW. As such, access to PrEP is at risk of being presaged by discourses that tie these prevention efforts to promiscuity and sexual deviance. It is within this context that this article explores how men and women in KwaZulu-Natal, the epicenter of HIV infection; make sense of oral PrEP as a potential HIV prevention strategy amidst current stigmatized associations. The paper further investigates the role of participant inclusivity utilizing a culture centred approach to mediate the introduction and adoption of PrEP. Twelve gender-specific group discussions of 45 minutes using purposive sampling were conducted with a cumulative total of 88 respondents in Vulindlela. The data was manually coded and collectively generated objective-derived themes that pertain to the benefits/opportunities, the potential barriers for PrEP among men and women and key considerations for the promotion of oral PrEP. Promotion of PrEP as part of combination prevention strategies can effectively assist women to enhance already existing health behavior routines. Understanding the adoption of these innovations within an interchange of cultural and gender norms highlights that intrapersonal ability of women alone is insufficient for effective product uptake, but rather understanding the interpersonal connectivity of male and female engagement within a broader socio-ecological system can epitomize the adoption of new PrEP innovations. The article highlights the importance of mobilizing the voices of those who will benefit from new HIV prevention technologies to understand the opportunities and barriers for successful product uptake; the role of efficacious communication then becomes a key pillar in advancing new HIV prevention strategies.

Id: 21073

Title: PERCEPTION TOWARDS HIV/AIDS INFECTION AND ITS EFFECT ON CONDOM USE AMONG THE YOUTH OF KENYA'S KIBERA SLUM

Session Type: Individual submission

Authors:

Name: Jeremiah Nganda

Email: jeremynganda(at) gmail.com

Country: KE (Kenya)

Affiliation: Daystar University

Abstract: While studies have shown that the total number of new HIV / AIDS infections globally has been reducing, it is regrettable that many Sub Saharan countries continue to record high HIV prevalence. This is especially among the youth living in slums like Kibera in Kenya. The proper and consistent condom has been presented as one of the best ways of preventing the transmission of HIV among the youth because abstinence is not working for youth who are already sexually active. Though several behaviour change campaigns have been done in Kenya to promote the use of condoms among the youth, their uptake is still low. Consequently, this study sought to find out what factors were influencing condom use decisions among the youth. Using the Theory of Planned Behaviour this study has shown that intention to perform a behaviour is greatly influenced by attitude, social norms and perceived behavioural control. Data for this quantitative study was collected by issuing questionnaires to 400 youth in Kibera who had been selected using purposive sampling from a population of approximately 50,000 youth. Data collected was keyed into SPSS for analysis and presented in tables and graphs. Findings of the study revealed that many of the youth were sexually active (51%) but were not using condoms because their perception was that they were at no risk of infection (53.2%). This perception of not being at risk impedes condom use among the youth hence the high HIV prevalence. The study recommends that communicators, especially in this era of new media should tailor campaigns to address the perception of youth towards condoms. In addition, condom communication campaigns should link condom use to the perception of risk of infection.

Id: 21086

Title: The loneliness of silver social media users: the mediating role of SNS

Session Type: Individual submission

Authors:

Name: Wenshu Li

Email: 18481809(at) life.hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Xuezhi Feng

Email: feng-xz(at) foxmail.com

Country: CN (China)

Affiliation: People's Daily

Abstract: With the emergence of smart phones, online social networking sites (SNSs) have already changed the way people interact with others in the digital era (Vromen et al., 2015). WeChat, a most popular social media online application in China (CNNIC, 2016), is playing a pivotal role with 1.58 billion monthly active users (Tencent, 2018). Similar to some popular instant communication applications (WhatsApp, Line, Facebook Messenger), WeChat is considered as a mobile multi-purpose messaging application, which provides text messaging, hold-to-talk voice message, video and audio calls et al. WeChat data shows that in September 2016, the number of WeChat active users over 55 years old was 7.68 million, and by September 2017 it had reached 50 million. More and more older people are integrating to the cyber world and growing older in the information age. But in comparison with the youth, especially undergraduates, few studies pay attention to the elder groups. Therefore, the social effects and social influences of social networking sites (SNSs) on seniors have become the main focus of this paper.

After retired from work or growing old, the seniors are facing the decreasing social capital and increasing loneliness. Everyone may have a chance to suffer loneliness at different age ranges, the old is not the unique group to experience loneliness (Dykstra, 2009). While the seniors are considered as the major suffers (Victor et al. 2002). Social networking sites (SNSs), especially WeChat, are of great importance for the seniors to maintain and develop their social network and social capital in China. Lots of researches found that the Internet usage is able to raise social network size, contributing to generate or maintain social capital (Hampton & Ling, 2013, Steinfield et al., 2008), alleviating loneliness and improving psychological well-being among seniors (Chan, 2013; Choi & DiNitto, 2013; Coll-Planas, Del Valle Gómez, Bonilla, Masat, Puig & Monteserin, 2017; Pfeil, Arjan & Zaphiris, 2009; Russell, Campbell & Hughes, 2008; Sum, Mathews, Pourghasem & Hughes, 2008).

The overarching goal of this study is to understand and examine the implications of using WeChat for social capital (bonding social capital and bridging social capital) and loneliness, among Chinese 'silver surfers'. Based on an online survey (n = 305), we found that the WeChat use is significantly associated with social capital and loneliness in the group of people aged above 50, but there is a non-significant correlation between social capital and loneliness. Some scholars encourage seniors

to embrace the digital age, but is it the more the better? No. In this study we found that it's not healthy for the seniors to immerse in the SNSs too long, which would lead loneliness, according to the currently data. So we hold the belief that the seniors are not supposed to spend too much time on WeChat to enjoy the virtue world.

Keywords

WeChat, WeChat use, Social Networking Sites, Social Capital, Loneliness

Id: 21101

Title: (S)pin the flu vaccine: Recipes for concern

Session Type: Individual submission

Authors:

Name: Jeanine Guidry

Email: guidryjd(at) vcu.edu

Country: US (United States)

Affiliation: Virginia Commonwealth University

Name: Nicole H. O'Donnell

Email: naodonnell(at) vcu.edu

Country: US (United States)

Affiliation: Virginia Commonwealth University

Name: Ioana Coman

Email: ioanacomanaxandrea(at) gmail.com

Country: US (United States)

Affiliation: Texas Tech University

Name: Nihar Sreepada

Email: nihar.sreepada(at) ttu.edu

Country: US (United States)

Affiliation: Texas Tech University

Abstract: The World Health Organization estimates that the influenza virus contributes to between 290,000 - 650,000 annual deaths. The most effective way to prevent seasonal influenza is vaccination. Scientific consensus exists on the effectiveness and safety of these vaccines; however, vaccine myths are especially prevalent on the Internet and social networking sites. There is reason to believe that visual social media sites, such as Pinterest, may also be used to spread misinformation regarding the influenza vaccine. The inclusion of visuals enhances individuals' processing of health risk information; however, the extent of flu vaccine misinformation in Pinterest posts is unknown. In addition, Pinterest is understudied as a platform and is primarily used by women, who make the majority of healthcare-related decisions for their families. This study explored the content/nature of influenza information that is shared on Pinterest. To theoretically ground the current study, messages were also analyzed using Health Belief Model constructs: perceived severity, susceptibility, benefits of and barriers to obtaining the flu vaccine.

This study focused on the following two research questions:

RQ 1: How is the flu vaccine discussed on Pinterest and how do users engage with these posts?

RQ 2: To what extent are Health Belief Model constructs present in flu-vaccine related posts on Pinterest?

A quantitative content analysis of 500 flu-vaccine-related Pinterest posts was carried out using a sample collected through manual systematic random sampling. Posts were coded for engagement variables; account characteristics; Health Belief Model variables; conspiracy theories; framing; and visual characteristics. Intercoder reliability testing showed that individual Scott's Pi coefficients

were all reliable. Mann-Whitney and Kruskal Wallis tests were used to check for differences in engagement between posts with versus without a range of dichotomous and nominal variables. While many recent vaccine-focused social media studies have produced an alarming picture of a majority of anti-vaccine posts on several platforms, this study provides a somewhat more balanced picture: posts supporting and posts critiquing the flu vaccine seem to be mostly evenly distributed. In addition, perceived benefits of and perceived barriers to the flu vaccine were both present in approximately one-quarter of the sample. However, all pins associated with increased engagement appeared to be associated with anti-vaccine variables.

According to the Health Belief Model, unless people perceive the flu to be a serious disease and themselves to be at risk of contracting the flu, they will not be likely to get the vaccine. In this sample, perceived severity and susceptibility were barely present, creating an area of concern. Moreover, almost half the visuals included potentially fear-inducing components, and these may influence people's perceptions through the communication of a more implicit threat.

Another finding of interest was that the majority of the pinners in this sample were individuals, while only 5% of all pins were confirmed to either originate with official medical accounts such as the CDC. This is concerning since it appears to suggest that the public health voice – often likely to be one to provide trustworthy and reliable information - may be largely absent on this platform.

Id: 21162

Title: La publicidad de complementos alimenticios (CA). Análisis de la presencia de testimoniales, declaraciones saludables y apelaciones en la radio generalista en España

Session Type: Individual submission

Authors:

Name: Clara Muela Molina

Email: clara.muela(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: El principal objetivo del estudio es analizar la presencia de testimoniales y la información relacionada con la salud en la publicidad de complementos alimenticios (CA) en la radio informativa española. Con este fin, se realizó un análisis de contenido de todos los anuncios de radio emitidos en 2017, obteniendo un corpus de 165 spots diferentes que se emitieron un total de 10.566 veces en las tres cadenas generalistas de más audiencia que suman un total de 9.000.000 de oyentes diarios. La principal aportación teórica ha sido aplicar Elaboration Likelihood Model (ELM) (Buchholz & Smith, 1991; Petty, Cacioppo, & Schumann, 1983; Priester & Petty, 2003) al medio radio poniendo en relación variables periféricas como la fuente del mensaje y otras centrales del contenido del anuncio.

Las variables analizadas fueron el tipo de testimonial (Brownfield, Bernhardt, Phan, Williams, & Parker, 2004; Choi & Kim, 2011; Chung, Hwang, & Kim, 2007; Kaphingst, DeJong, Rudd, & Daltroy, 2004; Main, Argo, & Huhmann, 2004; Shaw, Zhang, & Metallinos-Katsaras, 2009; Wallack & Dorfman, 1992), tipo de declaración (Chung et al., 2007; Orquin & Scholderer, 2015; Wallack & Dorfman, 1992) y tipo de apelación (Albers-Miller & Royne Stafford, 1999; Chan, Leung, & Tsang, 2013; Main et al., 2004). En consonancia con los antecedentes, los resultados muestran que el portavoz anónimo es el tipo de voz más habitual (60%). Sin embargo, el 40% de los spots de radio de CA utilizan testimoniales con un alto reconocimiento, influencia social y demostrada eficacia publicitaria como los expertos y famosos (Bhutada & Rollins, 2015; Kaphingst et al. 2004; LaTour & Smith, 1986; Limbu, Huhmann, & Peterson, 2012; Rollins & Bhutada, 2014; Wu, Linn, Fu, & Sukoco, 2012). Cabe señalar que el 25% de estos anuncios cuentan con la presencia de celebridades a pesar de que estudios previos han demostrado su escasa presencia publicitaria en el medio radio (Perelló-Oliver, Muela-Molina & Campos-Zabala, 2018). La tradicional infrautilización de los famosos en los anuncios de radio se debe a las características del medio que no puede explotar el potencial visual y el atractivo de sus protagonistas.

Según el ELM, un testimonial es una herramienta periférica que aumenta la capacidad persuasiva de la publicidad. Sin embargo, este trabajo muestra que, para productos de alta implicación como CA, se utilizan ambas rutas -central y periférica- para potenciar el efecto persuasivo del mensaje. Así, las apelaciones racionales predominan en los anuncios de los testimoniales con mayor influencia como los doctores y famosos. Es decir, que cuanto más reconocimiento social y credibilidad tiene el personaje, más peso tienen los argumentos directos, explícitos y racionales y menos atención se presta a la parte emocional del mensaje publicitario. Este predominio de los recursos racionales viene condicionado por la ausencia del elemento visual en la radio, hecho que condiciona los planteamientos generales del ELM en su aplicación en este medio.

Id: 21174

Title: How we discuss AIDS: A study on AIDS information on social media in China from social computing perspective

Session Type: Individual submission

Authors:

Name: Weigang Tian

Email: tianweigang(at) sina.com

Country: CN (China)

Affiliation: Communication University of China

Name: Rudong Zhang

Email: rudong.zhang(at) ucdenver.edu

Country: CN (China)

Affiliation: Communication University of China

Name: Yumin Su

Email: chidong007(at) 126.com

Country: CN (China)

Affiliation: Communication University of China

Abstract: Although the established narratives on the HIV/AIDS epidemic can provide us with a brief overview of the history and present of the epidemic, they cannot reveal the nuanced complex and cultural and sociopolitical meanings of HIV/AIDS as constructed, practiced, and negotiated in everyday lived experience. (Ding, 2017) Particularly in China, where the government has been slow to respond to the crisis, people have come to learn about HIV/AIDS, understand its consequences, and construct their own beliefs and attitudes largely through reading and reflecting on other people's stories as shared online. (Leslie and Matthew, 2006)

Against the backdrop, this study aims to develop a holistic understanding of the patterns and dynamics in discourses about AIDS from various information sources in China by looking at related posts on Weibo, the Chinese equivalent of Twitter, and the dominant platform for public discussion online.

This study used the Latent Dirichlet Allocation (LDA) topic model to extract AIDS information topics from social media from the perspective of social computing. F.-Y. Wang, Carley, Zeng, and Mao (2007), synthesizing from multiple sources, define social computing as the “computational facilitation of social studies and human social dynamics as well as the design and use of ICT technologies that consider social context” (p. 79)

One of the research questions is the frequency of information on AIDS (keywords) on Weibo. The second question is about how AIDS information is classified on social media(topics). We selected one week from 29th November to 5th December in 2018, covering the World AIDS Day of December 1, and used Python to capture 8036 AIDS-related posts published in this week on Weibo.

Topic modeling belongs to the category of unsupervised learning. It refers to the algorithm for automatically summarizing and archiving large texts by discovering hidden "topics" intensively discussed in the document. There are 20 topics we got and we grouped them into 6 categories including transmission and rumors, PWLHA, epidemic, incidents, prevention and therapy, campaign and intervention, which manifested obvious differences from topics of traditional media reports that featured medicine, politics and economy etc. (Liu and Zhang, 2005)

From the perspective of research significance, at the methodological level, this research can provide an effective way to explore the online public opinion of social media users and learn about the public's knowledge and awareness of health issues or specific events. At theoretical level, the study is expected to provide examples for theoretical research on health communication using big data and social media in the future. While at the practical level, we can understand in real time how people use social media to offer and share information about AIDS, provide guidance for health communication practitioners to use social media for effective health promotion.

Keywords: AIDS, Weibo, Social computing, User-generated content, Topic modeling

Id: 21177

Title: Digitizing health care communication: a comparison of Finland, Italy, Spain and Norway

Session Type: Individual submission

Authors:

Name: Robert W. Vaagan

Email: robertv(at) oslomet.no

Country: NO (Norway)

Affiliation: Department of Journalism and Media Studies, Oslo Metropolitan University

Name: Sinikka Torkkola

Email: sinikka.torkkola(at) tuni.fi

Country: FI (Finland)

Affiliation: Faculty of Information Technology and Communication Sciences, Tampere University

Name: Anna Sendra

Email: anna.sendra(at) urv.cat

Country: ES (Spain)

Affiliation: Department of Communication Studies, Rovira i Virgili University

Name: Jordi Farré

Email: jordi.farre(at) urv.cat

Country: ES (Spain)

Affiliation: Department of Communication Studies, Rovira i Virgili University

Name: Alessandro Lovari

Email: alessandro.lovari(at) unica.it

Country: IT (Italy)

Affiliation: Department of Pedagogy, Psychology, Philosophy, University of Cagliari

Abstract: Demographic global changes have put health organizations across the globe under considerable strain (OECD/EU, 2018). Digitization of health care systems in many countries has been a promising way of developing more efficient and sustainable infrastructure. At the end of January 2019, 57 per cent of the world's population were using Internet, and 45 per cent were using social media (We Are Social, 2019). However, digitization of health care systems has taken place in two parallel tracks: while several studies confirm that most patients have embraced the use of digital utilities to improve their personal health care management, health care organizations continue to face problems with digitization that prevent them from optimizing their patient treatment strategies. Many problems are financial and technological, while others result from cultural factors but also privacy concerns handling patient data following the EU GDPR (European Commission 2019; Lovari, 2017; Sendra and Farré, 2017; Vaagan, 2015).

At the same time, the steady empowerment of patients through digitization is a double-edged sword. On the one hand, technologies have undoubtedly democratized the access to health care (Gonzalez-Polledo, 2018), but to what extent? Do all individuals have the same conditions (Cioni et al. 2018)

or digital competences to use these resources? On the contrary, the proliferation of these practices is raising concerns in terms of ethics and data protection (Lupton, 2012; Vaagan, 2015; Roland, 2018). After more than a decade since the onset of health 2.0 (Hughes, B., Joshi, I., & Wareham, J., 2008), this study examines how and to what extent health care communication is being digitized in two North European and two South European countries: Finland, Norway, Italy, and Spain. The sum of the health care expenditure in these countries amounted to EUR 298 billion in 2015 (Eurostat, 2018). All four countries have relatively high rates of Internet penetration and use of social media (ITU, 2018). Furthermore, the study continues the discussion on the digitalisation of health care communication and the theories of health communication (Torkkola, 2015).

Our main research objective is to analyse and compare the documents and digitization policies of health care organizations in these four countries during the last 10 years. Analysis would be driven by some factors like the type of technology, actors involved, the aim or aims of the digitization, legal constraints, and the communication about the policies. After this first mapping, further analysis would examine the possible trajectories for digitization and healthcare through four key concepts, all related to digital health: hyperconnectivity (i.e. wearables and other devices), artificial intelligence (i.e. bot, vocal assistants, etc.), virtual reality (for instance, virtual hospitals), and big data (also related to social media). In this preliminary study, similarities and differences will be discussed focusing on theoretical and practical implications for health communication.

Id: 21363

Title: The Impact of Pregnant Women's Online Health Information Seeking on their Dietary and Nutritional Intake Behaviors

Session Type: Individual submission

Authors:

Name: Ying-ju Lai

Email: laiyingj(at) gmail.com

Country: TW (Taiwan)

Affiliation: Fu Jen Catholic University

Name: Hsin-yu Huang

Email: p95270(at) gmail.com

Country: TW (Taiwan)

Affiliation: Fu Jen Catholic University

Abstract: Looking for dietary and nutritional information online is very common among pregnant women in Taiwan. With the abundant health information available online from many platforms, including professional medical websites, medical professionals' personal blogs, discussion boards, forums, social media, and so forth, pregnant women are facing the challenges to differentiate the quality of the information they acquired online. The purpose of this study is to examine to what extent do pregnant women's dietary and nutritional intake behaviors are influenced by the health information quality, their perceived risks during pregnancy, the level of their online health information seeking, the degree of their online health literacy, and the amount of social supports they received online. An online survey was conducted from March 27 to April 7 in 2018. A sample of 500 pregnant women in Taiwan was recruited for data analysis. Respondents were asked to answer survey questions to measure their changes in dietary and nutritional intake behaviors during pregnancy, perceived risks, degree of their online health information seeking behaviors, online health information quality, online social supports, and online health literacy. Statistical analyses using multiple linear regressions were applied for hypotheses testing. The results showed that (1) pregnant women's dietary and nutritional intake behaviors are influenced by the frequency of their online health information seeking; (2) their perceived risks during pregnancy has an impact on their online health information seeking behaviors; (3) the timeliness of information as one of the sub-dimensions of information quality has a direct impact on pregnant women's change in health behaviors; and (4) the more informational and emotional social supports they received online, the higher degree of the change in their dietary and nutritional intake behavior. The findings in this study indicate the importance of online health information seeking, information quality (i.e. the timeliness of the information), online social supports (i.e., informational and emotional supports), and perceived risks, as well as how they influence pregnant women's health behaviors in the field of health communication research.

Id: 21380

Title: Health communication through the advertising of functional foods

Session Type: Individual submission

Authors:

Name: cristina González Díaz

Email: cristina.gdiaz(at) ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Abstract: Nowadays, we are immersed in what authors like Díaz and Morant (2005) have called "sanismo". This denomination refers to the increasingly incipient concern for health that consumer feels. Food with magnesium to reduce our fatigue, with vitamins B6 and D that help our defenses, rich in fiber, in omega 3, etc. The functional foods market is growing and this fact is reflected in an increase in the health claims that these products make in their advertising. The objective of this research was to study what information about food health benefits appears in advertisements and how this information is presented. This could help to improve the consumer's information and understanding, resulting in better health.

Academic studies on food advertising have focused their research on different areas: There are studies of content analysis whose aim is observing what both the claim and the nutritional value of the product are (Barker and BurrIDGE , 2014, Cuevas-Casado, Romero-Fernández and Royo-Bordonada, (2012) There are also many which seek to determine if the messages are misleading (Brushwood, et al., 2013; Muela and Oliver, 2011). However, the literature consulted in this regard fails to analyse what information is presented and how it is used in health claims advertising.

We have analysed 210 advertisements broadcasted on tv in 2016. The following items were studied: advertising claim; how the claim is presented (slogan, main character, image and/or voice over); the presence of additional information as well as the main claim, what the information was, how it was presented and vocabulary used.

The main results show that of 210 advertisements analysed 103 used the "flavour" claim and 88 used "health" claim. Of the latter, only 56 contained additional information as well as the main claim, and this information was presented using a text that was difficult to read due to letter size, colour and/or because it was moving.

In conclusion, this research shows that there are weaknesses in the content and form when presenting the relevant information of a product's health benefits. This fact could result in incorrect consumer understanding and, in consequence, affect his health. We propose some recommendations to improve the design and information in the advertisements to make them clearer and more thorough.

This research was conducted as part of "Reclamos de salud en la publicidad de alimentos y comprensión del consumidor " (Health claims in food advertising and understanding consumer GV/2016/088), an RDI project funded by the Generalitat Valenciana, Spain and directed by Cristina González Díaz

Id: 21516

Title: The effects of language use on health information diffusion and audience engagement on Twitter

Session Type: Individual submission

Authors:

Name: Meng Chen

Email: meng.chen(at) webster.ac.at

Country: AT (Austria)

Affiliation: Webster University, Vienna

Abstract: Due to the ubiquitous information technologies, social media have extensively been leveraged for social benefits, especially health promotion and cancer prevention. For example, Twitter provides a platform to efficiently disseminate up-to-date information about cancer prevention, diagnosis, and treatment. At the same time, the technologies equip the information consumers with the ability to exercise information selection in this digital era when various resources proliferate. Some messages go viral whereas some languish in obscurity. Therefore, an important question for health communication scholars to consider is what factors determine the diffusion of health information on social media.

Previous research has identified a number of content and sender factors affecting audience selective exposure and media engagement, such as presence of message efficacy component, number of followers, profile verification, etc. This study aims to expand this line of research by investigating how language use of cancer diagnosis and prevention messages on Twitter affects its diffusion and audience engagement. Specifically, three research questions are proposed: (1) To what extent do emotion words (positive, negative, fear, hope) affect cancer-related tweets' diffusion size and structure, as well as people's liking and commenting behavior? (2) To what extent do cognitive processing words affect tweets' diffusion size and structure, as well as people's liking and commenting behavior? (3) Do cancer diagnosis and treatment related words have any influence on tweets' diffusion size and structure, as well as people's liking and commenting behavior?

Tweets on cancer diagnosis and prevention posted from 1 January, 2017 to 1 January, 2018 was collected by a web-crawler program. These tweets will be analyzed using Linguistic Inquiry and Word Count (LIWC), a software program that measures grammatical and psychological dimensions in text records. Three linguistic dimensions will be created and assessed: emotional affective words, cognitive processing words, and cancer diagnosis and treatment words. For dependent variables, number of retweets is measured as the diffusion size. Diffusion structure is operationalized by assessing the extent to which a tweet is broadcast (diffused to a large number of followers from a single individual) or viral (goes through multiple steps from the originator to the followers). Each tweet's liking and comments number are calculated as a measurement of people's media engagement behavior. A linear regression will be used to examine the association between linguistic dimensions and tweets diffusion as well as people's media engagement.

This research will address the following theoretical, methodological, and practical issues. First, adopting a linguistic approach, this study tests how language use of cancer-related tweets affects its

diffusion and audience engagement. Second, this study collected people's actual liking, commenting, and retransmission behavior on Twitter. This large-scale data collected in a natural setting will address recall inaccuracy, data subjectivity, and sampling bias. Third, the results have practical implications for health practitioners to design spreadable cancer-related messages by considering the linguistic factors in a prevention message.

Id: 21572

Title: Cancer information seeking and cancer knowledge, attitude, and practice in China: Trends from 2012 to 2017

Session Type: Individual submission

Authors:

Name: Shaohai Jiang

Email: cnmjs(at) nus.edu.sg

Country: SG (Singapore)

Affiliation: National University of Singapore

Name: Piper Liping Liu

Email: cnmliul(at) nus.edu.sg

Country: SG (Singapore)

Affiliation: National University of Singapore

Abstract: Background

With the largest population in the world, about a fifth of all global cancer cases occur in China, and cancer has become the leading cause of death in this country since 2010. To reduce the serious and growing cancer burden in China, it is important to disseminate relevant cancer-related information to the public. Yet, cancer information seeking (CIS) is still uncommon in developing countries, and empirical studies that systematically examined CIS remain limited in China.

The knowledge, attitude and practice (KAP) model is critical to identify knowledge gaps, attitude changes, and behavioral patterns that can facilitate the planning and implementation of cancer control efforts, reduce barriers in the program delivery, and offer solutions for improving quality and accessibility of healthcare services.

Thus, in line with the importance of CIS and KAP, this study aims to examine (a) the effects of two dimensions of CIS (active CIS and diversity of CIS) on KAP (cancer knowledge, cancer worry, and cancer screening), and (b) whether CIS and KAP, and their relationships have changed from 2012 to 2017 in China.

Methods

Two probability sample surveys, using multistage stratified random sampling, were conducted in 2012 and 2017 respectively, in two cities in China, including Beijing, representing first-tier cities, and Hefei, representing second-tier cities. The sample size was 2,568 in 2012, and 3,090 in 2017. The survey questionnaire was designed with a basis of the US Health Information National Trend Survey.

Results

Trends of CIS and KAP

There were significant differences in CIS and KAP between 2012 and 2017. For CIS, the percentage of active cancer information seekers dropped from 27% in 2012 to 17% in 2017. A decreasing trend was also observed in diversity of CIS, with the mean reducing from 1.14 in 2012

to .71 in 2017. Regarding KAP, an overall downward trend has been revealed. Specifically, cancer knowledge declined from 1.85 in 2012 to 1.72 in 2017. Also, respondents reported less cancer worry ($M=2.18$) in 2017, down from 2012 ($M=2.61$). Similarly, less frequent cancer screening was shown in 2017 ($M=3.57$), decreasing from 2012 ($M=3.67$).

Relationships between CIS and KAP

CIS has exerted significant impacts on KAP over time. In 2012, active CIS increased cancer knowledge and cancer screening. Similarly, in 2017, active CIS was positively linked to cancer knowledge, cancer screening, as well as cancer worry. In addition, diversity of CIS was a significant predictor of cancer knowledge and cancer worry in 2012, and in 2017, it predicted cancer worry.

Conclusion

This study has broken new theoretical grounds in (1) distinguishing different dimensions of CIS and their impacts on KAP; and (2) analyzing two waves of data to illustrate trends of CIS and KAP, and their relationships over time in China.

In many developed countries, cancer prevention and control has gained increasing attention. However, in China, people's cancer information seeking, cancer knowledge, cancer worry, and cancer screening have decreased over time. We call for promoting cancer prevention through multi-level actions, including clinical consultations, public health campaigns, and joint societal efforts in China.

Id: 21591

Title: How Doctors Manage Consumerism and Their Communication with Patients in China's Neoliberal Economy

Session Type: Individual submission

Authors:

Name: Hongmei Li

Email: lih19(at) miamioh.edu

Country: US (United States)

Affiliation: Miami University, 153 Williams Hall, Oxford Ohio 45056

Name: Lu Tang

Email: ltang(at) tamu.edu

Country: US (United States)

Affiliation: Texas A & M University

Abstract: China's healthcare system underwent considerable reforms since China started to implement the economic reforms in 1979. The central government drastically reduced its funding in healthcare services and relegated the monetary responsibility to provincial and local governments. An unexpected outcome of this new policy is the enlarged divide between coastal and inland provinces. Furthermore, the logics of market and economy were introduced into the hospital operations, requiring hospitals to be fiscally accountable and doctors to make profits. China's central government issued a new policy in 2009 that stresses the public service nature of hospitals and medical operations, thus marking a shift from an over-reliance on the market to the re-establishment of the central government's role in financing medical services. However, the lack of government funding means that hospitals and doctors still have to make profits for survival. The marketization of healthcare is also accompanied by the transformation of Chinese people from socialist citizens to capitalist consumers, which has complicated the already strained doctor-patient relationship and communication practices. Doctors are put in the situation where they are viewed simultaneously as professionals driven by profit and public service providers whose ultimate goal is to treat patients with little or no consideration of monetary returns in the socialist condition. The neoliberal conditions and rising influence of consumer culture have thus complicated how doctors are (mis)perceived and how they communicate and manage their relationship with the patients. This paper analyzes how doctors manage consumerism, other structural changes and the doctor-patient relationship in the broad context of neoliberalism and rising consumer culture. We are especially interested in looking how structural inequality created by health-related policies and the neoliberal subjectivity created by market reforms produce new challenges for doctors and patients. The analysis is based on interviews with doctors and patients as well as media reports and academic and industry research. We argue that the new mode of governance is characterized by self-interest, opportunism, and strategic management of information, mistrust and decision-making processes.

Id: 21649

Title: Risk communication with context-specific messages to promote food safety in home kitchens in India ' A case for refining the dominant discourse of WHO

Session Type: Individual submission

Authors:

Name: SubbaRao Gavaravarapu

Email: gmsubbarao(at) yahoo.com

Country: IN (India)

Affiliation: Group Leader, Media, Communication & ExtensionNational Institute of Nutrition
(Indian Council of Medical Research)India

Name: Lakshmi Reddi SDGN

Email: gaganareddy42(at) gmail.com

Country: IN (India)

Affiliation: National Institute of Nutrition, Indian Council of Medical Research

Name: Sudershan Rao Vemula

Email: vemulasr(at) yahoo.com

Country: IN (India)

Affiliation: Freelance Food Safety Expert

Abstract: The World Health Organization's (WHO's) 'Five-Keys-to-Safer-Food' campaign inspires food safety risk communication in several countries. Such campaigns offer little protection unless cultural, behavioral, and contextual aspects that shape practices are addressed. Issues at the consumer end also affect food safety and these relate to how consumers acquire, cook, store and consume foods. In India, diverse food habits, hygiene practices, and centuries-old traditions coexist with the changes introduced by globalization making food safety promotion a daunting public-health task. Taking the theoretical underpinnings of critical health communications research approach (Lupton, 1994 and Zoller and Kline, 2008), which critiques the production, circulation and reception of dominant health discourses, emphasizes on deconstruction of the biased assumptions of health promotion messages and calls for development of context-sensitive models of health promotion. This study aimed to develop context-specific messages or keys to food safety promotion and assess the efficacy of a risk communication campaign based on them. In the first phase, a cross-sectional study was conducted among primary home food preparers (N=400) in rural and urban ((at) 200 each) areas of Telangana, India to enlist the key risk factors that affect safety of foods in home kitchens. In addition, literature was reviewed; focus group discussions and non-participant observations were conducted. Based on these, an 87-item comprehensive index questionnaire covering variables like knowledge, practices and enabling-environment was developed and administered. Simultaneously, 400 food samples and hand rinses were collected from the study participants for microbial analysis. Association between each of these 87 variables and presence of high risk food borne pathogens was checked. Eleven out of 87 index variables were found to be significantly associated with food contamination. Of these, 9 were related to context-specific practices and 2 were related to enabling environment. The identified 11

key variables were used to develop a household food safety index (HFSI) that can rapidly ascertain food safety status at household level.

These 11 parameters were collapsed into five context-specific key messages which broadly related to hand hygiene, separation of raw and cooked foods, safety of drinking water at point-of-use, maintenance of domestic kitchen and washing raw fruits/vegetables.

In phase-2, a risk communication campaign was carried out among a set of new participants (N=120) selected (40 each) from urban, rural and slum areas. A variety of communication tools like shareable videos, pamphlets and slideshows covering the context-specific five keys were developed in Telugu, Hindustani (local languages) and English. After the campaign, significant improvement was observed in HFSI scores of the participants indicating that risk communication based on critical health communication framework has been effective and efficacious in promoting household food safety. This study strongly backs the view that India indeed presents a strong case for refining the dominant food safety discourse of WHO.

Id: 21664

Title: I'D Rather Have AIDS: Rural Women's Perceptions of Cervical Cancer in Kenya

Session Type: Individual submission

Authors:

Name: Nancy Muturi

Email: nmuturi(at) ksu.edu

Country: KE (Kenya)

Affiliation: Kansas State University

Abstract: Cervical cancer is among the leading causes of death among women of reproductive age globally. With estimated 570,000 new cases in 2018, it is the fourth most frequent cancer in women representing 6.6% of all female cancers, but 90% of the deaths are in low- and middle-income countries (WHO, 2018) where health services are deserving. These are countries that are highly impacted by other communicable diseases, including HIV and AIDS and other sexually transmitted infections. In Kenya, 14.3 million women ages 15 years and older are at risk of cervical cancer, more than 4,800 cervical cancer cases are diagnosed annually and in 2017 approximately 2450 deaths were reported (Bruni et al., 2017).

Human papillomavirus (HPV) is the main cause of cervical cancer, specifically HPV 16 and 18 genotypes that are associated with about 70% of all invasive cervical cancers (Menon et al, 2016). It is the most common sexually transmitted infection (STI) that affects men and women. HPV is also associated with vaginal, vulvar, anal, penal and oropharyngeal cancers (Cates et al, 2012) and is more prevalent in countries with higher levels of HIV prevalence. Kenya, for instance, has an HIV infection rate of about 6% and an HPV incidence rate (per 100,000 a year) of about 22.4 (Bruni et al, 2017). HIV positive women are at higher risk of progressing to cervical cancer if infected with HPV due to the suppressed immune system (Menon et al, 2016).

Preventing cervical cancer entail abstinence, use of condoms, HPV vaccination, and screening for cervical cancer. Kenya is among the countries that have adopted HPV vaccination as a measure for preventing cervical cancer, but vaccine uptake has been limited (Vermandere et. al., 2015). This may be attributed to a lack of access to information and services, communication strategies used, and other elements associated with STIs. Although information about HPV and cervical cancer is available through online sources, making accessibility possible to everyone regardless of geographical borders, many factors limit this accessibility especially those with the greatest need.

The purpose of this study was to examine rural women's perceptions and barriers for participation in cervical cancer prevention programs. Based on McGuire's information processing theory, the study focused on message exposure and understanding of HPV and cervical cancer as well as socioeconomic and cultural barriers to prevention.

Data were gathered through focus groups among rural women in Central Kenya who were sexually active (22-64). Key findings indicated limited access to information and services, lack of knowledge and understanding of HPV and its association with cervical cancer, fear of screening and stigmatization, inadequate doctor-patient communication about cervical cancer, imbalanced gender

relation as well as personal and cultural barriers to prevention. The study suggests communicating about HPV as an STD, provide information and service accessibility, and focusing on stigma. Empowering women in doctor-patient communication, promoting spousal communication and targeting men in preventing HPV transmission and to motivate women to go for cervical cancer screening is also recommended.

Id: 21688

Title: Risk communication with context-specific messages for promoting food safety in home kitchens in India ' A case for refining the dominant discourse of WHO

Session Type: Individual submission

Authors:

Name: SubbaRao Gavaravarapu

Email: gmsubbarao(at) yahoo.com

Country: IN (India)

Affiliation: Group Leader, Media, Communication & Extension National Institute of Nutrition (Indian Council of Medical Research) India

Abstract: The World Health Organization's (WHO's) 'Five-Keys-to-Safer-Food' campaign inspires food safety risk communication in several countries. Such campaigns offer little protection unless cultural, behavioral, and contextual aspects that shape practices are addressed. Issues at the consumer end also affect food safety and these relate to how consumers acquire, cook, store and consume foods. In India, diverse food habits, hygiene practices, and centuries-old traditions coexist with the changes introduced by globalization making food safety promotion a daunting public-health task. Taking the theoretical underpinnings of critical health communications research approach (Lupton, 1994 and Zoller and Kline, 2008), which critiques the production, circulation and reception of dominant health discourses, emphasizes on deconstruction of the biased assumptions of health promotion messages and calls for development of context-sensitive models of health promotion. This study aimed to develop context-specific messages or keys to food safety promotion and assess the efficacy of a risk communication campaign based on them.

In the first phase, a cross-sectional study was conducted among primary home food preparers (N=400) in rural and urban ((at) 200 each) areas of Telangana, India to enlist the key risk factors that affect safety of foods in home kitchens. In addition, literature was reviewed; focus group discussions and non-participant observations were conducted. Based on these, an 87-item comprehensive index questionnaire covering variables like knowledge, practices and enabling-environment was developed and administered. Simultaneously, 400 food samples and hand rinses were collected from the study participants for microbial analysis. Association between each of these 87 variables and presence of high risk food borne pathogens was checked. Eleven out of 87 index variables were found to be significantly associated ($p < 0.05$) with food contamination. Of these, 9 were related to context-specific practices and 2 were related to enabling environment. The identified 11 key variables were used to develop a household food safety index (HFSI) that can rapidly ascertain food safety status at household level.

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household food safety. This study strongly backs the view that India indeed presents a strong case for refining the dominant food safety discourse of WHO.

Id: 21708

Title: Beneath the tip of the iceberg: A qualitative approach to capturing engagement with cancer information on Facebook

Session Type: Individual submission

Authors:

Name: Yonaira Rivera

Email: yriviera2(at) jhu.edu

Country: US (United States)

Affiliation: Johns Hopkins Bloomberg School of Public Health

Name: Meghan Moran

Email: mmoran(at) jhu.edu

Country: US (United States)

Affiliation: Johns Hopkins Bloomberg School of Public Health

Name: Katherine Smith

Email: ksmit103(at) jhu.edu

Country: US (United States)

Affiliation: Johns Hopkins Bloomberg School of Public Health

Abstract: Most of what is known regarding cancer information engagement on social media stems from quantitative methodologies. Using available Facebook metrics, public health literature has often quantified cancer information engagement by measuring the likes, comments and/or shares of posts within cancer organizations' Facebook Pages. Although analyzing this content provides insight to certain factors that may enhance engagement with cancer information on social media platforms, this content isn't necessarily representative of the cancer information generally available to and consumed by platform users. Understanding how users engage with user-generated or shared cancer information that may not come from reliable sources can provide further insight to features that affect engagement and contribute to the dissemination of accurate cancer information – particularly those conveying cancer prevention and screening (CPS) recommendations. This insight may lead to better ways of reaching underserved audiences at higher risk of cancer health disparities (CHDs), thus educating them on ways to reduce their cancer burden.

This paper discusses the challenges of current approaches to CPS information engagement on Facebook, and presents a qualitative approach to understanding engagement. For this study, 20 self-identified Latino/Hispanics ages 40-75 with no history of cancer participated in semi-structured, in-depth interviews to discuss their Facebook utilization and engagement with cancer information on the platform. This diverse population not only avidly uses Facebook, but also faces high CHDs: cancer is the leading cause of death among U.S. Latinos and cancer incidence rates are highest for screenable cancers linked to preventable behaviors (breast, prostate, colorectal). Participants accessed their Facebook account alongside the researcher, typed "cancer" in the search bar, and discussed cancer-related posts they engaged with during the previous 6-12 months. Engagement was defined as liking, commenting and/or sharing a post; clicking on a post link; reading an article

in a post; and/or watching a video within a post. Content engagement prompted questions regarding the reasons for engagement, and whether engagement triggered further action.

A thematic analysis revealed that participants rarely engage with CPS information through likes, comments, and/or shares, but instead by viewing/reading content. Furthermore, rarely did CPS information from health organizations appear or elicit engagement among participants. Instead, engagement was most common when individuals had personal relationships to those posting information, when posts included videos and/or images, and when information promoted popular Latin American foods as cancer remedies. Lastly, engagement often led to varying levels of action. Findings highlight that current approaches to measuring engagement do not fully capture the cancer information landscape on Facebook. While Facebook allows administrators to access some post viewing metrics on their Pages, this quantification of engagement cannot be readily captured elsewhere on the platform. Incorporating qualitative methods, such as those outlined in this paper, allow for a better representation of how persons engage with CPS in reality and make substantial contributions to scientific knowledge relating to engagement on social media platforms. These methods may also be applied to future studies regarding how to best communicate cancer information on these platforms, an important step towards addressing CHDs among the most vulnerable.

Id: 22017

Title: Communicating cannabis: Biomedical framings in practitioner publications

Session Type: Individual submission

Authors:

Name: Monique Lewis

Email: monique.lewis(at) griffith.edu.au

Country: AU (Australia)

Affiliation: Griffith University, Australia

Name: John Flood

Email: j.flood(at) griffith.edu.au

Country: AU (Australia)

Affiliation: Griffith University

Abstract: After being illegal for many decades, cannabis, through its medical therapeutic benefits, is enjoying a resurgence as a legal substance for treating a range of chronic and acute diseases as well as for palliative care patients. This framing study investigates how knowledge about medicinal cannabis is being mediated among the medical professions in Australia in their scholarly and practitioner publications. Such publications are spaces where the role and worth of medical professions is constructed and doctors' authority, expertise, and professional dominance reinforced and legitimated. Discourse about new and emerging medicines, research, and technologies are an important topic in practitioner publications. Whilst these topics may be a site of contestation in which disputes and debates occur, they also may provide a space for boundary work and social closure.

This study also explores the unusual phenomenon whereby the medical profession is being encouraged to embrace a plant medicine; one that does not yet have gold-standard EBM research behind it for all the illnesses for which it may be prescribed. The significance of the project is founded on the rise and integration of complementary and alternative medicines (CAM) into mainstream healthcare.

Using content analysis, we mapped key frames arising from the discourse about medicinal cannabis in Medical Journal of Australia, Australian Doctor, Medical Observer and the Australian Journal of General Practitioners from 2000-2018. Using NVivo, we coded for article type, frames, headline and article tone, sources, and visuals. We retrieved 108 articles. The majority of framings were positive about MC and acknowledged its legitimacy as a therapeutic option for doctors. Articles also framed positive research findings about cannabis as much as the deficiencies of evidence for its use. No articles suggested MC should not be legalised. Doctors' concerns were conveyed through frames about safety issues, accessing and prescribing, and the research challenges posed by MC. Framings of cannabis legalisation being driven by community members were also frequent. Across the articles, MC was typically framed as a pharmaceutical substance rather than a plant medicine.

This study places a sociological lens on mediations that demonstrate the medical profession embracing (albeit with uncertainty and ambiguity) a plant medicine; one that does not yet have

gold-standard EBM research to support it, but appears validated by some quality research and anecdotes, as well as traditional usages across human history. The representations also reflect the mainstreaming process in action, which is reliant on doctors' capacity and willingness to prescribe MC. We argue that this process is also dependent on the successful framing of cannabis in medical practitioner publications as a scientised, molecularised, and pharmaceuticalised, substance.

Id: 22054

Title: Who Plays the Role' ---A Study on Media's Influence on People's Cognition and Intention on HPV Vaccination in China

Session Type: Individual submission

Authors:

Name: Lutong SUN

Email: sunlutong519(at) 163.com

Country: CN (China)

Affiliation: China University of Labor Relations

Name: Yu WANG

Email: wangyu126(at) cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Name: Jie GONG

Email: gong.tuantuan(at) 163.com

Country: CN (China)

Affiliation: GuiZhou University of Finance and Economics

Abstract: In July 2017, HPV vaccine-Cervarix(at) was officially launched in mainland China, and with the HPV vaccine-Gardasil(at) and Gardasil(at) 9 launching into the market, HPV vaccination has finally been introduced in mainland China. Compared to other countries, it took almost 10 years for the HPV vaccine entering China, and the HPV vaccine is a rather fresh thing for the general public.

Media coverage always serves as a window for people to understand the reality, so does in the popularization of HPV vaccine. The vaccine launching news was once a big heat in mass media as well as social media which plays a crucial part in information communication in China especially for the young. However, several studies have showed that the cognition of Chinese women to the very vaccine is relatively at low level (Zhang et al., 2017; Zeng et al., 2015). Other research also found that media's information of HPV vaccine is lacking, inaccurate and vague (Deng, 2018). Given the circumstance, the public probably cannot get sufficient information from the media about HPV vaccination, and their attitude and willingness of practice toward HPV vaccination will be effected. Additionally, the case of HPV vaccine mandates represents a genuinely "new" issue on which even political elite and medical experts' opinions were dynamic(Fowler et al., 2012), so HPV vaccine is still of controversy due to extreme cases and various debate about its prevention of cervical cancer in China.

Focusing on media and the public's cognition of HPV vaccine, the paper sets hypotheses as: 1. People in China mainly gain their knowledge on HPV vaccination through both mass media and social media; 2. Information provided by the media has changed the public's attitude towards the HPV vaccination. Based on the hypotheses stated above, the paper applies research method of online-questionnaire assisted with in-depth interview with group aged 18-45, in order to analyze media's influence on the public's cognitive level of HPV vaccination. With the help of framework

of K.A.P. (knowledge, attitude and practice) in health communication, the paper tries to answer the research questions listed as below:

1. Through what channel Chinese people get information of HPV vaccine? and how majorly does media's role played in people's cognition?
2. Does social media practice (like attitude of Key Opinion Leaders) effect the general public opinion towards HPV vaccination?
3. Whether or not Chinese people attain sufficient and accurate knowledge of HPV vaccination?
4. Does media coverage improve or weaken the target group's intention of vaccination?
5. As for gain frames and loss frames which have been proved effective for health behavior changing (Rothman & Salovey, 1997), which one is more effective on the group's intention for HPV vaccination?

Id: 22202

Title: Health professionals under the pressures of social media

Session Type: Individual submission

Authors:

Name: Sinikka Torkkola

Email: sinikka.torkkola(at) tuni.fi

Country: FI (Finland)

Affiliation: Faculty of Information Technology and Communication, Tampere University

Name: Pia Vuolantao

Email: pia.vuolanto(at) tuni.fi

Country: FI (Finland)

Affiliation: Research Centre for Knowledge, Science, Technology and Innovation Studies, Faculty of Social Sciences, Tampere University

Name: Jaana Parviainen

Email: jaana.parviainen(at) tuni.fi

Country: FI (Finland)

Affiliation: Faculty of Social Sciences, Tampere University

Abstract: Traditionally, health care institutions and their professionals have enjoyed high social status and esteem in society. Western medicine has largely legitimised its status by establishing its scientific criteria on objective knowledge production. New medical and information technology is changing the nature of health care interaction between individuals and health organizations and its professionals. There have been an increasing number of signals indicating that medical authority is challenged by lay people in social media in various ways.

In our ongoing research project the pressures of ignorance and disinformation on expertise, we examine how health professionals take social media into account in their expertise and interactions with the patients. In the empirical part of the study, we will conduct a survey to 1100 medical practitioners and 3000 nurses working in the Pirkanmaa Hospital District at its Tampere University Hospital in March 2019. In the survey, we will make questions on five different sections: 1) frequency and diversity of the use of social media; 2) influence of social media on interaction between a care provider and a patient; 3) Influence of social media on expertise; 4) protection of privacy of professionals; and 5) the formal and informal instruction of social media used in the hospital. In this paper, we will present preliminary findings of the survey.

The case study presented in this paper is a subproject of the research project Struggling with Ignorance: Negative Expertise and the Erosion of the Finnish Information Society at the Turn of 2020 (NEGATE). Based on the epistemology of ignorance and theories of professional education, the project outlines the significance of non-knowing and ignorance for professional work, stressing the potential of non-knowing in creativity, unlearning and the toleration of uncertainty. In the research project, we investigate how radical changes in the information society alter the status, authority and employability of highly educated professionals and experts.

Id: 22286

Title: Antecedents and Consequences of Suicide Stigma in South Korea

Session Type: Individual submission

Authors:

Name: Hannah Lee

Email: hoy1222(at) naver.com

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Name: Soontae An

Email: soontae(at) ewha.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Abstract: About 36 Koreans commit suicide every day, the highest ranked suicide rate among member countries of the Organization for Economic Cooperation and Development (OECD). Despite the high suicide rate, most Koreans tend to perceive suicide as “something unrelated to me” or “someone else’s problem.” Furthermore, suicide and mental illness are highly stigmatized in Korean society. Stigma toward mental illness or symptoms is a key barrier to help-seeking and receiving timely, appropriate treatment in order to curb the suicide rates.

The purpose of this study is to examine the antecedents and consequences of suicide stigma. A total of 510 Koreans participated in an online survey. The questionnaire included questions assessing suicide stigma, cultural beliefs (Chemyon sensitivity, conformity tendency, and interdependent self), attitude toward seeking professional psychological help (ATSPPH), attitude toward mental health services (ATSMHS), and demographics. ATSPPH was made as a latent variable consisting of one’s willingness to seeking professional help and not coping on one’s own. ATSMHS was also made as a latent variable including perceived value of mental health services and perceived importance of mental health services.

First, a confirmatory factor analysis was performed to assess the reliability and validity of Korean Suicide Stigma Scale. Results confirmed that suicide stigma in Korea consists of six factors; incompetence, glorification, sympathy, being immoral, selfishness, and social exclusion. These dimensions were clearly distinguished from suicide stigma in Western societies. Second, a structural equation model was performed to assess the cultural beliefs as antecedents of suicide stigma as well as consequences of the stigma.

Results showed that people with high sensitivity to Chemyon (a cultural belief emphasizing others’ views) tended to perceive that suicidal people were incompetent, immoral, selfish, and disconnected from society, showing high levels of suicide stigma. People who consider themselves as interdependent also demonstrated high levels of suicide stigma, viewing suicidal people as incapable, self-centered, disconnected, and immoral. Conformity tendency was also positively associated with five factors of suicide stigma; incompetence, glorification, being immoral, selfishness, and social exclusion.

As a result, suicide stigma composed of six factors had direct effects on ATSPPH and ATSMHS. In particular, being immoral, sympathy and glorification were significantly related to ATSPPH. Participants viewing suicidal people as being immoral and glorified were more likely to have

negative ATSPPH. In contrast, sympathy was positively related to ATSPPH. Regarding ATSMHS, glorification was negatively associated with ATSMHS. On the other hand, sympathy was positively associated with ATHSMHS. Results underscore the important role of cultural beliefs, indicating useful insights and directions to lower suicide stigma among Koreans.

Id: 22405

Title: Framing HPV and cervical cancer: An analysis of news coverage in English language newspapers in India

Session Type: Individual submission

Authors:

Name: Prabhjot Kaur Sohal

Email: sohal.prab(at) gmail.com

Country: IN (India)

Affiliation: School of Communication Studies, Panjab University, Chandigarh, India

Abstract: Cervical cancer is one of the leading causes of cancer-related deaths among women in India. Absence of affordable, quality healthcare, poor nutrition, unhygienic environments and regressive social norms put women from low income and marginalized households at a high risk of being infected with the cervical cancer causing strains of Human Papillomavirus (HPV). Cervical cancer is also a highly preventable disease, if detected early or vaccinated against before an HPV infection. Yet, efforts by public health advocates to implement an effective screening and vaccination program in India are dwindling. The HPV vaccine has only been included in the pediatric list of Universal Immunization Program (UIP) of India as a non-mandatory vaccine.

Controversies around the Randomized Control Trials (RCT) of the vaccine and associated fear in the public, high cost of the vaccine, opposition from right-wing groups, and lack of awareness (Hussain et al., 2014) are cited as major causes of sluggish efforts to control cervical cancer in India. A failure to control the high incidence of cervical cancer in India can severely affect the public health system, worsening the country's heavy burden of disease. Inability to assuage fears related to the efficacy and safety of the HPV vaccine can relegate the progress made by the UIP in combating preventable diseases like polio and measles through vaccination.

In the current light, there's a need for strategic planning of health promotion and a critical assessment of Indian media's role in covering the issue. The ecological model of health behavior considers media as an important structural influence on health behavior and attitude (Sallis & Owen, 2015). This paper aims to unravel the frames assigned by Indian media to HPV/cervical cancer issue. For the study, a sample is drawn from four English language newspapers in India: The Hindu, The Times of India, The Hindustan Times and The Indian Express, and two independent news websites: The Wire and Scroll.in. The sample includes coverage of HPV/cervical cancer from 2015 to 2018. Using a directed content analysis approach (Hsieh & Shannon, 2005), content is categorized on the basis of medical and non-medical determinants of health (DOH). The study is informed by a body of research that highlights the significance of incorporating DOH in health messages to influence public policy makers (Lantz, Lichtenstein, & Pollack, 2007), and studies that confirm traces of overarching political and economic discourses in media's health reporting (Abdelmutti & Hoffman-Goetz, 2009).

The study reveals that newspapers employ the economic frame most frequently, among non-medical frames of the issue. It is also observed that authoritative sources are preferred while reporting about the health issue, while the "voice" of the public is absent. Through a detailed

description and discussion of the frames the paper highlights the implication of the media coverage of HPV/cervical cancer and signals at future areas of research.

Keywords: cervical cancer, determinants of health, framing, health journalism, HPV, media

Id: 22434

Title: Narrative tools for smoking prevention in adults. Effects of narrative voice and audience-character similarity

Session Type: Individual submission

Authors:

Name: Juan-José Igartua
Email: jigartua(at) usal.es
Country: ES (Spain)
Affiliation: University of Salamanca

Name: Laura Rodríguez-Contreras
Email: laurarodriguezcontreras(at) usal.es
Country: ES (Spain)
Affiliation: University of Salamanca

Name: María Marcos-Ramos
Email: mariamarcos(at) usal.es
Country: ES (Spain)
Affiliation: University of Salamanca

Name: Beatriz González de Garay
Email: bgonzalezgaray(at) usal.es
Country: ES (Spain)
Affiliation: University of Salamanca

Name: Francisco Javier Frutos
Email: frutos(at) usal.es
Country: ES (Spain)
Affiliation: University of Salamanca

Abstract: Smoking is linked to multiple health problems, but it is also the biggest preventable cause of premature death. Therefore, an important goal in health communication is to improve the effectiveness of campaigns targeted to smokers. The present paper is based on narrative persuasion research (Moyer-Gusé, 2008) and, in particular, on empirical research on smoking prevention with narrative messages (Kim, 2018).

The main theoretical models of narrative persuasion (Moyer-Gusé, 2008) have identified several psychological processes responsible for the impact of narrative messages on attitudes and behaviours, highlighting the role of identification with the protagonist because it reduces “resistance” toward the persuasive message through decreasing “critical” cognitive processing (lowering counterarguing and reactance). Given that identification is a relevant process in narrative health communication, current research is focused on figuring out how to increase this process. The present study focuses on the impact of two factors: audience-character similarity and narrative voice.

Similarity describes a process through which the individual exposed to a narrative shares certain traits with the protagonist. Given that the empirical evidence on the effect of similarity shows inconsistent results (Tukachinsky, 2014), we propose that it is possible that similarity influences identification only in certain conditions, depending on other characteristics of the message (Kim, 2019), like narrative voice. Narrative voice or point of view refers to the perspective adopted by the narrator and from which the story is told. Neuropsychological research has shown that first-person (versus third-person) narratives are processed in a neurological different way (Van Krieken, Hoeken & Sanders, 2017).

Our study establishes the concept of “optimal reception condition” and analyses the “joint effect” of audience-character similarity and narrative voice. Because first-person voice could facilitate that the audience of the message takes more easily the perspective of the character when audience-character similarity is high, it was hypothesized (H1) that the combination of reading a first-person narrative whose protagonist shows a high similarity with the audience will induce the highest levels of identification. Secondly (H2), this research tests a serial mediator model, in order to contrast the indirect effect of the optimal reception condition on the intention to quit smoking, perceived self-efficacy and response efficacy, through identification (as primary mediator) and counterarguing and reactance (as a secondary mediators).

To test our predictions, an online experiment was carried out with QUALTRICS, accessing to a sample of 680 (Spanish) smokers between 18 and 55 years old (50% female). Participants were exposed to a narrative message featuring an adult smoker (a 35-year-old man) who related his experience in the process of quitting smoking. Narrative voice (first versus third-person) and behavioural similarity (high versus low) were experimentally manipulated in the message.

The results showed that the optimal reception condition induced the highest levels of identification with the protagonist. In addition, we observed statistically significant indirect effects of the optimal reception condition on intention to quit smoking, perceived self-efficacy and response efficacy through identification that, in turn, reduced reactance. In conclusion, this research provides empirical evidence on how to improve smoking prevention interventions aimed at adults.

Id: 22482

Title: Health communication for pregnant Chinese migrant women in northern England

Session Type: Individual submission

Authors:

Name: Qian Sarah Gong

Email: qg8(at) leicester.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leicester

Abstract: Health literacy, an integral component of health communication, has long been linked to health outcomes of both general and migrant populations. While much previous work on health literacy relied on quantitative measures of (English) literacy and numeracy of mainstream adult population (e.g. NAAL, TOFHLA), recent work informed by an ecological model (Dutta, 2007) aims to provide critical-cultural and interpretive analysis of individual and system conditions of health literacy, recognising the role of language, social capital, culture and healthcare providers (Berkman, et al, 2010; Squiers et al., 2012). Meanwhile, researchers of migrant health also argue for a more refined theoretical lens to capture complex influences (non-translatable educational status, language more than SES as a health risk) on migrant health (Acevedo-Garcia, 2012). This paper intends to contribute to the critical-cultural and interpretive research on migrant health, drawing on the concept of health literacy in a cross-national, ICT-mediated healthcare context. It investigates how pregnant Chinese migrant women in England seek, access, understand, appraise and communicate health information in their maternity care. This paper is based on a study supported by two NHS Trusts where 30 interviews with pregnant Chinese women (17) and midwives (13) and 7 observations of midwife appointments were conducted.

Preliminary analysis suggests that most Chinese women, regardless of their educational attainment and socioeconomic background, do not read information leaflets (e.g. ultrasound scans) provided by the NHS due to language barrier. However, they value information provided orally by their midwife. The arrival of the leaflets, usually during the first midwife appointment when women are 8-10 weeks pregnant, was thought to be too late and have missed the window of opportunity when women first found out about their pregnancy (week 4-6) and wanted more information. Due to limited social capital, most women turn to their Chinese social circle for support, including getting pregnancy advice from family and friends. Most women engage with Chinese pregnancy websites and apps extensively to seek information and monitor maternal and fetal health, but often find them inconsistent with the NHS practices. While some women are digitally savvy (e.g. being able to identify powerful translation apps for their midwife appointment), they demonstrate low eHealth literacy in terms of the ability to discern the credibility of online sources. Few are aware of data protection and privacy issues. Some women's health practices (e.g. purchase private scan to avoid the risk of nuchal chord) are underpinned by a sense of vulnerability and the notion of 'risk', shaped by women's knowledge of risk-averse maternity care practices in China (learned from Chinese websites and apps) and limited public healthcare resources in England, and social isolation. It's clear that several social, cultural and ecological factors influence Chinese women's health communication. Digital media reconfigure some of the influence, producing both enabling (immediate information in Chinese; translation app) and disempowering (risk and scaremongering,

inconsistency) effects. These findings can be used to review some practices of the NHS, and to potentially inform the development of a conceptual framework for migrant health literacy.

Id: 22691

Title: Decoding Food Labeling using 'Food Label Decrypto' Android App

Session Type: Individual submission

Authors:

Name: Meenu Singh

Email: somvanshi.meenu(at) gmail.com

Country: IN (India)

Affiliation: Department of Foods and Nutrition, The Maharaja Sayajirao University of Baroda, Vadodara-390002, Gujarat, India

Name: Suneeta Chandorkar

Email: suneetachandorkar(at) gmail.com

Country: IN (India)

Affiliation: Department of Foods and Nutrition, The Maharaja Sayajirao University of Baroda, Vadodara-390002, Gujarat, India

Abstract: Background & Objective: Food labels inform consumers about the overall quality, standard and safety related to packaged-food. Interpretation of food labels is a complex and time-taking exercise. Therefore, the aim of the present investigation was to understand the food labeling in India and its understanding among the consumers to make an attempt to develop a user-friendly android based application for decoding the food labels. Methods: Two situational analysis were carried as the groundwork to develop the android app (1) Market-survey (supermarkets=4, grocery stores=4): To examine the type of food labeling predominant on packaged foods (n=1,020) in India. (2) Consumer-survey (n=807 consumers): To examine the extent of consumer understanding of food labels. Results: Results revealed that majority (64.1%) of food products displayed Nutrition-Information-Panel (NIP) as “per 100 g”; 19% as “per 100 g and per serving” and 2% as “per serving.” Remaining products had a combination of two or more type of NIPs. Of the total products (n=1,020), only 337 products listed ingredients in descending order of percentage weights as per the Food Safety and Standards Authority of India (FSSAI) guidelines. The most common symbols/logos found on the products were either vegetarian or non-vegetarian logo (98.6%) followed by FPO (22.6%), ISO (12.4%), HACCP (5%), ISI (0.6%) and AGMARK (0.2%). Consumer survey revealed that majority of the consumers (93%) used ingredients list for product information followed by NIP (83%) and symbols/logos (73%). However, the understanding about the use of the same was low and ranged between 24% to 34% for each component. Conclusion: On one hand, there is a variety of nutrition information available on food labels, and on the other, understanding of the same is low among consumers. Therefore, the present android-application can aid in making informed choices by the consumers.

Keywords: Food labeling, FSSAI, Nutrition Information Panel, Symbols/logos

Id: 22904

Title: Family Planning in Global Health Governance: A Political Economy Analysis of the Bill and Melinda Gates Foundation's Campaign for Contraception in Developing Nations

Session Type: Individual submission

Authors:

Name: Leslie Howerton

Email: lesliehowerton(at) weber.edu

Country: US (United States)

Affiliation: Weber State University

Abstract: The Bill and Melinda Gates Foundation (BMGF) uses multilateral partnerships and governmental relations as a global health and development actor in the arena of global health governance. “Global health governance involves an amalgamation of various state, non-state, private, and public actors and as such has developed beyond the institutional role of the World Health Organization (WHO) and state based ministries of health” (Harman, 2012). As the foundation exerts power in the form of financial grants it also exerts power over the discourse about global health and development by crafting messages that represent value systems from wealthy nations for programs employed in developing nations.

This study is a critical political economy analysis of the BMGF's campaign for contraception from 2014 through 2018. It answers the following research questions: 1) How does the BMGF use strategic and economic relationships to design and deploy its family planning campaigns?; 2) How are BMGF messages about family planning situated historically within broader development discourses, for instance, of modernization vs. critical discourses?; 3) How are BMFG messages about family planning situated historically within the field of international family planning and reproductive health discourses?

This research employs critical discourse analysis of BMGF documents, including annual reports, media articles, website content, and BMGF funded academic articles to answer these research questions. It combines theory and literature from critical political economy, development, feminism, and public health campaigns to historically analyze the BMGF's role as a global health actor in family planning campaigns.

Id: 22919

Title: Communicating During Public Health Emergencies: The 2014 Chikungunya Outbreak in Jamaica

Session Type: Individual submission

Authors:

Name: Livingston White

Email: livingston.white(at) uwimona.edu.jm

Country: JM (Jamaica)

Affiliation: CARIMAC, The University of the West Indies

Abstract: In August 2014 Jamaica confirmed its first case of the Chikungunya virus (Chik V). In a Jamaica Health and Lifestyle Survey conducted during 2016-2017 it was reported that the virus infected approximately 80% of the island's population and has remained in the island since the first outbreak in 2014. The initial reaction of the Ministry of Health during the 2014 outbreak and the communication that followed revealed very low numbers of Chik V cases. This contrasted with what Jamaicans believed to be the reality. Much of the population was also convinced that the information concerning the source and spread of the virus were being withheld from them. Their need to know the facts was compounded by limited access to information on the virus during the crisis. This led to many Jamaicans utilizing unofficial sources of information as alternatives to adequate official information from the Ministry of Health. Social media channels became one such alternative that Jamaicans used to express their frustration and disperse information they believed represented the depth of information that they required. The paper argues that user-generated content on social media can be a tool used to cope with the need for clear information sharing during public health emergencies in the absence of expected official sources of information. In this case, social media technology enabled citizens in their attempt to secure human dignity at a time when the prerequisites for ethical health communication which include truth, completeness, correctness, relevance and sincerity, comprehensibility, inclusion, and equity and utility were seemingly not being upheld by the relevant authorities. The study will employ a multi-method approach that will glean information from different sources. These include secondary data gathered from a knowledge, attitude and practices (KAP) study done during the outbreak in 2014; a review of newspaper articles and other traditional media artifacts published or broadcast during the height of the outbreak between September and December 2014; as well as user-generated content shared on social media platforms. An analysis of existing literature addressing the role of media in risk communication will also be done. This approach to data-collection and analysis is expected to describe the nature of the communication around the Chikungunya virus that was provided by the Ministry of Health via traditional media platforms; examine how this related to the behaviour of Jamaicans; and analyze how new media, namely social media, were used to fill gaps in the information provided.

Id: 22979

Title: False Balancing: A Content Analysis of the Media Coverage of Polio Vaccination Campaigns in Pakistan

Session Type: Individual submission

Authors:

Name: Sayyed Shah

Email: fawad.jmc(at) gmail.com

Country: US (United States)

Affiliation: Jacksonville State University

Name: Patrick McGrail

Email: jmcgrail(at) jsu.edu

Country: US (United States)

Affiliation: Jacksonville State University

Name: Nadeem Akhtar

Email: drnadeem.media(at) gmail.com

Country: CN (China)

Affiliation: South China University of Technology

Abstract: Introduction: Media can play an important role in creating awareness about vaccine-preventable diseases. Due to their capacity to reach a large number of people simultaneously, media outlets are effective tools for dissemination of information about diseases and the vaccines used to counter them. However, recent studies have shown that media coverage of vaccination in different contexts and countries tends to lack comprehensive information and transparency, and creates uncertainty about the vaccine (Abdelmutti and Hoffman-Goetz, 2009; Bodemer, Müller, Okan, Garcia-Retamero, & Neumeyer-Gromen, 2012; Calloway, Jorgensen, Saraiya, & Tsui, 2006). The information in the media about vaccination also lacks accuracy (Sood, Klassen, Cronin, Massey, & Shefner-Rogers, 2015). Incomplete and non-transparent media coverage of health issues is a major risk for public health (Bodemer, et al., 2012). The lack of background information about diseases and vaccinations developed to treat them can misguide audiences. Similarly, “false-balancing” as a theoretical concept has recently received attention from public health scholars. Previous studies had noted that false-balancing techniques in the production of news stories created uncertainty around verified knowledge by “balancing” the arguments of pro-vaccine medical experts with the false claims of non-experts who oppose vaccination (Dixon and Clarke, 2012; Dixon and Clarke, 2013; Thomas, Tandoc Jr, & Hinnant, 2017). Dixon and Clark (2013) noted that people reading a falsely balanced story were likely to believe that the scientists were divided on the effectiveness of vaccine. This belief that scientists are divided on the effectiveness of vaccine may lead to vaccine hesitancy. Our content analysis of the media coverage of polio vaccination campaigns in Pakistan aims to explore the relationship between truth-telling and false-balancing in the context of polio vaccine. Methods: Based on the past literature on false-balancing, comprehensive information and truth telling, we created a code sheet. Using Lexis Nexis, we identified 53 news stories that met the inclusion criteria. The data was analyzed using SPSS (24, IBM).

Results: The results showed that a majority of the news stories (87%) were falsely balanced and therefore included scientifically invalid claims of parents about the side-effects of polio vaccine. Only a minority of stories (n=23) provided basic information about the effectiveness of polio vaccine.

Conclusion: The belief that a journalist should report the allegations of parents— even if the claims are proven scientifically wrong— as a kind of opposite view to the official position on vaccines, results in false-balancing. Therefore, there is a need to tell journalists that not all claims are worth covering and that reporting scientifically incorrect or invalid claims can result in vaccine hesitancy among readers, especially among those who have less familiarity with the science of disease.

Id: 22988

Title: Cáncer en la Holocubierta: La construcción cultural de una enfermedad a través de los videojuegos

Session Type: Individual submission

Authors:

Name: Salvador Gómez-García

Email: salvadorgomez(at) hmca.uva.es

Country: ES (Spain)

Affiliation: Valladolid University (Full Professor)

Name: Nuria Navarro-Sierra

Email: nuria.navarro.sierra(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Name: Samuel García-Gil

Email: samuel.garcia(at) uva.es

Country: ES (Spain)

Affiliation: Universidad de Valladolid

Abstract: [ESP]

En su conocido libro *Hamlet on the Holodeck*, Janet H. Murray abordó sobre cómo los universos literarios evolucionan y se convierten en entornos de realidad virtual representados a través de la holocubierta de *Star Trek*. Esta tecnología consistía en una sala vacía en la que una computadora simulaba situaciones de la vida real y se usaba para entrenar a los personajes de la serie en diferentes tipos de situaciones (la misma lógica utilizada para los *X-Men* en la Sala de Peligros). El uso de esta metáfora ilustró el potencial inmersivo e interactivo de los nuevos medios para sus usuarios, quienes pudieron interactuar con un mundo ficticio sin ser conscientes de su entorno. Representando juegos como un modelo narrativo espacial de ficción interactiva que propone mundos virtuales es actualmente uno de los enfoques analíticos más populares para los videojuegos. Este artículo pretende abordar cómo este enfoque se ha cristalizado en la construcción cultural de una de las enfermedades más trágicas de nuestro tiempo: el cáncer.

Este estudio explora la intersección entre el cáncer, una de las principales causas de muerte en la sociedad contemporánea, y los videojuegos, uno de los medios más importantes en la cultura pop del siglo XXI. Las técnicas de análisis de contenido se aplicaron al mensaje de ocho juegos basados en una narrativa sobre la enfermedad, los pacientes, los tratamientos y los resultados obtenidos en los últimos quince años. Los resultados apuntan a una construcción de cáncer que se basa en la ciencia, el apoyo social y las convicciones espirituales para el empoderamiento individual y social en relación a la enfermedad.

[ENG]

In her well-known book *Hamlet on the Holodeck*, Janet H. Murray discussed how literary universes evolve and become virtual reality environments represented by *Star Trek's* holodeck. This technology consisted of an empty room in which a computer simulated real-life situations and was used to train the characters of the series (following

the same logic used for the X-Men in the Danger Room). The use of this metaphor illustrated the immersive and interactive potential of the new media for their users, who were able to interact with a fictional world without being aware of their surrounding environment. Portraying games as a narrative spatial model of interactive fiction that proposes virtual worlds is currently one of the most popular analytic approaches to video games. This article aims to address how this approach has become crystallized in the cultural construction of one of the most tragic diseases of our time: cancer. This study explores the intersection between cancer, one of the main causes of death in contemporary society, and videogames, one of the most significant media in twenty-first century pop culture. Content analysis techniques were applied to the message contained in eight games based around a narrative concerning the disease, patients, treatments and outcomes obtained over the last fifteen years. The results point to a construction of cancer which relied on science, social support and spiritual convictions for social empowerment.`

Id: 23194

Title: Sexual Health, Discursive Silence: Rising HIV Infection in Canadian Youth and Health Risk Communication in a So-Called "Universal Health Care" System.

Session Type: Individual submission

Authors:

Name: James Forbes

Email: forbes.james.a(at) gmail.com

Country: CA (Canada)

Affiliation: York University

Abstract: In the 70 years since the UDHR, and the declaration of human health as a human right, great strides have been made in public health, both in Canada and around the globe. Canada's public health system and Medicare were introduced in the Province of Saskatchewan in 1962, and in 10 years, the entire country was covered. Or so the conventional wisdom goes. As many researchers in health and health communication are all too well aware, social determinants play a very important role in how citizens access, use and benefit from even public health systems (or how they do not). In the Canadian context, social isolation in the HIV+ and co-infected communities provides a stark lesson in how power operates on marginalized bodies differently. Crenshaw (1989) describes the different ways certain people are privileged and others are not in any system as "intersectionality". Thus, the "dynamics of inequality" that are operant in Canada are significant and important to understanding how health communication can effectuate change in a community, or shut it out. This paper looks specifically at two intertwined issues, campaign fatigue in ASO's and the rising incidence of HIV infection in youth (18-25), at the intersections of race, sexuality and gender. It hopes to that corroborate community (BIPOC) based intervention strategies are potentially effective, require more funding and application, and support this conclusion through data collected.

As one of the fastest growing demographics for HIV infection and transmission (Canada Public Health, 2018), youth in Canada face unique and specific challenges for health communication. Among youth demographics, HIV is thought to be curable, or a "gay disease". Culturally exacerbated stigma about M2M sex combine to produce an ideal storm which is driving the rise in infection rates. Campaign fatigue in the traditional ASO framework of funders, fundraising, service providers and clients makes the existing problem worse. What is emerging in the Canadian youth context is a distinction between "haves" and "have nots", with access to services hinging on community support, the "have nots" (BIPOC youth in particular) are getting left behind (AIDS Vancouver 2017). Faith based medicine as well as superstition and homophobia trouble the boundaries of access to diagnosis and treatment further, with much misinformation and confusion about who is susceptible to HIV/AIDS and what steps to take to prevent exposure or transmission. This research involves a brief literature review of existing strategies (CATIE 2016, CATIE 2017, CHABAC 2017) survey, interviews with service providers in Indigenous, Black and PoC communities as well as youth (18-25) living with HIV and youth sexually active in that demographic in order to arrive at a series of policy positions and guidelines for how better to share information about sexual health, but also as an affirmation of the basic human right of health for all citizens of the nation, and the world.

History Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19593

Title: The Return of the Black Death: Collective Memory of the Plague in Movies

Session Type: Individual submission

Authors:

Name: Oshrat Sassoni- Bar Lev

Email: osassoni(at) gmail.com

Country: IL (Israel)

Affiliation: The Max Stern Yezreel Valley College

Abstract: Subject:

In 2017, the World Health Organization identified an outbreak of the plague in Madagascar (Galy, Loubet, Peiffier- Smadja & Yazdanpanah, 2017).

The black plague has left its mark on history and society. It was the second pandemic wave in history of the bacteria *Yersinia Pestis*, which had spread throughout Europe between 1346- 1352. According to estimations, it was responsible for the death of third to half of the world's population (Peiffier- Smadja & Thomas, 2017; Ligon, 2006).

The Black plague also had a profound effect on art and literature, such as in Boccaccio's Decameron (1350) and the artistic theme of Dance of death (Kiple, 1997; Peiffier- Smadja & Thomas, 2017).

Today the black plague still is present in popular culture, such as movies, television and computer games (Peiffier- Smadja & Thomas, 2017). Thus, it is interesting to examine its portrayal.

Main question and aims:

This research examines the portrayal of the black plague in four contemporary television mini-series and movies: World without end (2012); Inferno (2016); Pride and prejudice and zombies (2016); Beauty and the beast (2017). These popular culture products serve as vehicles for transmission of collective memory.

The research explores the following questions: How do these contemporary movies portray the black plague? What is the role of the plague in these movies series?

Theoretical framework:

Media shapes collective memory, since people learn about the past mainly from television and films. Fiction and non-fiction representations of the past have changed viewers' perceptions of past events (Edgerton, 2001; Hanke, 2001).

The cultural approach of collective memory studies conceptualized memory as an activity, which creates a meaning for a society. This approach focuses on accuracy and authenticity, and sees popular culture as an active agent in the process of shaping and re-shaping memory (Zelizer, 1995).

Methodology:

Qualitative content analysis of the television mini-series World without end (2012), and the movies Inferno (2016), Pride and prejudice and zombies (2016), and Beauty and the beast (2017). Each of them references the black plague. A thematic analysis was conducted in order to find themes, such as the way the black plague is described, its symptoms, purpose of the black plague in the plot, and social myths the movies convey.

Findings:

Western culture tells the story of this deadliest disease and maintains its presence in society's collective memory. Through two overlapping themes, the movies portray the black plague as a lethal disease, which killed many in its time. The plague is perceived as a biological threat to humankind. For example, although Dr. Langdon in *Inferno* (2016) does not actually encounter the black plague, he references it during his quest to find a deadly hidden virus.

The second theme represents the plague as a device that sets the movies' plot in motion. For example, in *Pride and prejudice and zombies* (2016) it is assumed that the plague created zombies in Regency England. *World without end* (2012) shows how the plague in the Middle Ages transformed the characters' lives.

Id: 19727

Title: Ungrateful governments' Controversies between political power and the media in Aznar and Zapatero's Spain (1996-2011)

Session Type: Individual submission

Authors:

Name: Carlos Barrera

Email: cbarrera(at) unav.es

Country: ES (Spain)

Affiliation: University of Navarra (Pamplona, Spain)

Abstract: Relationship between media and politics in democracy is often exposed to changes depending on the political color of the government ruling the country. Newspapers and media groups that were in the opposition and somehow contributed to defeat those in power usually expect some kind of reward from the new government: access to news sources for their media outlets, appointments for official or trustworthy positions, broadcast licenses, opportunities for the company's expansion, etc. If the expectations fail, the old friendly relationship can be damaged to varying extents and can lead to consequences such as frustration, distrust and even enmity. Media systems belonging to polarized pluralist model (Hallin & Mancini, 2004), with a high degree of political parallelism, strong state intervention, and weak professionalization are prone to these practices.

After the untypical period of Transition to democracy (1975-1982) and the Socialist governments of Felipe González (1982-1996), the conservative José María Aznar and the young Socialist José Luis Rodríguez Zapatero ruled the country for fifteen years between 1996 and 2011. It is our intention to describe to what extent some editors and publishers politically sympathetic to Aznar first and Zapatero later, ended up disenchanted and even openly critical of government decisions and attitudes. As they were governments very different ideologically and politically, our hypothesis is that government and media interests tend to diverge regardless of political closeness, which would be a slight rectification of the aforementioned variable of political parallelism in the case of Spain, at least temporarily.

The historical methodology is used, along with the contributions from subfields such as theories of the media (Christians et al. 2009), media sociology (Waisbord, 2014), and political economy (McChesney, 2008). Certainly, the roles of the media, changes in the newsroom's culture and practices, and the growing dominance of economic interests over those exclusively journalistic, are factors to take into consideration to understand the stories of convergences and divergences between media and politics in Spain between 1996 and 2011. From all these perspectives together, the events will make sense within a broader periodization of the history of the mass media in Spain after the death of Franco. This paper is part of a book (work in progress) encompassing the last forty years of relationship between media, politics and business in Spain.

In the conclusions, we will remark the strong influence of the culture of the Transition in the newspaper's practices to explain the frustration that different media groups, editors and publishers experienced in the following periods, particularly a sort of mutual understanding with politicians

that developed a certain sense of superiority toward the latter on the part of some media actors. In addition, personal political leadership also determined the course of events, because Aznar and Zapatero developed media policies designed to protect their own political autonomy. They did not want to be limited by powerful media groups as happened in the past.

Id: 19787

Title: Franklin Ford's Contribution to the Early History of Communication Research

Session Type: Individual submission

Authors:

Name: Juliette De Maeyer

Email: juliette.de.maeyer(at) umontreal.ca

Country: CA (Canada)

Affiliation: Université de Montréal

Name: Dominique Trudel

Email: dominique_trudel(at) uqac.ca

Country: CA (Canada)

Affiliation: Université du Québec à Chicoutimi

Abstract: Franklin Ford (1849–1918) is a relatively obscure figure in the history of American journalism, mostly known for his association with the philosopher John Dewey in the late 1880s and early 1890s. Together, they tried to launch Thought News, a revolutionary “philosophical newspaper” that never saw the light of day. This short episode is a foundational moment in the development of media and communication studies in the United States (Carey, 1989), believed to have a lasting influence on Dewey’s conception of communication, which remains central in the field of media and communication studies today.

Media and communication scholarship usually casts Ford as a minor character in this history: Ford is an original figure, characterized as a “dynamic but quixotic man” (Czitrom, 1990: 104), an “itinerant journalist” (Carey, 1982: 1182) or a “crackpot journalist-philosopher” (Peters, 1989: 253) and his encounter with Dewey at the University of Michigan during the 1880s is presented as almost an accident. In this paper, we argue for an alternative reading of Ford’s status and position during the last decades of the nineteenth century. As the editor (1880–1887) of Bradstreet’s, a financial weekly in New York, he was a respected and well-connected public intellectual. Thanks to his expertise on a variety of topics (municipal government, credit and finance, the news, etc.), he was a regular public speaker, he served on various committees on local government, and was a member of prestigious social clubs. We therefore argue that it is necessary to reassess Ford’s role in the foundational decades of media and communication studies in North America, in order to precisely determine the scope and the nature of his contribution.

In order to do so, we have gathered Ford’s writings before, after and beyond his participation in the Thought News project. Building on these documents, our analysis shows that his vision for a reformed media and communication system was a coherent, enduring project that spanned over five decades. In this paper, we therefore describe the central tenets of Ford’s intellectual project that concerns journalism, media and communication, but also had important ramifications in the realm of finance and government. Our findings highlight the role Ford played in relation with three historiographical issues: his contribution as a pragmatist and his specific contribution to a pragmatist theory of communication, his contribution as a future of the news thinker, and his work as a political theorist concerned with the role of communication and news media in democratic societies.

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Id: 19797

Title: The media and the public in Brazilian political horizons

Session Type: Individual submission

Authors:

Name: Mágda da Cunha

Email: magda.cunha(at) gmail.com

Country: BR (Brazil)

Affiliation: Pontifical Catholic University - RS - Brazil

Abstract: Brazilian media history can be told, among others, from the perspective of its relation with key political moments and public perception. In this paper, the aim is to investigate such a connection in three different periods, describing the scenario, the most important media in the historical horizon described, and public reactions in this ecosystem. The criteria for selection are based on the fact that they were all times of political rupture in the country. The first cycle to be analyzed concerns the so-called Era Vargas, particularly the Estado Novo in 1937, when the then president of the Republic, Getúlio Vargas, went to the radio to reassure a frightened population that he would rid the country from Communism. Next in the sequence of observation is the horizon in which television was consolidated in the Brazilian scenario. Election debates, however, only became popular in 1989, gaining traits of spectacle. This was the year of the famous second-round presidential debate which put Fernando Collor de Mello and Luiz Inácio Lula da Silva face to face in a pool of broadcasters. According to some, next-day image editing by Rede Globo may have determined the victory of Collor de Melo. The third horizon described is the recent year of 2018, in which radio, television and the Internet coexist and are all consolidated. The new fact is the intensive usage of social networks and WhatsApp groups both by the candidates – especially the winner – and by the public to share information. Radio and television, both centralized production and distribution media whose formats were still innovative in 1937 and 1989 were virtually obsolete in the latest process.

In this descriptive, bibliographic and documentary research, one can observe similar reactions and decisions on the part of the public, although in three periods with different social characteristics and diverse media ecosystems. The most successful politicians in the three phases all reject the most popular media of their time – which the audience was already equipped to understand – and adopt new formats in an early stage of popularization. On the one hand, these constitute favorable contexts for the population to rely on discourses of rupture, which usually follow moments of fear and discontent. However, one fact deserves careful analysis and will also be a focus of this paper: in 1937 and 1989 – as Bourdieu (1996) would put it – the language of authority informed under the condition that those it governed would collaborate. This language originated in broadcasting centers, radio and television. In 2018, however, such a "partnership" was not built with the media but rather in networks of friends or family members who shared large amounts of true or fake information. For the audience, the most relevant aspect of the news was whether it was aligned with their way of thinking. As Castells (2018) points out, crises are moments that reveal the failings of a system. Therefore, they mediate between the background trends of a society, the awareness of problems, and the practices emerging to modify trends that, although functional, are perceived as harmful.

Id: 19975

Title: The Way the Future Was. Imagining the Digital Futures in Consumer Fairs, 1980s-2000s

Session Type: Individual submission

Authors:

Name: Gabriele Balbi

Email: gabriele.balbi(at) usi.ch

Country: CH (Switzerland)

Affiliation: USI Università della Svizzera italiana

Name: Christian Schwarzenegger

Email: christian.schwarzenegger(at) phil.uni-augsburg.de

Country: DE (Germany)

Affiliation: Augsburg University

Abstract: The ways in which the future of digital media is perceived, marketed, and narrated is continuously changing over time. These predictions on how we will communicate and interact in the digital worlds of the future is made of predictions, mandatory paths, and sounding fiascos. For example, very few people predicted the personal computers in the 1960s and even early 1970s, nobody imagined what the world wide web would be in the 1980s and early 1990s, and even the mobile phone was considered not so promising in the 1980s.

What we can consider “failures” in predicting the future hide another dimension: the imagination of an alternative future that sometimes does not become reality. The ways in which digital corporations proposed to their users (and to the world of tech experts and enthusiasts) these futures is the main topic on this contribution, which aims to understand how the future of digital media was described and imagined during fairs on technology and communication from the 1980s to the 2000s.

Consumer fairs are key and symbolic places where corporations and experts often make predictions about the near future and how digital media could affect the ways in which people are about to live. As said, these predictions sometimes are completely wrong, but at the same time help to reconstruct how in past times new technologies of communication and new relationships between humans and machines were imagined. Furthermore, we argue that these fairs also reflect the social and cultural grounds on which they are developed. Future imaginaries are thus to be seen as linked to past experiences, and project current desires and visions of what should be overcome to future scenarios. Digital technologies can either be imagined as facilitators of these futures to come or as a normalized inventory of future lives.

Combining the literatures of media history and future studies and digging into the catalogues and media coverage of the major fairs from Europe (CeBit), the USA (CES) and the Asian (Computex), this paper will follow the evolution of the imagination of digital futures through 3 decades (the 80s, 90s, and 2000s) and in 3 different world regions.

The final scope is to better understand how imagining the future of digital media shaped the ways digitization itself was perceived. On the one hand, even if past predictions and future visions are in many cases determinists (the future will come for sure using those technologies) and sometimes are wrong, they influence the ways in which corporations “imagine” and invest and how users manage expectations and imagine the digital world of tomorrow. On the other, it is interesting to understand

the persistent ideas of digitization, maybe also persistent at global level. As any revolutions, indeed, digitization contains promises for a better or simply different future and this paper also aims to identify which visions, keywords, ideas change and persist over time.

Id: 20013

Title: Tres contribuciones metodológicas determinantes para la historia de la investigación de la comunicación en América Latina: El legado de Beltrán, Gómez Palacio y José Marques de Melo

Session Type: Individual submission

Authors:

Name: Raul Fuentes-Navarro

Email: raul(at) iteso.mx

Country: MX (Mexico)

Affiliation: University of Guadalajara

Abstract: La ponencia propuesta pretende exponer un ejercicio de meta-investigación de la comunicación, centrado específicamente en los aportes metodológicos para la historia de esta especialidad en América Latina, de tres investigadores fallecidos en los últimos años: el boliviano Luis Ramiro Beltrán Salmón (1930-2015), el mexicano Carlos Gómez-Palacio y Campos (1945-2016) y el brasileño José Marques de Melo (1943-2018). Se trata de honrar su memoria, al mismo tiempo que reubicar y discutir sus contribuciones al estudio de la historia y a las prácticas académicas sobre la comunicación en América Latina. Aunque alguno de ellos haya sostenido en algún momento la idea de una investigación o un “pensamiento latinoamericano” sobre la comunicación, se sostiene que su legado se caracteriza precisamente por la capacidad de contribuir al desarrollo de un conocimiento de alcance potencialmente universal, y por ello se analizan especialmente sus aportes metodológicos, situados en contextos y perspectivas distintas, pero los tres ubicados explícitamente en coyunturas reflexivas al mismo tiempo regionales y globales.

Luis Ramiro Beltrán fue uno de los primeros latinoamericanos en obtener un grado doctoral en comunicación en Estados Unidos (Michigan, 1968) y se convirtió muy pronto en un referente central para los estudios de comunicación para el desarrollo, en colaboración crítica con su mentor, Everett Rogers. Elaboró y presentó en 1974, en una reunión de la AIERI/IAMCR, un diagnóstico ejemplar (“paradigmático”) sobre la investigación de la comunicación en Latinoamérica basado en información recopilada por CIESPAL y, por su trabajo en organismos internacionales como el CIID de Canadá y la UNESCO, pudo impulsar tanto los procesos y sistemas de documentación científica en el campo de la comunicación en América Latina, como las iniciativas de elaboración de políticas nacionales de comunicación durante las décadas de los sesenta a los noventa.

Carlos Gómez-Palacio fue también discípulo de Rogers, y con Steven Chaffee como asesor principal construyó para su tesis doctoral en Stanford (1989) un análisis comparativo de las representaciones mutuas de investigadores estadounidenses y latinoamericanos sobre la investigación en el campo y sus respectivas influencias. La tesis articuló el empleo de técnicas documentales y métodos etnográficos, como encuestas y entrevistas, con análisis estadísticos y referencias histórico-sociales. Trabajó como uno de los primeros expertos mexicanos en comunicación organizacional y dirigió durante más de veinte años la Facultad de Comunicación de la Universidad Anáhuac.

Por su parte, José Marques de Melo dedicó su vida a la práctica directa del periodismo y la docencia universitaria en la Universidad de Sao Paulo y otras, así como a fortalecer la institucionalización académica de los estudios de comunicación en Brasil, América Latina e Iberoamérica, especialmente mediante la creación de programas y asociaciones, proyectos editoriales y redes internacionales de estudiosos de la comunicación, con énfasis en las articulaciones político-sociales

y la conciencia histórica subyacente en los proyectos de investigación y la práctica de la comunicación.

Id: 20039

Title: Advertising Nationalism: War Commemoration and the 'Politics of Memory' in Bangladesh

Session Type: Individual submission

Authors:

Name: Kajalie Islam

Email: kajalie(at) gmail.com

Country: BD (Bangladesh)

Affiliation: University of Dhaka

Abstract: Eric Hobsbawm (1983) defines 'politics of memory' as an exercise in social engineering, where the history, fund of knowledge or ideology of the nation is not what has actually been preserved in popular memory, but what has been selected, popularized and institutionalized by those in power. Ashplant, Dawson and Roper (2009) refer to a 'hegemonic framing of memory', a selective process in which the nation-state exercises power to construct a national narrative which includes only certain war memories and officially marginalizes others.

Almost 48 years after independence, the War of Liberation remains a major subject of public discourse, policy and politics in Bangladesh. The ruling Awami League, which led the war in 1971, was brought to power in 2009 with a landslide victory largely based on an election manifesto which highlighted the issue of the war, and a promise to try the war criminals. In the last decade, monuments and memorials, literature and film, have all paid tribute to the war, its freedom fighters and martyrs, while also constructing an image of the anti-liberation enemy Other. A Ministry of Liberation War Affairs has been established to, among other things, "uphold the spirit and ideals of the great war of independence" and "preserve the history and memories of the war". The media, for its part, has played an increasingly significant role in war memorialization, reporting on, celebrating, or mourning events and occasions related to the war and its leaders with great zeal. As Andrew Hoskins (2009) argues, memory is mediated in how the past is and is not recorded, preserved and represented in relation to the technologies, media and institutions of the day.

In this context, this study critically engages with the notion of 'politics of memory' and examines the role of the media as a political tool in the memorialization and mythologization of Bangladesh's liberation war through the construction and articulation of war memories. Based on archival research, it employs discourse analysis of media content published during the months of independence (March) and victory (December) in three Bangla-language and one English-language newspaper every election year since the advent of democracy in 1990, and analyzes how coverage of war-related discourse can contribute to the construction of nationalism, national identity, and the Other. Drawing on theories of imagined communities and banal nationalism (Anderson 1983, Billig 1995), identity (Hall 1996) and ideology (Althusser 1971), the study aims to problematize the dominant narratives as reflected in the media and the state's use of them to legitimize itself while delegitimizing any form of difference, debate, and dissent.

This paper, as a critical study of the politics of post-war memory, can contribute to the academic fields of history, memory studies and media studies. It can provide an understanding of war memories, remembrance and commemoration in the context of a South Asian nation where war discourse is all-important, and their implications for nations and citizens in the present.

Id: 20042

Title: 30 Years After ' The Fall of the Berlin Wall and the Transition of the East German Press

Session Type: Individual submission

Authors:

Name: Mandy Tröger

Email: mandy.troeger(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig Maximilian University of Munich

Abstract: For people worldwide, the fall of the Berlin Wall on November 9, 1989, represented hopes of democratic transformation and liberation. Millions of East Germans went to the streets to protest state repression and censorship, voicing their demands for freedom of opinion, and a free and democratic media. One year later, the German Democratic Republic (GDR) joined the Federal Republic, reuniting Germany. While much has been written about East Germany's subsequent media transition from a state-controlled propaganda apparatus to that of a free democratic media system (Haller, Puder and Schlevoigt 1995; Schneider 1992, 2002), there has been no historical analysis of the underlying political and economic forces that shaped this transition and/or the newly established media. With the thirty-year anniversary of the fall of the Berlin Wall approaching, there remain many important but unanswered questions: How and under what conditions was the East German media reformed and its market created, who was most successful in implementing their socio-political and economic interests and what were the socio-democratic benefits and losses? The answers to these questions are important not only to capture this unique historical moment, but also to inform current debates on media reform in Western democracies.

Based on extensive archival research, this paper asks in how far the democratic potential that existed in the moment of revolutionary change in 1989/1990 found its institutional and/or political implementation in the post-socialist East German press. In particular, it analyzes the dealings of the federal government in close relation to the market strategies of the major publishing houses Springer, Bauer, Gruner+Jahr and Burda. Called the "big four" these companies used three different strategies to explore the GDR market. First, starting in December 1989, they started to import and sell high numbers of their own publications by means of aggressive market strategies (e.g. heavily discounted prices). Second, following failed early lobbying efforts, they jointly built a privately run press distribution system. Dividing the GDR into four zones, they distributed largely only their own publications. The third strategy were joint-ventures with East German publishers, a strategy employed also by small and medium-sized West German publishers, which led to massive shifts in ownership patterns. This paper gives detailed insights into how East Germany became the battle ground for various interest groups, East and West, but with all-overshadowing interests of West German political and economic groups.

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Id: 20193

Title: Encuadre a la memoria mediática de la prensa chilena: Las noticias sobre la muerte del general Contreras

Session Type: Individual submission

Authors:

Name: Francisco Javier Tagle

Email: fjtagle(at) uandes.cl

Country: CL (Chile)

Affiliation: Universidad de los Andes, Santiago de Chile

Name: Vanessa Zuñiga

Email: vanessazunigar(at) gmail.com

Country: CL (Chile)

Affiliation: Universidad de los Andes, Santiago de Chile

Abstract: En Chile, a poco asumir el gobierno de Patricio Aylwin (1990-1994), la Comisión de Verdad y Reconciliación dio a conocer su informe sobre las violaciones a los Derechos Humanos ocurridas durante el régimen militar del general Augusto Pinochet (1973-1990). El texto final arrojó por resultado que hubo en ese periodo 2.279 personas muertas por violencia política, de las que más de un tercio eran imputables a la Dirección Nacional de Inteligencia (DINA), órgano de seguridad creado en 1973 y que funcionó hasta 1977.

Ya en democracia, y en su calidad de haber sido director de la DINA, el general Manuel Contreras fue sentenciado por distintos crímenes a 549 años de prisión. Así, el 5 de agosto de 2015 falleció “el Mamo”, como era apodado Contreras, quien se encontraba cumpliendo su condena en la cárcel para militares de Punta Peuco.

Tanto las muertes como las conmemoraciones de fechas son eventos que utilizan los medios para recordar y evaluar el pasado con sus propias lógicas mediáticas (Edy, 1999; Zelizer, 2008).

Asimismo, se debe considerar que los medios han revolucionado la memoria colectiva de las sociedades, no sólo con los nuevos recursos que ofrecen (Olick & Robbins, 1998), sino que también su propio proceso de formación e inclusive creación (Ángel, 2016; Cruz, 2002).

Desde una perspectiva periodística, los medios no sólo necesitan de la memoria para contextualizar las noticias, sino que también las controversias sobre el pasado reciente en muchas ocasiones son una noticia en sí misma (Edy, 1999; Zelizer, 2008).

De esta manera, entra a jugar un rol fundamental los encuadres o framing (McCombs, 2006; Scheufele, & Iyengar, 2016) que utilizan los medios para construir el pasado. Si consideramos la ya clásica definición de Entman (1993) sobre encuadre, de que los medios no sólo ponen temas en la agenda de la opinión pública, sino también promueven una determinada definición del problema, es posible establecer una relación con la memoria, dado que ellos seleccionan u omiten los aspectos de la realidad que desean recordar (Humanes, 2003).

Se postula que la prensa escrita chilena con sus determinadas características (Godoy, 2016; Monckeberg, 2011; Navia, Osorio, & Valenzuela, 2013) y tras la muerte del general Contreras, construyó una memoria mediatizada a partir de encuadres que promovieron una dimensión del personaje en torno a su Rito Fúnebre; los Derechos Humanos y la Justicia, y a las Reacciones del mundo político.

Se trata de una investigación deductiva, puesto que, tras el análisis de las noticias de los principales periódicos de la prensa escrita chilena, El Mercurio de Santiago, La Tercera, LUN y La Cuarta, se estudiaron los más importantes encuadres que emergieron tras la revisión sistemática de las noticias: Rito fúnebre; Justicia y Derechos Humanos, y Reacciones políticas. El tiempo seleccionado fue entre el 8 al 15 de agosto de 2015. Es decir, desde el día siguiente del fallecimiento de “El Mamo” hasta una semana después.

Id: 20307

Title: The Popular Comic Book Heroine, the first female commissioner of FCC & Unseen Feminism Movement in the 1930's to 1950's

Session Type: Individual submission

Authors:

Name: Koichiro Shigaki

Email: kshigaki(at) mail.doshisha.ac.jp

Country: JP (Japan)

Affiliation: International Institute of American Studies, Doshisha University

Abstract: There is a common consensus within feminist studies that women's movement and its history can be divided into three phases of modern feminism. Although the history is linear, we tend to analyze social movement including a feminist movement based on the common consensus. Within the framework of feminism studies, a majority of studies tends to focus on the notable moment that brought social change. For first wave feminism movement in the 1920's, there were demands for women's suffrage. For the second wave feminism in the 1960's, there were fights for equality. Nonetheless, what happens between the 1930's and 1950's? By looking at the whole history through media studies, it can be said that there is definitely some liner history and persistent effort leading to big changes. All social change would not happen overnight.

The purpose of this paper is to analyze a notable case between the 1930's to 1950's that was believed to make some impact on the later feminism movement, a background history as well as its implication for today. This paper especially sheds light on the history of the birth of strong independent heroine in a popular comic book, Wonder Woman in the 1930's, and Frieda Hennock, a first woman to become FCC commissioner who had a tremendous impact on broadcasting industries in the 1950's. Primary sources available at an archive center in the U.S. are analyzed here in both cases.

There have been many important historical cases to prove that there was the continuous effort for social changes; however, this paper focuses on particularly two cases that involved media, and those cases can be cross-examined by different fields of studies, especially media studies, feminism studies, and American Studies. While this study definitely recognizes other cases and discuss different cases as background history, the study conducts an in-depth analysis of two cases, and examine its implication.

There are a few studies focusing on Wonder Woman as feminism studies but a majority of studies have an emphasis on its images and the character while existing previous studies are good references for a start of learning Wonder Woman. Meanwhile, there are not a lot of studies regarding Frieda Hennock but there are few historical texts that mention her achievement. However, these works do not include any further analysis. Besides, it does not get any central focus from media studies perspective.

Most of all, there are insufficient studies evaluating both cases because both cases are not something directly related to the social movement. Other than this, there are not a lot of studies focus on the 1940's to 1950's while there are a few small studies mentions notable cases such as Rosie the Riveter and Betty Friedan's famous book, "Feminine Mystique." Thus, this paper sheds light on the particularly 1930's to 1950's era by focuses on two notable cases, Wonder Woman and

Frieda Hennock, which is related to media or popular culture that believed to be impacted in the later U.S. society.

Id: 20322

Title: "Open Diplomacy" for the League of Nations: The Co-evolution of Journalism, PR and Public Diplomacy during the 1920s

Session Type: Individual submission

Authors:

Name: Stefanie Averbeck-Lietz

Email: averbeck.lietz(at) uni-bremen.de

Country: DE (Germany)

Affiliation: ZeMKI, Centre for Media, Communication and Information Research, Bremen

Name: Arne Lorenz Gellrich

Email: averbeck.lietz(at) uni-bremen.de

Country: DE (Germany)

Affiliation: ZeMKI, University of Bremen

Name: Erik Koenen

Email: ekoenen(at) uni-bremen.de

Country: DE (Germany)

Affiliation: ZeMKI, University of Bremen

Abstract: The communication history of the League of Nations is under-researched (Lange 1991, Löhr/Herren 2014, Nordenstreng et al. 1986, Tworek 2010). The authors present the first complete document analysis of the given corpus of the "Information Section" files (see LoN), the institutional body of the League concerned with public relations and external communication. The analytical perspective aims at the complex actors' constellation and its performance between journalism, PR and Diplomacy as it appears from those archive materials. The Geneva files mainly contain unpublished sources like internal proposals and strategic papers, (informal) correspondences between members of the Information Section and politicians/diplomats as well as journalists, reviews of conferences held at Geneva and other documents which reveal processes of internal organisational communication as well as planned strategies of external communication and not least the vivid relations to the international journalistic field namely the conference journalists at Geneva. It is constructive to analyse the League of Nations communication during the 1920s employing the conceptual notion of "co-evolution" (Schönhagen/Meissner 2016). Conceptualised as the co-evolution of the three fields of diplomacy, journalism and PR the authors of the submitted paper analyse the rise, the meaning and the communication strategies of "Open Diplomacy" (Sweetser 1920:187) in a diverse professional environment.

Based on the sources the authors are able to show that the co-evolution can be characterized with regard to the world views of the actors, namely their normative understanding of "open diplomacy" and its idealized relation to journalism ranging between a) more democratic concepts of participation of European publics mediated by journalism as an autonomous field and b) a narrower understanding of the so called "openness" of diplomacy as more or less restricted to the discussion between professional state actors and their trust in each other mediated by diplomatic communication.

To sum up, based on the analysis of the vast corpus of the Geneva Archives the authors are able to show

1. A profile of the information agents of the League by national, gender, generational and political patterns and the related inter-/transnational and professional experiences (former work as war correspondents, in the Red Cross, the female rights movement etc.)
2. The evolution of their professional performances, norms and values in the field of “open diplomacy” in relation to the power structure of the League

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Id: 20346

Title: Circuits of Inspection and Control: American Post-War Closed-Circuit Television and Electronic Vision

Session Type: Individual submission

Authors:

Name: Susan Murray

Email: susan.murray(at) nyu.edu

Country: US (United States)

Affiliation: New York University

Abstract: While today we tend think of CCTV almost exclusively as a technology of surveillance, it also has had a range of other applications in fields such as medicine, education, commerce, engineering, manufacturing, and the military. More specifically, in the post-war America, there were a series of proposed and enacted applications for what was referred to as “private wire,” “closed-circuit” or “industrial” television, which worked to position television as not just a medium for domestic entertainment, but more innately, perhaps, as a seeing device, capable of extending and mechanizing vision in the service of organizing, surveilling, instructing, and mobilizing industries, institutions, and bodies. Televisions were used for such varied purposes as remote visual control over hazardous materials, monitoring conditions in mines, surveilling and coordinating production lines, the long-distance verification of signatures and documents, guiding missile direction, medical instruction, psychiatric care and business conferences. Vladimir Zworykin, head of development of television for RCA, described the uses of CCTV thusly: “whenever it is too dangerous; too difficult; too expensive; too inconvenient; too inaccessible; too tiring; too far; too hot; too cold; too high; too low; too dark; too small to observe directly, use television.” (Television in Science and Industry, NY: Wiley & Sons, 1958)

In this presentation, I will unpack the discursive positioning of CCTV applications during this period in relation to the assertions that were made about the specific type of vision that it claimed to offer through the examples of its use in industrial safety operations and in surgical education and diagnostics. This work stems from a larger historical research project of mine on the history of closed-circuit television and builds on and extends arguments that I made in my recent book, *Bright Signals: A History of Color Television* (Duke UP, 2018). The work will be based on a collection of primary materials (memos, journal articles, press reports, marketing materials) and be placed in conversation with other histories of post-war television as well as engage with concepts related to surveillance and perceptual technics. It will also touch on the idea of television as a particular type of seeing device in relation to Lynn Spigel’s commercial television’s liveness as providing home viewers with a sense of “being on the scene” and John Ellis and John Durham Peters’ analyses of television’s form of “mediated witnessing.” (Ellis, John. *Seeing Things: Television in the Age of Uncertainty*. London: I.B. Tauris, 2000 ; Peters, John Durham Peters. “Witnessing,” *Media Culture Society*. vol. 23, 2001: 719. Spigel, Lynn. *Make Room for TV: Television and the Family Ideal in Postwar America*. University of Chicago Press, 1992.)

Id: 20352

Title: Fake News at the Inception of Hebrew Journalism and its Imprint on the Jewish and Israeli Press

Session Type: Individual submission

Authors:

Name: Gideon Kouts

Email: gkouts(at) wanadoo.fr

Country: FR (France)

Affiliation: Université Paris 8

Abstract: In his essay (in French) “Reflections of a Historian on the Fake News of the War” (Bloch, 1921), Marc Bloch suggested that such news needs a “helpful culture” within the society in which it grows and expands. Nineteenth-century European Jewish society and its media navigated uncertain and often hostile waters as they transitioned from the suffocating but protective walls of tradition to the modern world. The confrontations that ensued between these trends created a helpful culture for fake news—making fake news in Hebrew journalism as old as the genre itself. Thus, amid turbulent internal political and ideological disputes in Jewish societies, publishers and editors disseminated falsehoods and half-truths in the defense of sanctified interests and in the pursuit of professional and business rivalries. The story of “fake news” in this press and public sphere provides us with a useful model of cultural accommodation. All types of contemporary definitions of “fake news”, like: satire; false connection; misleading, false, impostor, manipulated or fabricated contents (Wardle, 2017) existed already from the inception of journalism.

Studied in the main, in this paper- using Ecole des Annales’ (founded by Bloch) method, as well as recent news analysis and reception theories- are two early Hebrew-language newspapers, HaLevanon and HaMagid. For instance: being a local correspondent for one of them conferred social status that compensated for poor remuneration. Desperate to be published, some invented or recycled old stories with an occasional retouching of details, all in the highest literary style that they could muster in the holy tongue. Miracle stories, some purely fraudulent, were inseparable parts of the evolving general popular press in Europe and therefore of the Jewish and Hebrew press as well, especially when they also carried a moral that reinforced the paper’s ideological or theological position.

The great tussle between these vehicles, actually originating in personal interests, was manifested in allegations of malicious lying and/or criminal business practices, bogus letters to the editor, and possibly the invention of a fake foreign-affairs correspondent.

The early Hebrew-language newspapers’ principal mission was not to report information but to connect Jews around the diaspora and advise them on Jewish matters. Fearful of angering people in high places, they augmented official censorship by censoring themselves.

In a sequel to the foregoing, Nahum Sokolow, a founding father of the Hebrew press but also the Zionist Movement’s first “professional” propagandist, prescribed the creation of a “guided” press that would serve the needs of the Jewish people and the Zionist movement. Goings-on in the Land of Israel, he believed, should be covered without the “fake democracy” and sensationalism that typified reportage in the Yiddish press, which he equated with falsehood. The dissemination of an official “truth” (or “post-truth”) that ignores “undesired” topics is a classic demand in the history of government–press relations. Sokolow’s attitude found expression in sovereign Israel through the

“Editors’ Committee.” Thus, the official function of “national responsibility,” freed from considerations of “truth” and “falsehood”, left its imprint on the Israeli press as it oscillated between reliable information and fake news.

Id: 20392

Title: [Panel] Landscapes of DiVision: Memory in Post Conflict Societies, Panel Description

Session Type: Panel Submission

Authors:

Name: Stella Theocharous

Email: stella.theocharous(at) cytanet.com.cy

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Abstract: The motivation behind this proposal is to bring together studies from various academic disciplines tackling the issues of space, historical memory, collective memories (or more accurately collective remembrance), and identity in conflict areas. The contributions to this panel attempt a critical investigation that displays discourses of memory in cases of conflict and troubled past.

Would it be an exaggeration to claim that we are what we remember? Indeed, memory constitutes the development of individual and collective identities alike (Ryan, 2011; Bell, 2003; Poole, 1999). In its broad definition as a social construction - formed in economic, social, cultural, political and ideological contexts - memory becomes a mythical version of events, people and places that serve social or political interests (Azaryahu & Foote, 2008; Boyd, 2008; Bell, 2003). On the other hand collective memory sometimes challenges the “governing myth” of a nation (Bell, 2003, p. 65).

The control of memory determines the “hierarchy of power” (Ryan, 2011; Connerton, 1989, p. 1). The function of remembering the cultural elements that constitute a mnemonic fabric (Brockmeier, 2002) and distinguish a group is achieved through a "master narrative" which gives the context for reading the past and the future orientation of the group (Assmann, 2006; Halbwachs, 1992). Memory is constantly evolving according to the need to create a usable past that will justify the present identity and shape our experience of the present (J. R. Gillis, 1996; Lowenthal, 1994; Wertsch, 2004). The master narratives take the form of collective memories in the level of the unconscious, conditioning the thinking process (Connerton, 1989, p. 1). In frames of conflict, the existence of different narratives is used to enhance our own legacies and define our identity often by excluding the other (Lowenthal, 1994, p. 41). Memory becomes a useful tool for the political elites in their attempt to enhance cohesion or division but at the same time it can act as a “counter hegemonic site of resistance”, a site of contestation and political opposition (Assman & Sebastian, 2010; Bell, 2003).

The common imagery of identity is very much connected to issues like memory, conflict and homeland. Collective memory both at the micro and macro level - local and global - (Assman & Sebastian, 2010) is important in order to understand the current political, social and economic situation around the globe, and particularly within Europe. In the aftermath of the European economic crisis, the continent faced a resurgence of nationalism (Colantone & Stanig, 2018; Kuntz, Davidov, & Semyonov, 2017; Spohn, 2016) that “has been able to promote novel forms of memory work and construct a Europe-wide narrative, albeit one bent upon destroying the European project.” (Bull & Hansen, 2016, p. 391) This panel, by exploring the different aspects of the local Cyprus intractable conflict from a memory perspective, will by extension contribute to examining conflict

at the macro level; the findings of the papers presented extend beyond the framework of Cyprus-as a case study, offering ideas that can lead to integration at a European level.

Id: 20393

Title: Gendered memories of Cyprus conflict: An Oral history work with Turkish Cypriot women

Session Type: Panel Submission

Authors:

Name: Hanife Aliefendioglu

Email: hanife.aliefendioglu(at) emu.edu.tr

Country: CY (Cyprus)

Affiliation: East Mediterranean University

Abstract: In the literature on post-conflict societies, women are believed to acquire new skills for social change. Both Cockburn and Hadjipavlou note that Cypriot women do not express any enthusiasm to fight against patriarchy, but they also noted that in a conflict zone, women's expectations and requirements are put off to an unknown future because of pressing political issues (Cockburn 104; Hadjipavlou 337). This study explores the stories of Turkish Cypriot women who experienced internal displacement during the conflicts in 1963-1964 and 1974. It uses oral history to review the Cyprus issue and partition in Cyprus from a gender/women's and feminist studies perspective.

As Portelli notes memory is conceptualized as not merely a passive depository of facts but an active process that creates meaning (Portelli 37). Individual stories are not simply mixtures of official and informal histories; they represent cracks in hegemonic metanarratives. In this sense, the memories of individuals are not divorced from collective memory (Portelli 36; Halbwachs 53) Although the reliability of memory is a concern for positivist historians, Thompson sees it as "a resource and not a problem" (Thompson 33-35 cited in Einhorn 708). After "the doors were opened" on April 23, 2003, there was great curiosity and enthusiasm about the former houses among both Greek and Turkish Cypriots. People streamed through the "doors" to visit the towns and villages where they used to live.

Id: 20394

Title: Blocking the solution: Social representations of threats and (non)dialogue with alternative representations in Greek-Cypriot newspapers during peace negotiations.

Session Type: Panel Submission

Authors:

Name: Maria Avraamidou

Email: mariaavraamidou(at) gmail.com

Country: CY (Cyprus)

Affiliation: University of Cyprus

Name: Charis Psaltis

Email: cpsaltis(at) ucy.ac.cy

Country: CY (Cyprus)

Affiliation: University of Cyprus

Abstract: This presentation will explore representations of threats and fears in Greek-Cypriot media related to the negotiations for a Cyprus settlement. Then, it will provide an analysis of how alternative representations are treated within these core representations. Relevant representations draw from and re-enforce certain dividing historical narratives. We will identify not only these narratives but also the use of numerous semantic barriers by the media to manage alternative representations and maintain their core representation against the negotiated settlement. Therefore, the presentation aims at problematizing the role (function) that such representations may play in undermining the potential for transformative dialogue in the post conflict and divided country of Cyprus. Focus will be on two newspapers during a four-month period before the collapse of the July 2017 peace talks at Crans Montana, Switzerland. Both were suspicious and polemic vis-à-vis the said negotiations but used different strategies to oppose them. The first, Simerini convened recurrently the threat of Turkification, state dissolution and threats against Hellenism. The second, Phileleftheros focused on the issue of security drawing so-called red-lines on various dossiers under discussion in the negotiations. The study contributes to the theoretical debate of the relationship between social representations and identities and the role of threats and historical narratives in undermining transformative dialogue using semantic barriers. Additionally, it contributes to the field of media studies by providing an empirically grounded account of how mainstream media continue to hinder dialogue and transformation sustaining ethnoterritorial divisions.

Id: 20395

Title: The Cabinet of Lost Memories

Session Type: Panel Submission

Authors:

Name: Aysu Arsoy

Email: aysu.arsoy(at) emu.edu.tr

Country: CY (Cyprus)

Affiliation: Eastern Mediterranean University

Abstract: “It was a nice and bright day that we decided to walk at the seaside. After a while we noticed some glistering glimmers which were reflected by the sun, although still partially hidden in the sand. At closer inspection we discovered burned domestics objects which were buried at the beach. They were all from ‘Varosha/Maraş/Βαρώσια’.

Varosha/Maraş/Βαρώσια was a flourishing suburb of the medieval walled city of Famagusta, thriving in the sectors of tourism and commerce while at the same time having a vibrant cultural life in the early 1970s (Dobraszczyk 2015; Luke S., 1965). In 1974, it was occupied by Turkish military forces. Ever since, Varosha, one of the most significant ghost towns on the island (Arsoy, 2018, p.233), has been looted and burnt down repeatedly; looters disposed and burned belongings of the former residents of the city at a nearby seaside area.

This paper presents the process of finding, photographing and presenting the looted objects within the frame of the “Cabinet of Lost Memories”. The belongings in the photo series were found and photographed between 2013 and 2016. A selection of photographs from the Cabinet has then been exhibited in public, eliciting a variety of responses and feelings. During the exhibition(s), it was observed that groups of visitors would come together in front of the Cabinet and share their memories and feelings. Hence, the paper will also document the reactions of the audience when they were exposed to the objects.

According to Kuhn (2000), photographic images, ‘far from being transparent renderings of a pre-existing reality, embody coded references to, and even help construct, realities’ (Kuhn, 2000, p. 183). ‘Reflection and self-reflection’ (Kuhn, 2000, p. 173) on ‘lived experience’ (Thompson, 1995), allows us to construct a ‘sense of who we are and where we are situated in time and space’ (Thompson, 1995, p. 43). The objects were shown to awaken long forgotten memories of life in Varosha, and Famagusta in general, as well as of the near past of Cyprus (Van Dick, 2004, p.262). Even after 45 years, it is interesting to ponder what kind of memories and feelings discarded and redundant domestic objects are capable of evoking.

Furthermore, the paper explores the personal and collective memories of the audience through the photographed objects. Selected objects and documented photos have been shown to the former residents of Varosha, as well as Famagustians who are now elders in both communities.

Id: 20396

Title: One place, two histories: The Ghost Nicosia International Airport in the Cyprus Dead Zone

Session Type: Panel Submission

Authors:

Name: Stella Theocharous

Email: stella.theocharous(at) cytanet.com.cy

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology, University of Haifa

Name: Yeliz Osman Sin

Email: yeliz.osman(at) emu.edu.tr

Country: CY (Cyprus)

Affiliation: East Mediterranean University

Name: Dionysis Panos

Email: dionysis.panos(at) gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Abstract: Buffer zone, no man's land, dead zone: While life on both sides of the divide goes on, the abandoned, since 1974, airport at Nicosia - Europe's only divided capital - is a place where time has stopped. As a reminder of the bicomunal conflict on the Island, it represents two overlapping memories regarding the 1974 war and consequent division of Cyprus: A "Happy Peace Operation" for the Turkish-Cypriots and a "Tragedy" for the Greek-Cypriots. At the same time the airport can be placed within a shame-centered memory framework (Holyfield & Beacham, 2011): it remained in the "dark" of the Greek-Cypriot collective memory for many years, and carries a 'national trauma', since it was the place where three Greek military transport aircrafts were shot down by friendly fire and the killing of 32 Greek commando on board.

The Nicosia International Airport, once "among the best in the Middle East" and a "Jewel of Cyprus", is now a ghost airport sealed with barbwire and derelict buildings. Remaining concealed and inaccessible to the members of the two communities in Cyprus, any knowledge about it stems from transmitted memories or exposure to mass mediated representations (Landsberg, 2018). For the generations of Cypriots who have not experienced the 1974 war, photos and videos of the airport within the buffer zone act as sources of memory, reinforced by the slogans "I don't forget" and "We will never forget". These images stipulate remembrance and define how events should be remembered (Sontag, 2003).

What happens when transmitted experiences are substituted by first-hand accounts? If we are what we remember, raising awareness of the past is important for identity formation (Azaryahu & Kellerman Barrett, 1999; Edensor, 1997; Halbwachs, 1980; Nora, 1989). By extension, a distorted remembrance results in a falsified sense of self. This paper presents the experiences of 8 Greek- and Turkish-Cypriot (equal number of females and males) youth born long after 1974, from their visit to the abandoned airport. The outcomes constitute a representation of reality, as seen by them

and draws on the need for a shift from Antagonistic nationalist memory as "such antagonism closes the possibility of dialogue" to Agonistic Memory (A. Bull & Clarke, 2017). Taking this approach and exposing the "artificial nature of memory" will then promote a mode of remembering both reflexive and dialogic and will also address the "politicized representations" of the division (A. C. Bull & Hansen, 2016, p. 19).

Our aim is to outline the image of the conflict as it is perceived, 45 Years later, by people with transmitted memories of the war. The focus of the essay is to shed light into a different perspective of the hegemonic narrative and official memory. This will reflect by extension the ways in which the hegemonic narrative is shaped in deeply divided societies by the interaction with members of the 'Other' in a space where the effects of the conflict are prominent.

Id: 20397

Title: Capturing the "unknown": Visualization of the Nicosia International Airport by the Cypriot youth

Session Type: Panel Submission

Authors:

Name: Yetin Arslan

Email: yetinarслан(at) gmail.com

Country: CY (Cyprus)

Affiliation: East Mediterranean University

Abstract: We live in a new media era where new technologies enable ordinary people to capture and “share” images from the principles offered by digital technologies such as interaction, digitalization, and freedom of time-space; The identity of the content producer of film and photography has been altered. Now, content creation is not only in the hands of the media professionals: anyone can be the meaning/content creator.

This presentation consists of two parts: the film, and the paper. The film presents the visit of young Cypriots to the Nicosia International Airport which is under the control of UN since 1974, and how they capture this experience with their cameras/smartphones. Being a member of the post-1974 generation myself, it was an exciting experience to visit the “restricted” part of my country. It is one of the most powerful, even iconic, images that remind me/us of division and war. We are born in a country where we learn about the past and conflict through the stories and visuals we are faced with. In a way, the post-1974 generation is wounded by “second hand” traumas. Being at the airport, we experienced a place where life stopped 45 years ago: a frozen place/time between “now” and the “past”. The predominant feeling was one of curiosity, as the participants wondered how one could capture/visualize this ghost “monument”, which became a symbol of division in Cyprus. Alongside narratives, photographs/images have been important in our understanding of the “past” since “seeing comes before words” and images are compelling in meaning creation (Berger, 1972). It was important to see how the participants would “re-create” their memory; in other words, how they would create their images about a place with which they are familiar through mediated images/photographs. In this film, unlike traditional film-making, the participants are active content-producers. The film includes the participants’ own photos and recordings, but also the footage produced with my smartphone.

Photographs tell stories. Therefore, the paper part of the presentation will discuss the process of the post-1974 generation in creating their memories via the medium of photography. Although photograph is seen as capturing reality, it carries the decision of framing, the feeling of creating of the person who takes it, as well as the reading of the photographs by the mind that perceives it. Thus, the paper will look at how the official or/and mediated discourses and norms which became part of the visual representation (Butler, 2015) were replaced by the personal narratives. As John Berger says “we never look at just one thing” but always look at the relation between things and ourselves. Our vision is continually active, moving and holding things in a circle around itself, constituting “what is present to us as we are” (Berger, 1972). Following this notion, the paper aims

to demonstrate the relation between the photographs and the narratives of the Cypriot youth and the way these are presented in the film.

Id: 20427

Title: Reading between the lines and scenes: the Brazilian cinema project by the fan magazine 'Cinearte' through Carmen Santos' stardom.

Session Type: Individual submission

Authors:

Name: Amanda Rosasco Mazzini

Email: arosascomazzini(at) gmail.com

Country: BR (Brazil)

Affiliation: Justus-Liebig-Universität Giessen

Abstract: In Brazil, during the transition from the silent to the sound cinema period around the 1930s, film professionals believed in the creation of a Brazilian film industry. They were driven by nationalist ideologies at the same time that Hollywood was their reference. In this context, the fan magazine “Cinearte” started to promote the actress and producer Carmen Santos.

Articles connected the star with Brazilian cinema, linking their paths, expressing a greatness and perseverance of both. The texts promoted an image of filmmaking in Brazil: a painful and heroic task, that had more ideological duties, with nationalist tendencies, than economic ones. The magazine deliberately sought to attribute to the national cinema an image of Brazil itself.

Besides the nationalism, a big issue of the magazine was spotted by Paulo Emílio Salles Gomes and João Luiz Vieira, both important film researchers in Brazil. They exposed the racism in the magazine, as well as the propagation of very questionable moral values and a social hygienization.

Thus, the interest of this work lies in the following questions: how was Carmen Santos’ stardom related to a national cinema project defended by “Cinearte”? Furthermore, what was promoted in this national cinema project? The chosen period for the analysis is from 1931 to 1933, the years of production of “Onde a terra acaba” (Octavio Gabus Mendes, 1932), which Carmen produced and starred in. “Cinearte” published exhaustively about it, acclaiming technical qualities and reinforcing its magnitude as a way to show the potential of a Brazilian film.

The methodology comprises the collection and analysis of “Cinearte” between the mentioned years. The Hemeroteca Brasileira’s website (<http://bndigital.bn.gov.br/hemeroteca-digital/>) contains open editions of the magazine. Attention is paid to texts involving Carmen Santos and/or discussions about the Brazilian film business. The methods of Janet Staiger in “Interpreting Films” (1992) will be taken into consideration to understand how the magazine was related to its historical context. This archive material became an important historical document of how many film professionals behaved in the period, their projects and their vision of what Brazilian cinema should have been. The desired industrialization, however, never came. But what makes this research currently relevant is the possibility to analyze a representation of nationalism in media, that it may be different from the one today in Brazil, but it can already express some of its roots.

Id: 20751

Title: Indian Soundscapes in colonial Mozambique: historical notes on the circulation and politics of diasporic sounds

Session Type: Individual submission

Authors:

Name: Catarina Valdigem

Email: catarina.valdigem(at) ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Abstract: In Mia Couto's *Sleepwalking Land*, Assma, the wife of Surendra, "an Indian by race and profession", spends her days behind the counter of her husband's shop, leaning her ear towards a small radio device. The author depicts her as being detached from reality and unable to connect with her Mozambican surroundings, which have become a heavy burden to carry. "What is she listening? She listens to sounds with no intonation. Nonetheless, for her, beyond those sounds lies the music of her India, the melodies that heal her longing for the Orient."

Although set in post-independence Mozambique, Mia Couto's narrative and the scene of Assma's listening practice reminds the reader of the presence of a population of Indian ancestry in Mozambique. Furthermore, it prompts an interrogation regarding the Indian soundscapes available to and tuned in by people of Indian origins, who according to Avtar Brah (1996) integrated a "colonial sandwich", insofar as they were neither simply colonisers nor colonised within an arguably much more complex and multilayered social, cultural and political context.

This paper is inspired by this literary note and earlier research findings regarding the importance of Indian sounds in creating a sense of Indian "imagined community" (Anderson: 2006 [1983]) in colonial Mozambique. It aims to contribute to the history of broadcasting and popular culture within the Portuguese colonial empire by focusing on the production and circulation of the Indian soundscapes turned in, consumed and listened to by Indian diasporas in colonial Mozambique. It intends to go beyond the view of an either imperial or colonised account of radio and sound history, by bringing to the foreground this intermediate level of soundscapes circulation, such as the Indian soundscapes, in the colonial setting. The latter have unequivocally turned sounds and radio waves in colonial Mozambique into much more diffused and rhizomorphic forms than anticipated by mainstream views of imperial media, though invisible and considerably hard to grasp.

Drawing both on a few oral memories of reception collected and on documental and archival research, this presentation aims to, firstly, discuss and deconstruct the nature of these Indian soundscapes, in articulation with other so-called Indian media and their consumption, such as Hindi Films screened in colonial Mozambique. Such an approach thus adopts an intermedial perspective of sound, seeing it through the lenses of its interdependent relationship between radio broadcasts, radio music and film music. Secondly, it aims to thoroughly map and understand the circulation, direction and purposes beneath those Indian soundscapes in colonial Mozambique. This mapping requires a dual perspective of sound media, which entails both an immaterial and a material understanding of sound in radio, disc and film, both as media and as physical devices, through

which it circulates. Finally, it aims to understand how the Portuguese colonial regime perceived these Indian soundscapes throughout the late colonial period - particularly a few years before and after 1961 when the diplomatic relations between Portugal and India became more convoluted following the liberation of the former Portuguese territories in India.

Id: 20817

Title: The Birth of Popular Press in Palestine and the diffusion of Modern Hebrew 1884-1914

Session Type: Individual submission

Authors:

Name: Ouzi Elyada

Email: ouzi(at) com.haifa.ac.il

Country: IL (Israel)

Affiliation: University of Haifa, Department of Communication and Department of General History

Abstract: This research breaks new ground by showing that from the 1880s onward, a popular press came into being in Palestine for the first time in the history of the Hebrew press in that country. This study investigates the Hebrew popular press that evolved in Jerusalem in the nineteenth and early twentieth centuries along the lines of the Western popular press. Central in it is the personality of Eliezer Ben-Yehuda (Perlman).(1858-1922) In 1884, Ben-Yehuda, a Russian-born Jewish intellectual who lived in Paris for several years, established Ha-Zvi,(The Deer) the first Hebrew-language popular newspaper, in Jerusalem under the influence of the French model of journalism. A pioneer in the Zionist movement, he preceded Theodor Herzl in considering the Jewish people a nation. The Jewish nation, he ruled, was defined first of all by its Hebrew language and only afterward by elements such as territory and history. The problem was, however, that Hebrew had become ossified over the generations due to its theological use. To regenerate the Jewish people, its language had to be regenerated, secularized, restored to vernacular use, and brought back from the dead. He decided to carry out the regeneration project by founding a popular newspaper that would communicate not as the elite press abroad did, by means of refined and abstract expressions, but in a new and revitalized Hebrew language that takes up topics such as murder and rape, disaster stories and gossip, violent polemics, erotica, and melodrama. (Later, after years of journalistic work, Ben-Yehuda gathered his linguistic innovations into the massive Hebrew lexicon that he authored.)

Ben-Yehuda patterned his newspaper after two French popular vehicles, Le Petit Journal and Le Petit Parisien.

In this conference, I examine the development, and the *modus operandi* of the Hebrew popular newspaper Ha-Zvi (later on Ha-Or) that evolved in Jerusalem between 1884 and the eruption of World War I in 1914.

I argue that Ben-Yehuda attracted the general public to read and to speak Modern Hebrew by producing intriguing and sensational news written in an emotional, melodramatic style. These Texts were read in public, aloud in the streets and in public reunions.

The analysis in this research is influenced by the approach of the French "Annales school" (Roger Chartier) studying media history in a Socio-Cultural and Economic and Material context. The inquiry yields a profile of the printers, editors, and journalists, and examines the editors' working patterns, the gathering of journalistic information, and distribution of the resulting product in the public sphere. Concurrently, the research profiles the readership of the popular Hebrew press and investigates its reading practices.

Recent Publications related to this conference

Ouzi Elyada, *Yellow World – The Birth of Hebrew Popular Journalism in Palestine: 1884-1914*, Tel-Aviv, Tel-Aviv University Press, 2015. (Hebrew)

English edition by Routledge will appear in 2019.

Id: 20822

Title: Screen Diplomacies: Building a digital platform for cross-national historical research on the intersection of film, television and international diplomacy, with a case study on the international diplomatic controversy around 'Dawn' (1927, UK)

Session Type: Individual submission

Authors:

Name: Daniel Biltereyst

Email: daniel.biltereyst(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent U

Name: Tomaso Subini

Email: tomaso.subini(at) unimi.it

Country: IT (Italy)

Affiliation: University of Milan

Name: Dominic Holdaway

Email: dominic.holdaway(at) unimi.it

Country: IT (Italy)

Affiliation: University of Milan

Abstract: This paper will present the research project “Screen Diplomacies”, which we are currently preparing and which aims to study the mutual influences of European international relations and screen media (film and television), between 1914 and 1989. This period enables the project to span the growth and saturation of two major cultural phenomena (cinema and broadcast television), in a timeframe that moreover witnessed a series of political and economic conflicts and allegiances that fundamentally shifted the social fabric. The working hypothesis of the project is that at the height of the twentieth century, audio-visual media played a crucial, yet under-researched role in European international relations.

The aim of the project is, first, to build a publicly available digital platform with metadata on diplomatic material on cinema and television (1914-89) in a series of national archives linked to the ministries of Foreign Affairs in Europe. Second, it aims at illustrating the usefulness and productivity of cross-national and historical network analysis on audiovisual media and international diplomacy by organizing pilot studies on particular controversial movies (e.g. Dawn in 1927-28), political-ideological events and processes (nazi-Germany and its international pre-war film policy, 1933-40), or topics (e.g. satellite TV).

The paper uses the case of the British movie Dawn (Herbert Wilcox, 1927/28) as an example of the usefulness of bringing together archive material from various diplomatic archives across Europe in order to understand the role of cinema in relation to wider international political and diplomatic issues. The Dawn international controversy these issues relate to Germany's aspirations to re-establish itself as an important player in the diplomatic arena; France's fierce resistance to it; the British government's will to maintain a policy of conciliation and neutrality; and with Belgium running the risk of being molested by these European powers' diplomatic arm wrestling.

Id: 20824

Title: "Over to you, George': Catalonia in the Anglo-American news weeklies -Economist, Time and Newsweek- during the Spanish Transition to democracy (1975-82)

Session Type: Individual submission

Authors:

Name: Christopher Tulloch

Email: christophertulloch(at) gmail.com

Country: ES (Spain)

Affiliation: Senior Lecturer - Journalism

Abstract: Recent academic literature on the role of the foreign media during the Spanish Transition to democracy has focussed heavily on the influence of the major European and American daily press and has been centred on their overt interest in the consolidation of democracy and open support for the fledgling King Juan Carlos I and dynamic young premier Adolfo Suárez. (Guillamet, Tulloch et al, 2016; Tulloch 2015; Guillamet, Salgado et al 2014). This paper diverts from this script by looking at a Transition-related issue outside of the confines of Madrid political life –in this case the Catalan question- and does so not in the daily press (Guillamet 2014) but rather on the pages of the highly-influential Anglo-American news magazines Time, Newsweek and The Economist.

This paper analyses those articles dedicated to the ‘Catalan story’ published by those foreign correspondents working for the world’s biggest three political magazines during the seven years spanning from October 1975 and the onset of Franco’s definitive illness up until October 1982 and the overwhelming victory of the Spanish Socialist party. While unable to compete with the volume of articles related to the Basque Country –due largely to the fact that 90% of them refer to ETA and violence- Catalonia draws on its historical media capital from the Civil War –hence the reference to Orwell in the magazine headline present in the paper title- and appears in a supporting role within the wider journalistic narrative regarding Spanish socio-political developments in the late 1970s.

This paper analyses how these magazines explained complex territorial issues in an unfolding political landscape through their coverage of Transition episodes such as the freedom of expression demonstrations of 1976 or the return of president Tarradellas and tracks the projection of Catalonia from its “angry minority” status (Time October 1975) to that of being a key supporter of the 1978 Constitution. The sources drawn on by foreign correspondents, the recurring issues when dealing with this story and the framing and editorial stance taken towards the Catalan issue are all under analysis in this unexplored field of the foreign press coverage of the Transition years.

Id: 20946

Title: From Breaker Morant to Verraiers: Ideology and representations of the Anglo-Boer War (1899-1902).

Session Type: Individual submission

Authors:

Name: Alexander Holt

Email: alexanderrholt(at) gmail.com

Country: ZA (South Africa)

Affiliation: not presently affiliated to any university

Name: Anne-Marie Jansen Van Vuuren

Email: ajansenvanvuuren(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: The films Breaker Morant (1980) and Verraiers (2012), are inspired by true events and are meant constitute strong anti-war statements. In Verraiers (Traitors), a prominent field cornet and his sons are put on trial for treason. The purpose is to sustain war -- by discouraging Boer Commandos from leaving the battlefield to take up British amnesty in response to General Kitchener's threat to torch their farms and starve their families in concentration camps. In Breaker Morant, Australian soldiers under British command are arrested and stand trial for murdering Boer prisoners and a civilian. The purpose is to end the war -- a sacrifice deemed necessary to avert a diplomatic incident and to promote reconciliation for a Peace Conference. Corresponding plot structures lend to the use of familiar devices for engaging cinema audiences. In both instances, the accused are betrayed and only the youngest is spared execution by firing squad. Breaker Morant is regarded as a seminal film to the Australian New Wave, was profitable at the time of its release, and distributed internationally. Verraiers received some critical accolades but failed to resonate with its South African target audience and lost money.

The paper gives a brief analysis of Breaker Morant and explains its success (in terms of the contextual social dynamics that justified its production) as contrast to an in-depth analysis of the more complex historical and contextual social forces to which Verraiers is a response, and which account for its failure at the box office despite the existential importance its message for the future of South Africa.

The narrative structure of Verraiers is analysed against a re-interpretation of events which form the historical landscape the film is traced over. The depiction of the interaction between Jan Smuts and General de la Rey reveals the crucial role of the former in prolonging the war, and this raises important new questions that are examined in the paper. The difficulty of producing such a film text for a sensitive and contested cultural terrain, when the message is more than an anti-war statement, is explained. At the same time, aspects of aesthetic execution are critiqued on the basis appropriate film theories. Finally, prospects for realisation of ideals enshrined in United Nations Charter for the protection of human rights of minorities who have survived holocausts such as the Boer War (Pakenham) are considered.

Comprehensive secondary and primary sources relating to the conflict and its background have been referred to, including the Smuts biography, Vols. 1 & 2 by W.K. Hancock and Selections from the Smuts papers, Vols. 1-4, edited by W.K. Hancock and Jean van der Poel. Recent PhD research using primary sources not previously consulted gives a glimpse into the grim reality of the situation related in Verraiers, and forms basis for new interviews with producer, script writer, and director, which re-inform the paper. Theoretically-informed critical work published on release of Breaker Morant, giving insights from South African and Australian perspectives is also taken into account.

Id: 21005

Title: 'Noble savages' or 'brothers in arms': The perception of the Zulus in the Irish press during and after the Anglo-Zulu War.

Session Type: Individual submission

Authors:

Name: Donal McCracken

Email: mccrackend(at) ukzn.ac.za

Country: ZA (South Africa)

Affiliation: Centre for Communication and Media Studies University of KwaZulu-Natal Durban South Africa

Abstract: The Anglo-Zulu War of 1879 was the last of the great set-piece conflicts between British colonisers and an indigenous Black people in southern Africa. Though much is made of the fact that the 24th Regiment was a Border troop mainly of Welsh soldiers, there were enough Irish soldiers involved both at the battle of Isandlwana and at that of Rorke's Drift to create interest in the Irish press and periodicals, both nationalist and unionist.

Initially this interest tended to be narrative reporting. Soon, however, mixed messaging began to intrude into these reports. On the one hand, the advanced wing of Irish nationalism in the Fenian Brotherhood or Irish Republican Brotherhood wrote of assisting the Zulus in their struggle with arms and ammunition (neither of which ever materialised). On the other hand, the 'Zulu hordes' were also used as a metaphor for British 'barbarity' towards the Irish.

This paper also highlights the rise of racial stereotyping and racial consciousness in Ireland. This was particularly evident in the growing and vibrant Irish nationalist cause as the granting of self-government, or Home Rule, became a viable goal. This Irish awareness of race focused on the tension between two opposing attitudes. There was sympathy for a 'fellow-subjugated people' – something which would also later manifest itself in a fervent Irish pro-Boer movement. However, there was also a growing contention that Ireland was a nation of equal standing among the nation states of Europe, and as such not to be categories with people of colour. John Dillon, the Irish Parliamentary party leader in the 1890s, on one occasion asserted that Ireland deserved self-government (Home Rule) "because we are Whitemen". As late as 1921 and the final independence negotiations, the Sinn Féin delegation rejected the concept that an independent Ireland would have a high commissioner rather than a governor general, because the former designation was used in African High Commission Territories.

The legacy of this interest in Africa and its mutation into Irish fascination with missionary endeavour in the African continent, with the Sunday collections in aid of missions at Catholic churches, are also touched upon in the paper.

Nothing has to-date been written on this subject. This empirical study surveys the Irish press in the 1880s and 1890s to investigate shifting Irish attitudes towards the Zulus, who became so prominent that they came to personify 'African' in the Irish mindset. Newspapers explored include the mainline nationalist Freeman's Journal and Independent as well as such advanced nationalist papers

as United Ireland and the United Irishman. On the unionist side The Irish Times and the Belfast Telegraph are investigated. In addition, various periodicals are scrutinised, most notably the satirical Pat.

Id: 21024

Title: Three Cold War Media Events - the ritual transition of power in the funeral of Kekkonen, Palme and Brezhnev

Session Type: Individual submission

Authors:

Name: Lotta Lounasmeri

Email: lotta.lounasmeri(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Johanna Sumiala

Email: johanna.sumiala(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Galina Lukyanova

Email: g.lukiyanova(at) spbu.ru

Country: RU (Russian Federation)

Affiliation: Saint-Petersburg State University

Abstract: In this paper we wish to shed light on the interplay between media, event, and history in the context of political death in the Cold War era. Theoretically, we draw on scholarly debate on media events and their historical constitution. Empirically, we sharpen our eye on the cold war political history of the 1980s in the socialist Soviet Union and the Nordic democracies of Finland and Sweden. We investigate the deaths of three political leaders of the era; the Soviet Union General Secretary Leonid Brezhnev (1906-1982), Finnish President Urho Kekkonen (1900-1986) and Swedish Prime Minister Olof Palme (1927-1986) as ritual media events. These three death events symbolically ended one political era giving room to a new one, eventually giving shape to the history of Cold War in their own national contexts. The role of news media varied in these three societies. The significance of mass media – especially television and national newspapers – was still strong during the Cold War in constructing the common, national, Andersonian imagined community (Anderson 2007 [1983]). The media affected the way how the nation saw itself, also in relation to its leader and the world. In a totalitarian system like that of the Soviet Union, the task of media and the press was to serve the state and its agenda. Sweden and Finland in turn, although both representing Nordic welfare societies with a traditionally democratic-corporatist media system and a liberal press, were (and still are up to a point) culturally different societies. The empirical data analyzed consists of different media materials obtained from national and media archives in Finland, Sweden, and Russia (Soviet Union at the time). In the analysis we utilize close-reading as a method of analysis and interpretation. We investigate recurring ways of narration and representation in news text and visual imagery, and analyze how these methods of ritual story telling functioned to eventize the death of three leaders in three societies of different historical and political background. We ask how the ritual transition of power was carried out in these ritual media events. As a conclusion, we reflect the differences and similarities between these ritual media

performances and the ways in which they were shaped by different historical and societal conditions of the Cold War era.

Id: 21143

Title: Historicizing Fake News

Session Type: Individual submission

Authors:

Name: Aurora Wallace

Email: [aurora.wallace\(at\)nyu.edu](mailto:aurora.wallace(at)nyu.edu)

Country: FR (France)

Affiliation: New York University

Abstract: In what were once more commonly known as media “hoaxes,” (or what PT Barnum referred to as “humbugs”) purposeful deceptions designed to boost circulation and ratings are a perennial feature of the media landscape. This paper investigates the means and motivations behind some of the more spectacular instances of 19th and 20th century “fake news” in order to provide context for the current crisis in news veracity. Whereas the hoax has historically presented an opportunity to recalibrate and re-establish a baseline by which to gauge the falsehoods being promoted, endless prevarication in today’s media makes it increasingly difficult to detect the true from the not-true. Legacy media have been so successfully undermined, and its credibility challenged by those on the wrong side of investigative journalism that fringe opinions, conspiracy theorizing, and outright falsifying have become endowed with a new status of legitimacy precisely by operating outside of the mainstream. The more extreme the claim, in other words, the more the lower threshold of credibility becomes its own merit; advancing the self-fulfilling prophecy that the liberal media elite is lying and must be circumvented by other means.

Drawing on examples including life on the moon and alien invasions, I demonstrate a shared set of conditions and attributes that have historically helped false stories gain purchase with certain segments of the population. Using contemporaneous news analysis and reception, I also document a consistent pattern of consternation in the public sphere and mobilization of gullibility that is fruitful for understanding the current news ecology. The complicity of the public in its willingness to be taken in for the purpose of being entertained is a necessary part of the media defense. The media criticism that attends each instance of deception is as much politicized as it is used as evidence for multiple and contradictory arguments. Competing claims on the role of media in democracy – wherein the commercial imperative is both the problem and the solution, the excuse and the justification – are at once partisan and malleable. With careful consideration of the affordances granted by technological change in each era, including the penny press, telegraph, radio, and social media, specific attention is given in this paper to how the medium itself comes under scrutiny and liability in the dissemination of false news. Working with concepts elaborated by Richard Hofstadter, Susan Jacoby, and Daniel Boorstin on media influence and culture, the paper demonstrates remarkably consistent and recurring discourses within popular media criticism in the face of falsehood.

Id: 21170

Title: Cultural Journalism and representations: A content analysis of digital coverage about Brazil and Portugal (2012-2018)

Session Type: Individual submission

Authors:

Name: Mariana Scalabrin Müller

Email: marianasmmuller(at) gmail.com

Country: PT (Portugal)

Affiliation: University of Minho and Nova FCSH

Name: Rosa Cabecinhas

Email: cabecinhas(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: University of Minho

Name: Dora Santos Silva

Email: dorasantossilva(at) fcsh.unl.pt

Country: PT (Portugal)

Affiliation: NOVA FCSH

Abstract: This paper aims to comprehend the main characteristics of culture coverage in the digital editions of a Brazilian and a Portuguese newspaper. It is the first step of a multimethod analysis within a larger project that will draw a complex map about representations of Brazil and Portugal in Cultural Journalism from both countries.

We understand Journalism as a social construction (Alsina, 2009) and Cultural Journalism as a mediator (Kristensen & From, 2017). News analysis allows the identification of maps of meaning about society in specific periods or territories (Hall, Chritcher, Jefferson, Clarke, & Roberts, 1978). Regarding Brazil and Portugal, countries that have a strong tie since the colonial period, it is hypothesized that colonial heritage is a driver of social memory and stereotypes that may be reflected in digital Journalism.

We considered audience, track record of cultural coverage and presence of specific online culture sections to select two newspapers that present themselves as national (Folha de São Paulo and Público). Our analysis was focused on 2012, when two atypical events happened (Year of Brazil in Portugal and Year of Portugal in Brazil) and 2018, the latest year available. We selected our sample using keywords (Brazil, Brazilian, Portugal, Portuguese, et cetera) from Factiva database and Folha de São Paulo's digital archive. Then we extracted all false positives and collected the links, resulting in a sample with 490 articles from 2012 and 638 articles from 2018.

We conducted a Content Analysis (Neuendorf, 2002) with the following variables: arts and culture sub-sector (e.g. music), geographical reference (core or periphery), journalistic genre, digital format, news value and protagonist (gender and nationality). This analysis considered concepts such as social representations (Moscovici, 1981), stereotypes (Tajfel, 1982), cultural memory (Assmann,

2008) and press as a technology of memory (Van Dick, 2007). We will present a preliminary panoramic view of the cross-country representations, specifically revealing the main differences in the coverage about Brazil by Público and about Portugal by Folha de São Paulo.

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Id: 21224

Title: Empire and Communications in Context: The Meaning and Significance of Harold Innis's Beit Lectures at Oxford

Session Type: Individual submission

Authors:

Name: William Buxton

Email: w.buxton(at) concordia.ca

Country: CA (Canada)

Affiliation: Concordia University

Abstract: Harold Innis's *Empire and Communications* (1950) is considered to be one of the classical works in media studies and the history of media. Yet little attention has been given to its origins as the Beit Lectures, a series of six talks delivered at All Souls College, Oxford in May, 1948. This paper examines how (and possibly why) Innis was invited to deliver the lectures, with particular attention given to his relationship with the two co-sponsors of his visit, W.K. (Keith) Hancock (Chichele Professor of Economic History at Oxford) and Sir Reginald Coupland (Beit Professor of Colonial History at Oxford). It challenges the commonly held view that Innis surprised his unsuspecting hosts and audiences by delivering a set of lectures on the historical relationship between empires and modes of communication (rather than on some aspect of imperial economic history). Rather, as his evident in Innis's correspondence with his hosts (as well as in their published comments on his previous scholarship), Innis was likely selected because of his highly innovative approach to economic history, characterized by Hancock as examining "The impact of Industrialism upon Knowledge." This took the form of tracing "the diffusion of words since the invention of printing [as] a supply-and-demand history in which are interwoven technological change, business enterprise and the innate or acquired capacities of men to understand or misunderstand ideas."

The paper also challenges the widely held notion that Innis's talks had little to do with (British) imperial economic history, but rather largely addressed issues that were marginal to the central theme of the Beit lectures. Rather, it claims that Innis did indeed squarely address key historical aspects of British imperialism in his final lectures (with particular reference to the 19th and 20th centuries), emphasizing the extent to which these developments were bound up with the advent of publishing, newspapers, and print culture. His previous lectures served as a background to this discussion, by examining how earlier forms of domination were linked to particular modes of communication.

Finally, the paper argues that the Beit lectures can only be understood in relation to three other interventions of Innis in Great Britain during the spring and summer of 1948—namely the Stamp Memorial Lecture at the University of London, the Cust Foundation Lecture at the University of Nottingham, and his presentation and commentary at the Sixth Congress of the Universities of the British Commonwealth held at Oxford University.

The paper draws on the theoretical approaches of the sociology of knowledge and intellectual history. The methodology is primarily that of a historian; it involves the close reading of archival material within the context of a particular historical conjuncture.

Id: 21521

Title: Piet Meyer, nationalism propaganda and control in the mid-Century SABC.

Session Type: Individual submission

Authors:

Name: Ruth Teer-Tomaselli

Email: TEERTOMA(at) ukzn.ac.za

Country: ZA (South Africa)

Affiliation: University of KwaZulu-Natal

Abstract: Piet Meyer was an important contributor to the intellectual process of Afrikaner identity and the mystification of Christian-National Ideology for the better part of the twentieth century (Meyer 1943; 1980; 1984). While there is a significant literature dealing with his position in the Broederbond (Moodie, 1975; Wilkins and Strydom, 1978; o'Meara 1983), his contribution to and influence over the SABC is less well documented and this paper seeks to address this space. The paper outlines Meyer's gargantuan influence over the SABC for twenty years. Applying an historical approach, the research draws on original archival material, contextualised by secondary literature (Prinsloo, 1987; Sharp, 1981; Archibald 1969). Starting life as a journalist, Meyer held crucial positions in the emerging labour movement, and later was responsible for the establishment of some of the 'new generation' Afrikaans universities. He is best remembered for his leadership of the secret society, the Broederbond (Band of Brothers) that clandestinely directed much of the activity of the apartheid state and South African business. Meyer joined the organization in 1931, and led it from 1960-1972. Simultaneously, he was the Chairperson of the SABC (1959-1981). The 36-story radio building completed in the 1960s was named after him and until 1994 housed an enormous bronze bust likeness. Under his leadership, many English-speaking employees left the SABC, replaced by members of the Broederbond, changing the ethos of the broadcaster to an extension of the apartheid government. A staunch supporter of radio, under his watch the Frequency Modulation (FM) transmission was expanded, allowing for the strengthening of the flagship English and Afrikaans radio services, as well as the bilingual Springbok Radio. Meyer's strident Afrikaner nationalism showed itself in the determination to create a powerful Afrikaans service while nominally espousing a doctrine of partnership between English and Afrikaans white South Africans. A consequence of the FM expansion was the creation of Radio Bantu, a broadcasting infrastructure that both mimicked and bolstered the apartheid doctrine of discrete and distinct ethnic services for African people; institutionalizing the ideological vision of 'separate development'. Meyer was a staunch advocate of the establishment and maintenance of 'Radio South Africa', an external shortwave service beamed throughout southern and central Africa as a propaganda platform to counter what was seen in the 1960s as the criticism of South African policies from African and European countries. Television was not introduced into South Africa until the 1970s. Initially, Meyer supported the doctrine that the external influences brought about by television would be detrimental to the country and its citizens. By the 1960s, however, the tide of opinion turned, and in his capacity as head of the SABC, Meyer chaired the Commission of Inquiry into Matters Relating to Television (Hayman 1975). Consequently, the service was approved along lines similar to the racial divisions established in radio. Meyer retired from the SABC three years before the first televised broadcast, but it was his vision, outlined in the report that bore his name, that shaped the structure and ethos of television's early years.

Id: 21628

Title: YouTube como generador de memorias colectivas: La Guerra Civil Española

Session Type: Individual submission

Authors:

Name: Mireya Vicent

Email: mireyavi(at) ucm.es

Country: ES (Spain)

Affiliation: Doctoranda - Universidad Complutense de Madrid

Name: Ana Mayagoitia

Email: anmayago(at) ucm.es

Country: ES (Spain)

Affiliation: Doctoranda - Universidad Complutense de Madrid

Abstract: Se presenta un análisis comparativo de comentarios realizados en vídeos de Youtube, tanto en inglés como en español, cuya temática es la Guerra Civil Española. Se trata de uno de los periodos históricos que ha sido ampliamente tratado en el mundo académico y, pese a ello, la necesidad de repasar esta etapa de la historia resulta, en la actualidad, más pertinente que nunca dado el clima político y social en el que se encuentra España y otras partes del mundo. La aparición de nacionalismos, la reivindicación de cambios políticos y el uso con fines estratégicos de la memoria histórica, son solo algunas de las razones por las que este tema debe ser revisitado, invitando a reflexionar una vez más sobre un suceso que no debe ser olvidado. Por ello, se investiga este periodo desde una nueva perspectiva y con un enfoque diferente a través del que, a día de hoy, constituye el mayor repositorio audiovisual gratuito en Internet: Youtube. Se ha escogido esta plataforma por ser un gran punto de encuentro entre personas de diversos países, culturas, ideologías, creencias religiosas, etc., en el que todas ellas pueden compartir puntos de vista, noticias y conocimientos, haciendo que ese espacio sea un punto de inicio idóneo para poder comenzar a entender la sociedad actual y sus actitudes respecto a este momento histórico. Esta investigación pretende mostrar las coincidencias y diferencias de las ideas y opiniones de los usuarios en función del tipo de producción (informativos, documentales, vídeos musicales, dibujos animados, etc.), y del público al que van dirigidos: hispano o anglosajón. Se valoran los modos de producción, los contenidos y las audiencias (número de visitas y comentarios generados por cada vídeo) a través de una muestra formada por los 20 vídeos más vistos por los usuarios durante el mes de enero de 2019, utilizando los términos de búsqueda “Guerra Civil Española” y “Spanish Civil War”. Para facilitar un análisis en profundidad de las opiniones y diversas aportaciones que los usuarios han realizado en la sección de comentarios asignada a cada uno de los vídeos, las producciones que conforman esta muestra se clasifican en función de los diversos formatos audiovisuales; se tienen en cuenta los comentarios realizados desde el momento de la publicación del vídeo en la plataforma hasta el mes que se ha establecido como límite temporal de esta investigación. Esta investigación se enmarca dentro de la perspectiva de los Estudios Culturales, desde la cual se entienden más fácilmente las relaciones existentes entre los contenidos audiovisuales analizados, la recepción de éstos y la sociedad en la que todo ello convive. Dentro de este campo de estudio se presta especial atención a las perspectivas desarrolladas por los estudios de recepción de audiencia al igual que al análisis de contenido temático.

Id: 21731

Title: [Panel] La televisión en Europa: del monopolio estatal a la libertad de antena, Panel description

Session Type: Panel Submission

Authors:

Name: Juan Martín Quevedo

Email: juan.martin(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Abstract: La lucha por las audiencias se ha constituido como el factor clave en el planteamiento de la programación televisiva desde la instauración de las cadenas comerciales. Todo tipo de programas, también los que se orientan a objetivos ajenos al medio mismo (por ejemplo, los debates políticos y electorales), buscan una amplia repercusión en términos de recepción, y por ello la medición y efectos sobre las audiencias (tradicionales y digitales) tienen un interés cada vez mayor también para la academia.

La libre competencia de programas en todas las franjas, las estrategias de programación para conseguir audiencias mayoritarias afectan tanto a los espacios de entretenimiento más clásicos (o rupturistas e innovadores) como a aquellos más vinculados a la función social de las televisiones. Desde el inicio de esta competición por las audiencias en España, en 1990 hasta el actual proceso de hibridación mediática y el uso sincrónico de segundas pantallas que amplían la difusión de los contenidos televisivos, ha transcurrido un tiempo más que suficiente para abordar tanto procesos de tempo amplio, como cuestiones de mayor actualidad. En este panel se abordan aportaciones sobre programas; estrategias de programación para conseguir mayores audiencias y sus repercusiones en otros ámbitos; estudios sobre audiencias (clásicos, sobre audiencias sociales y digitales, también permanencia en conversaciones, redes sociales y memoria); transmedialidad, etc.

Moderadora: Laura Fernández (UNIR).

Discussants:

José Cabeza (Universidad Rey Juan Carlos)

Lizette Martínez (UNIR)

Id: 21733

Title: Producción de ficción audiovisual española: evolución y consolidación de la industria televisiva de ficción

Session Type: Panel Submission

Authors:

Name: Charo Lacalle

Email: Rosario.Lacalle(at) uab.es

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona-UAB

Abstract: La década de los noventa imprime un giro radical a la producción de ficción televisiva en España, marcada por el impulso de la producción cinematográfica a las adaptaciones de grandes obras literarias y la renovación del drama que tiene lugar en ese período. Como se ha señalado reiteradamente, la comedia de Antonio Mercero *Farmacia de guarda* (Antena3, 1991-1995) representa la señal de salida de la carrera por la construcción de un tejido industrial de ficción televisiva, que culminaría a comienzos de 2000 con la consolidación de “drama de profesiones”. Títulos como *Periodistas* (1998-2002), *El comisario* (Tele5, 1999-2009) o *Policías en el corazón de la calle* (Antena3, 2000-2003) representan, entre otras series de ese período, la mayoría de edad de un ámbito que abandonaba la producción artesanal del pasado para adoptar de manera generalizada la producción “en serie”, con técnicas y estructuras importadas de Norteamérica.

La primera década del siglo XXI multiplica y diversifica (tanto en géneros como en formatos) la producción de ficción televisiva española, aunque la atomización del sistema, característica de la ficción de los noventa, coexiste con el crecimiento de unas pocas empresas responsables de los programas de éxito (*Globomedia*, *Boca Boca*, *Diagonal TV*, *Bambú*, etc.). La transformación de las empresas de difusión en empresas multimedia, que se produce en la década actual, consolida la expansión internacional y el consumo de ficción local frente al dominio estadounidense del pasado, pero la dependencia de las productoras independientes respecto de las grandes cadenas ha inducido a las empresas independientes a integrarse en los grandes grupos multimedia (controlados por dichas cadenas) y a aliarse con las grandes plataformas internacionales.

Esta comunicación recorre las diferentes etapas de la implantación y consolidación de la industria de producción de ficción televisiva, desde 1990 hasta la actualidad. Se trata de determinar las razones de la concentración vertical y de la especialización de contenidos a las que se apunta en la actualidad, con el objetivo de debatir sobre la inminente reconfiguración de un sistema determinado por la creciente imbricación entre la ficción de cadenas generalistas en abierto, las propuestas de las grandes plataformas y la producción cinematográfica.

Id: 21735

Title: Una nueva perspectiva del espectador y sus consecuencias. El público infantil y juvenil en la televisión española (1990-2010)

Session Type: Panel Submission

Authors:

Name: María Antonia Paz Rebollo

Email: manpazreb(at) yahoo.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: José Ignacio Hernández Nevado

Email: joseneva(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: Juan Manuel González Aguilar

Email: jm.gonzaguilar(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Abstract: Con la llegada de las cadenas privadas en España en 1990 se produjo una redefinición del concepto de “público infantil y juvenil”. Se analizan los factores que determinaron esa nueva concepción y también sus consecuencias en la programación y los programas emitidos. Se muestra como fundamental la capacidad de atraer anunciantes de este target de la audiencia. De hecho, el descenso de la natalidad y del número absoluto de niños y jóvenes redujeron su interés para la publicidad y acabaron por desterrar estos programas de las cadenas generalistas. Sobre este elemento básico actuaron las cuestiones audiovisuales, el discurso social y las disposiciones legales para acabar de definir un concepto en el que predominaba su debilidad y necesidad de atención y protección. Estos elementos estuvieron subordinados a los primeros. Lo prueba el que las disposiciones efectivas para conseguir esa protección no se pusieron en práctica hasta que se crearon las cadenas infantiles digitales.

Id: 21737

Title: La investigación sobre Programación de Televisión. Una aproximación desde la bibliografía mas citada

Session Type: Panel Submission

Authors:

Name: Julio Montero

Email: jumondi2000(at) yahoo.es

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Name: Rafael Repiso

Email: rafael.repiso(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Name: Alicia Moreno

Email: aliciamorenodelgado(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Abstract: Se ofrecen los primeros resultados de una investigación en curso sobre las publicaciones acerca de la programación televisiva. Se estudia la distribución de producción por periodos; las fuentes del Área; los autores más referenciados; las principales revistas y las áreas de producción mas destacadas.

La metodología que se ha empleado ha partido de un primer grupo de datos obtenidos exclusivamente de Web of Science Core Collection mediante el empleo de términos clave relacionados con “programación televisiva”. Esta primera información se ha analizado con Excel y VosViewer. Desde esta primera información que se almacena en Mendeley, se ha pasado a la obtención de un segundo núcleo mediante la localización de la bibliografía citada en esa primera selección. Del cuerpo de información resultante se ha vuelto a buscar nueva bibliografía citada hasta la saturación. Todos ese conjunto de datos se han volcado en Mendeley. Se ha generado un archive RIS que se ha analizado con VosViewer. Para algunas visualizaciones se usan nubes de palabras.

El análisis permite ofrecer la relación de los investigadores mas citados ; los trabajos mas citados; las revistas mas citadas; las áreas más abordadas en relación con el tema de foco principal (la programación televisiva) y los países con mayor producción y establecer las correspondientes relaciones y conclusiones.

En términos generales puede hablarse de dos áreas diferenciadas en los estudios sobre programación televisiva. Una primera general, estudia la programación televisiva de forma directa: historia y evolución, competencia, contenidos (humos, noticias, series, películas, programas, etc) y publicidad. Una segunda, alternativa, se centra en el análisis de la influencia de (casi siempre

negativa para los autores) de la programación televisiva en otras dimensiones: obesidad (principalmente infantil), violencia, racismo y estereotipos en general.

Id: 21752

Title: Televisión Española ante la llegada de las privadas (1990-1995): política y programación

Session Type: Panel Submission

Authors:

Name: Juan Martín Quevedo

Email: juan.martin(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Name: Tamara Antona Jimeno

Email: tamara.antona(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Abstract: La llegada de los operadores privados a España en 1990 supuso el inicio de un acelerado declive para Radiotelevisión Española, que tuvo que ver cómo sus audiencias se desplomaban mes tras mes a medida que la cobertura de otras cadenas alcanzaba todo el territorio nacional, con la consiguiente pérdida de cuota de publicidad.

TVE llegó al nuevo escenario mediático en muy malas condiciones: dependía exclusivamente de la publicidad para financiarse -pues se había renunciado a las subvenciones en 1983-, arrastraba una estructura altamente ineficiente, con aproximadamente el triple del personal que necesitaba y graves carencias en la gestión, y estaba lastrada por una histórica politización, que a un tiempo mermaba su atractivo para los espectadores y reducía su capacidad para realizar las necesarias reformas. En este contexto, emprendió una política programativa que cada vez ponía más énfasis en los espacios comerciales y menos en los de servicio público, a través de fichajes estrella, programas sensacionalistas, blindaje de fichajes con contratos millonarios y el uso de su capacidad para endeudarse de forma casi ilimitada para competir favorablemente por los derechos de los contenidos más atractivos, como el fútbol.

Esta investigación analiza el debate político sobre RTVE y su gestión entre los años 1990 y 1995, hasta la llegada de José María Aznar al gobierno, a través de las actas de la Comisión de control del Congreso, y las contrasta con un análisis de lo que la propia televisión pública decía de sí misma a través de los medios, y de los Anuarios Oficiales de RTVE, en los que se ofrecía un balance del año concluido y se planteaban los nuevos retos. Se pretende con ello analizar el discurso público de TVE, la manera en que presentaba -y justificaba- sus estrategias para competir en un nuevo mercado y comprobar cuáles eran las prácticas reales de la cadena, con un análisis de las estrategias de programación en base al modelo de programación de TVE. Como resultado preliminar se puede avanzar en que en la primera etapa de la llegada de las privadas (de 1990 hasta 1995), las estrategias de televisión española fueron muy conservadoras, aplicaban lo que ya había funcionado en el pasado. Las privadas también optaron por esa opción y lejos de vencer la tradición, el público se fragmentó en tres bloques que coincidían con las tres cadenas televisivas. Desde TVE negaron la pérdida de liderazgo y se enrocaron un discurso que aludía a la calidad del servicio público y negaba la evidencia: Antena 3 y Tele 5 estaban muy cerca de desbancar a TVE.

Id: 21760

Title: Critical Communication Studies as Cold War effect. The case of West Berlin

Session Type: Individual submission

Authors:

Name: Maria Löblich

Email: maria.loeblich(at) fu-berlin.de

Country: DE (Germany)

Affiliation: FU Berlin

Abstract: After 1968, the West Berlin department became the centre of critical communication research in the small academic field of West German communication studies (Scheu 2012). A reorientation of research, courses and teaching as well as academic self-administration took place following socially and capitalism critically ideas. Political economy of the media for instance became an established course topic as well as “emancipatory” journalism education. Research assistants wrote books on media policy and press concentration. Due to specific rules and faculty policy, students and professors got equal vote for instance in professors’ appointment procedures (Wersig/Neveling 2013; Knoche 2017). No other department in the Federal Republic of Germany underwent such a reorientation in the aftermath of 1968. To the contrary, professors and research assistants in other places joined in defence of the student movement (Meyen/Löblich 2007). In the long run, however, not even in West Berlin critical communication studies survived.

My paper proposes that the specific development of the department at Freie Universität (FU) Berlin was (also) an effect of Cold War. My study asks why and how this department became the centre of critical communication studies. It investigates the conditions, which the Cold War hot spot West Berlin created for university, for system criticism and particularly, media criticism. Drawing on the social theory of Pierre Bourdieu (1996), this paper studies how these conditions translated into the field and capital structures of communication studies and how these conditions enabled capital-poor academic actors (students and assistants) to become players in this field apart from professors. I will describe what the new “doxa” of communication studies encompassed and how it was fought about it. Drawing on Bourdieu, however, also helps to understand the counterforces and the decline of critical communication studies at the end of the 1970s and in the 1980s. An important role in this regard played West Berlin Social Democratic Party, deeply shaped by Cold War itself.

The empirical basis of this study are different sources: archive material from the FU archive (protocols, reports, statements, applications regarding academic administration at department, faculty, and university steering level), scholarly publications and research plans, course catalogue, curriculae, biographical and autobiographical material, political documents and literature. Sources were analysed by means of categories, which were derived from Bourdieu’s theory (main categories: field, capital, habitus).

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Id: 21858

Title: [Panel] Broadcasting under Colonial Rule: Institutions, Policies and Voices, Panel description

Session Type: Panel Submission

Authors:

Name: Nelson Ribeiro

Email: nelson.ribeiro(at) ucp.pt

Country: PT (Portugal)

Affiliation: Catholic University of Portugal

Abstract: Throughout most of the 20th century radio broadcasting assumed a central role in the construction of national and imperial identities, as it was the main source of news and popular culture available to the majority of the population. Even before globalisation became a buzzword, imperial nations used radio to foster the creation of 'imagined communities' (Anderson, 1983) among populations spread out over different continents and with distinct cultural backgrounds. Broadcasts were designed to create a sense of nation, covering ceremonial events and ensuring that the whole population, irrespective of its distance from the centre, would have access to the same content.

While the role of radio in fostering a sense of nation has been recognised by scholars dealing with the history of communication in different European Empires (Kuitenbrouwer, 2016; Potter, 2012; Scales, 2013), in this panel we propose to look at how broadcasting was organized in colonial settings, focusing on the broadcasting stations that were set up in Africa and Asia under the domain of European colonizers, while also taking into consideration which voices and which languages were heard on the air.

The papers assembled for this panel will look at five different colonial territories under the control of three different imperial nations: Britain, The Netherlands and Portugal. Thus, the first paper will discuss how the British government allowed the establishment of a state broadcaster in India, while rejecting that it would follow the public service model. Programmes were designed to encourage loyalty to the imperial state and to provide basic education to improve agricultural production and the health of the colonial population. The second paper deals with the impact of broadcasting in the Dutch East Indies in the interwar years, discussing how it was controlled by the colonial elite that believed that the audio medium had the ability to influence power hierarchies. The last three papers focus on the broadcasting in the Portuguese Empire. The third paper focuses on the organization of broadcasting in São Tomé e Príncipe, first by private initiative and later on by the installation of a local branch of the Portuguese state broadcaster. The importance assumed by programmes in local languages is also discussed in the fourth paper that looks at the development of broadcasting in Cape Verde. The author demonstrates how radio was used to spread a language that had been created through a miscegenation process with contributions from Portuguese and several African languages and dialects. Last, the fifth paper is centred in broadcasting in Mozambique, discussing the radio apartheid between the colonizers and the colons and detailing how local languages were given the right to be heard on the air in the late 1950s, putting an end to the monopoly of transmissions in Portuguese.

The panel will be chaired by Barbie Zelizer, Annenberg School for Communication, University of Pennsylvania.

Id: 21859

Title: 'Not for Export': the BBC Model of Public Broadcasting, Freedom of Expression, and Colonial Broadcasting

Session Type: Panel Submission

Authors:

Name: Simon Potter

Email: Simon.Potter(at) bristol.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Bristol

Abstract: One of the paradoxes of British imperialism was that, in a political order based largely on undemocratic, authoritarian rule, many British colonial regimes nevertheless allowed the importing and application of British ideas about press freedom. Democratic ideas about the functioning of the media were introduced into polities where the wider institutions of political consultation and discussion did not exist. Conservative historians of empire, such as Niall Ferguson, celebrate this as part of the liberalising mission of British imperialism. Others have drawn out the role that the press played in colonial liberation movements. Few have considered how broadcasting operated in colonial settings. The history of radio provides a stark contrast to that of the press. As contemporary colonial and imperial policymakers discussed how broadcasting might be deployed in colonial settings, they were aware how, in India and elsewhere, radio might operate as a powerful mass medium of popular political mobilisation. If the colonial state introduced radio, Asian and African elites might wrest control of it and use it to help overturn the established order. In India, the colonial government was thus wary of introducing the new medium. When they did, a great deal of attention focused on village listening, using radio to provide basic information and education as part of a wider, paternalist policy of colonial development. Radio would be tightly controlled, both in terms of who could broadcast, and who could listen. All India Radio would be a state broadcaster, not a public broadcaster: the BBC model was not for export to the Asian and African colonies. Village sets for communal listening would be under the control of loyal headmen, who would be able physically to restrict who had access to receivers. Those receivers would also be designed to limit which stations could be listened to, creating colonial and imperial monopolies of knowledge. The Plymouth Report of 1936 established the guidelines according to which this approach could be extended to British colonies across Asia and Africa. The focus was on limiting listening to programmes that would encourage loyalty (particularly through group listening to great imperial ceremonies and events) and basic education to improve agricultural production and the health of the colonial population. The Second World War meant that the recommendations of the Plymouth Report were only partly implemented before 1939. However, the Report provided the basis for colonial broadcasting policy in the decade that followed the war, when radio was again perceived as a key tool of colonial education and development. The BBC model of public broadcasting was only exported to the colonies at a very late stage, from the mid-1950s, as contemporaries came to terms with the inevitability of rapid political decolonisation across Africa and Asia. This proved a weak inoculation of public broadcasting values in the face of a renewed post-independence drive towards state broadcasting in many former colonies.

Id: 21863

Title: Radio Broadcasting and Colonial Power in the Dutch East Indies, 1930s

Session Type: Panel Submission

Authors:

Name: Vicent Kuitenbrouwer

Email: J.J.V.Kuitenbrouwer(at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: The advent of radio broadcasting had a big impact on the Dutch East Indies in the interwar years. The medium-wave station Nederlandsch-Indische Omroep Maatschappij (NIROM) attracted many listeners from the archipelago with its combination of 'Western' and 'Eastern' programs. Considering this success, members of the contemporary Dutch colonial regime believed that the new medium could seriously influence power hierarchies and as a result radio was both celebrated and feared by them. This paper explores how these ambivalent visions of radio broadcasting translated into attempts from the colonial administration to control broadcasts in order to protect and strengthen the status quo.

Central to this paper are the archives of the Advisory Council of NIROM, that was responsible for monitoring and censoring radio broadcasts in the Dutch East Indies. By using them I will not only reveal the fundamental views on the societal impact of radio amongst colonial elites, but also reflect on the limits of their power. On the one hand there was censorship, that was aimed to prevent radio from undermining the colonial hierarchies. On the other hand radio amateurs, who organized in clubs, were quite influential in determining the programme of NIROM. Particular focus will be given to Indonesian agency and music broadcasts on the so-called 'Eastern' programme, both traditionalistic and modernistic styles. The members of the Advisory Council extensively discussed this topic, but the sources reveal a profound ambivalence.

Id: 21865

Title: The Portuguese broadcasting in the former African colonies: The case of São Tomé and Príncipe

Session Type: Panel Submission

Authors:

Name: Rogério Santos

Email: rogerio.santos(at) netcabo.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Name: Silvio Santos

Email: silviocorreiasantos(at) gmail.com

Country: PT (Portugal)

Affiliation: University of Coimbra

Abstract: Portuguese broadcasting to the African colonies, via shortwave, began in the 1930s. However, imperial broadcasting was hardly a priority for the Portuguese government until the mid-1950s, when the territories it controlled in India were threatened by the Indian Union and the sounds of independence from the African continent began to echo. When the Portuguese government decided to invest in radio as a tool for unifying the empire, a particular landscape dominated by privately-owned stations had already emerged in its African colonies. The Portuguese strategy was then twofold: on one hand it invested in imperial broadcasting from the mainland; on the other hand it installed branches of the state broadcaster – Emissora Nacional (EN) - in some of the colonies. It was the case of São Tomé and Príncipe, where EN installed a local station in 1969. This first experience of EN in Africa was part of a larger plan that aimed to improve the dissemination of propaganda from the colonial state aimed to gain supporters for the cause of the Empire. In São Tomé, EN replaced the former Radio Clube of São Tomé and Príncipe, a privately-owned station with close ties to the ruling elite. Radio Clube relayed several programmes from the EN but was mostly appreciated for its locally produced musical programming mostly targeted at the Portuguese settlers and small communities from Angola and Cape Verde. On this presentation we focus specifically on the history of broadcasting in São Tomé and Príncipe, which has deserved no attention in scholarship dealing with media and empire. The case of São Tomé helps to deepen our understanding of the coexistence of imperial forms of culture and local identities (e.g. through music). Therefore, we analyse how the medium was used as a tool of Empire. We present unpublished materials mostly from archival research and personal interviews with former radio announcers from the Portuguese former African colonies.

Id: 21867

Title: The Crioulo and Morna in the Portuguese colonial strategy: the role of radios in Cape Verde

Session Type: Panel Submission

Authors:

Name: Ana Reis

Email: aisabelreis(at) gmail.com

Country: PT (Portugal)

Affiliation: University of Porto

Abstract: The use of native languages in radio programming was part of the strategy of the colonizing countries. By using native languages or dialects on the broadcasts the colonial states spoke directly to the native populations that lived under their domain, and therefore radio performed the function of promoting the rules imposed by the colonial elite and the benefits of the Empire. This was also the case in the Portuguese empire, namely in the archipelago of Cape Verde. Unlike other Portuguese colonies, Cape Verde did not have a natural language since the archipelago was uninhabited when the Portuguese first arrived. During the first centuries of Portuguese occupation the territory was populated by slaves from various parts of Africa who spoke different languages and dialects. Creole was born in the Portuguese colonial context, due to the need to communicate in a common language that could be understood by all. The Crioulo was generated from the miscegenation of people and languages that crossed in Cape Verde. Portuguese was the language of the white colonizers, and therefore was considered the language of culture and education. On the contrary, Creole was the language of the slaves, the 'black portuguese' (Duarte, 2003), and thus associated with popular culture and oral traditions, the language of family and affective relations (Madeira, 2015).

The Crioulo is mainly oral, and therefore naturally geared to the radio. The words and music, especially Morna (local traditional song), were first listened on Cape Verdean radios (Radio Clube of Cabo Verde and Radio Barlavento) and also on the state broadcaster - Emissora Nacional. The texts and the poetry aired on the stations were not always in the Cape Verdean Creole, but in a so-called "Portuguese Creole". Morna suffered an identical adaptation, as it was sung in Portuguese, under canons of overseas politics (Cidra, 2011), and it was this version that was mostly aired on the broadcasts. The appropriation of the Creole and Morna by the Portuguese administration functioned as an instrument of colonization and simultaneously of Portuguese colonial expression, devaluing the native culture. In this paper we intend to analyse the role that the Cape Verdean radios played in this process and how the stations were used as a tool of Empire. The research presented will be based on archival research and interviews with radio men and women who worked in the former Portuguese colonies.

Id: 21868

Title: Colonial Broadcasting in Mozambique: a Paternalistic Approach to Local Languages and Culture

Session Type: Panel Submission

Authors:

Name: Nelson Ribeiro

Email: nelson.ribeiro(at) ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Abstract: Contrary to other colonies of the Portuguese Empire, in Mozambique a large-sized broadcaster emerged as early as the 1930s with the ambition of achieving good coverage of the whole colony. Founded in Lourenço Marques (today Maputo) in 1932, Radio Club of Mozambique (RCM) was the result of the colonial elite's desire to demonstrate that modernization did not take place only in Europe but also in the colonial territories. The entrepreneurs who led the project were very successful from the beginning and soon the colonial state authorities endorsed the station, granting it several tax exemptions and awarding it the radio license that was to be paid by all those who owned radio sets.

Until the late 1950s, RCM broadcast in Portuguese with the exception of live music performances in local languages. In regular programming the native languages were totally absent as these were considered inappropriate for the dissemination of news and culture. Departing from this context, in this paper we aim to discuss how the language policy followed by RCM helped to maintain the cultural apartheid that existed between the settlers and the native populations in Mozambique. The first programme broadcast in a non-European language was "Hora Nativa" (Native Hour) that premiered in 1957 in Ronga, the most spoken language in the south of Mozambique. Presented by African announcers, the aims of "Hora Nativa" were twofold: to integrate the native populations in the spirit of the Empire, and to provide basic information and educational content to those who did not speak Portuguese. The programme adopted a paternalistic treatment towards its audience, whose cultural heritage was frequently presented as primary. Listeners were also told about how they could become "more civilized" by incorporating Portuguese habits and culture.

The paper is based on archival research conducted in Mozambique and also on the analysis of texts printed in the official magazine of RCM, in which scripts and schedules of "Hora Nativa" have been printed.

Id: 21870

Title: [Panel] Memories of/and Authoritarianism, Panel description

Session Type: Panel Submission

Authors:

Name: Barbie Zelizer

Email: barbie.zelizer(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: At a point in time when creeping authoritarianism is penetrating even the most settled democracies, it is time to look back and reflect on how a past experience with autocratic rule lives on in current mediated engagement. This panel, chaired by Silvio Waisbord, considers the afterlife of an authoritarian past across a spectrum of geographic locations— Europe; the Southern Cone of South America; Hong Kong and China; Afghanistan; Spain; and the US—and the media through which such an afterlife helps shape not only the past but also the present. The panel begins with N.R., who focuses on the features of an entrenched fascism that foregrounded interwar fascism and that are recurring today in multiple instances of contemporary populism. It continues with E.J., who considers the ways in which sexual abuse was used as a tool of torture in the authoritarian regimes of South America's Southern Cone and then as a crime against humanity, generating a paradox between the publicity surrounding such abuse and the rights to privacy of its victims. F. L. examines social media's balkanization of the collective memories of the 1989 Tiananmen Square crackdown by Hong Kong people, with both the government and radical social movements challenging Tiananmen commemoration as an important political ritual for Hong Kong's pro-democracy movement. E. E. addresses the worsening turn to authoritarianism in the ongoing war in Afghanistan, where proximity between the journalistic and political fields generates euphemistic framing that borrows from the Cold War and disconnects the war from its growing refugee population. A. M. considers how the war on memory about the Franco dictatorship has been fought via documentaries and TV programs, unearthing long-silenced historical traumas. B. Z. concludes the panel by addressing the ways in which an embedded Cold War mindset shapes US journalistic engagement with the Trump administration and obstructs a fuller recognition of the administration's authoritarian contours. Together, these presentations demonstrate how memories of/and authoritarianism both fuel a localized understanding of current conditions as well as travel in untoward ways across space and time. They suggest that looking to memory is a critically useful though insufficiently examined tool for identifying and arresting the creep and re-entrenchment of authoritarianism.

Id: 21874

Title: Memories of Authoritarianism: 'Eternal Fascism' and Contemporary Populisms

Session Type: Panel Submission

Authors:

Name: Nelson Ribeiro

Email: nelson.ribeiro(at) ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Abstract: Scholars attempting to make sense of the rise of contemporary populist leaders have noted that these resort to communication techniques that resemble the rhetoric of the European dictators of the 1920s and 1930s. Despite assuming different characteristics in different world regions, contemporary populisms do share common features, namely a xenophobic attitude against migrants, criticism of the elites and the galvanization of political supporters through a discourse of “us” versus “them”. All these elements resonate the political climate that existed in European fascist regimes in the interwar period, opening the debate on the similarities and differences between the contemporary political landscape and the emergence of fascism in Europe. While some scholars, such as Jason Stanley, have described what is happening in countries such as Hungary, Poland and the United States as “a rapid normalization of fascism” that makes “us able to tolerate what once was intolerable” (2018: 190), others, such as Frederico Finchelstein (2018) have considered this to be an overreaction and do believe that contemporary populism will not bring an end to democratic institutions. Building on this discussion, this paper discusses how some of the archetypal elements of what Umberto Eco defined as “eternal fascism” are present in today’s populist movements. A particular focus will be given to four features central to interwar authoritarian regimes and that are at the core of populism: i) leaders who speak in the name of the people; ii) leaders who aim to control the media and to speak directly to the “people”; iii) leaders who resort to an “us” versus “them” discourse that promotes fear against all those who are different; iv) leaders who present an idealised version of history. It will be argued that an informed discussion on the memory of fascism and its legacy might allow for a better understanding of contemporary populisms and how these movements resort to communication techniques that were central to the propaganda that marked the interwar period.

Id: 21877

Title: Social Media, Memory Balkanization and Polarized Attitude Toward the Past: The Case of Remembering Tiananmen in Hong Kong

Session Type: Panel Submission

Authors:

Name: Francis Lee

Email: nelson.ribeiro(at) ucp.pt

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Abstract: This presentation examines the characteristics, dynamics, and consequence of memory balkanization in social media in the case of collective remembering of the 1989 Tiananmen crackdown by Hong Kong people. For three decades, Hong Kong people have continually commemorated the military crackdown of the 1989 student movement in Beijing. In fact, Tiananmen commemoration can be regarded as one of the most important political rituals of the pro-democracy movement in Hong Kong. However, in association with the evolution of the pro-democracy movement, collective remembering of Tiananmen has faced new challenges from both the pro-government forces and the radical social movements in the most recent years. The presentation draws upon data from a content and textual analysis of purposively selected Facebook pages to illustrate how social media facilitated the trend toward memory balkanization as online sites were established to proffer distinctive views on the Tiananmen crackdown and its commemoration. It is argued that the characteristics of social media communication have facilitated a process of normative disinhibition such that Tiananmen commemoration is nowadays criticized with arguments and themes that would have been regarded as morally transgressive in the mainstream public arena. The presentation also draws upon survey evidence to illustrate the increasing polarization of Hong Kong people's attitudes toward the issue of Tiananmen, which may be partly attributed to memory balkanization in the digital arena.

Id: 21881

Title: War, Refugees and Decontextualization

Session Type: Panel Submission

Authors:

Name: Elisabeth Eide

Email: elisabe(at) oslomet.no

Country: NO (Norway)

Affiliation: Oslo Metropolitan University

Abstract: Since late 1979 and the Soviet invasion, Afghanistan has been in a constant situation of war. The first decade saw the anti-occupation forces – the Mujahedeen – fighting the Soviets, and, helped by U.S. interference, this became the final battle of the cold war. After a decade of in-fighting in the 1990s, 9-11 happened, and “Operation Enduring Freedom” launched the search for bin Laden and his associates. After some years of optimism after the fall of Taliban, the situation has worsened. This contribution analyzes some prominent media examples demonstrating authoritarianism in a euphemist guise (“Enduring Freedom”, “Liberation of women”, “Humanitarian Intervention”), discussing how this Cold War rhetoric has worked in Afghanistan. Given the closeness between the journalistic and the political field in a nation at war, it considers how distinctions between “here” and “there,” “us” and them” help explain why Afghans constitute one of the larger groups of refugees to Norway and the rest of Europe but also the one with meagre chances of obtaining asylum. The paper argues that Cold War rhetoric helps make strict authoritarian asylum policies more edible by decontextualizing the refugees from their background life and experiences.

Id: 21882

Title: Buried Memories, or the Truth of Graves

Session Type: Panel Submission

Authors:

Name: Antonio Monegal

Email: antonio.monegal(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: Federico García Lorca wrote in his unfinished play *El público* (The Audience) that the goal of the theatre must be to unveil “the truth of graves”. Today, his unmarked grave lies in an as-yet-unidentified spot near where he was murdered. The memory wars of the 21st century in Spain, on how to deal with the legacy of the Civil War and the Franco dictatorship have been fought not in the theatre but largely in the media, with investigative journalists and TV documentaries literally unearthing long-silenced historical traumas. The public conversation about the mass graves of victims of Franco’s repression was triggered by a civic movement, which led to the founding in 2000 of the Association for the Recovery of Historical Memory, and by its resonance in the media. The contrast between the more than 2,500 unopened mass graves, with probably around 140,000 buried, and Franco’s resting place at the Valle de los Caídos (Valley of the Fallen, a memorial and mausoleum built with prisoner-of-war labor that also houses the remains of 33,872 military dead from both sides of the war) illustrates Spain’s inability to come to terms with its authoritarian past. Twelve years after the passing of the Law for the Recovery of Historical Memory, a belated and timid effort to achieve reparation for the victims and eliminate the many remaining symbols of the dictatorship, Franco’s body is still in his monumental grave and journalists are reporting on the judicial battle between the government that is trying to have him removed and the Franco family that is fighting the exhumation. The paper examines the interaction between social activism and media representation: the process by which the past becomes news can function as a form of political intervention in the shaping of collective memory.

Id: 21883

Title: When Authoritarianism Comes to Stay

Session Type: Panel Submission

Authors:

Name: Barbie Zelizer

Email: barbie.zelizer(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: This presentation addresses the ways in which an embedded Cold War mindset shapes US journalistic engagement with the Trump administration and obstructs a fuller recognition of the administration's authoritarian contours. Arguing that authoritarianism has long been positioned in the US as the "other" side of Cold War enmity, where it was associated with Russia and other autocratic regimes, the presentation considers how that mindset—involving dichotomous thinking, orientation to deference and repair to news from nowhere—shapes US journalistic engagement with the Trump administration and obstructs a fuller recognition of the administration's authoritarian contours.

Id: 22089

Title: [Panel] Historia de la Desinformación. Manipulación y propaganda en los medios de comunicación, Panel description

Session Type: Panel Submission

Authors:

Name: Angel Luis Rubio Moraga

Email: angel.l.rubio(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: Andrea Donofrio

Email: adonofrio(at) ucm.es

Country: IT (Italy)

Affiliation: Universidad Complutense de Madrid

Abstract: El siglo XXI está siendo testigo de una militarización de la información sin precedentes gracias al desarrollo y consolidación de nuevas y poderosas tecnologías que simplifican extraordinariamente la manipulación y la fabricación de contenidos. Entre dichas tecnologías destacan las Redes Sociales y las plataformas de mensajería instantánea que se han convertido en un magnífico amplificador de falsedades generadas tanto por los gobiernos como por el sector empresarial y la propia ciudadanía. Sin embargo, a pesar de la escala que el fenómeno de la desinformación ha alcanzado en la actualidad, las mentiras en el mundo de la información han existido desde siempre. De hecho, la historia de las guerras de desinformación se remota a la antigua Roma y durante muchos siglos la difusión de noticias falsas, medias verdades o el recurso a la manipulación informativa ha representado un arma de políticos, empresarios y otros actores sociales. Su utilización era funcional a la obtención de un objetivo. En la Historia se cuentan muchos casos de mentiras y falsos informativos. No obstante, es cierto que en la actualidad la inmediatez periodística, la rápida difusión y la facilidad de uso de las redes sociales han contribuido a la proliferación de estas falsedades informativas. Para poder comprender la relevancia de este fenómeno es necesario entender su contexto histórico. Con ese objetivo se plantea un panel especializado titulado “Historia de la Desinformación. Manipulación y propaganda en los medios de comunicación” que tendría lugar durante el transcurso del Congreso de la International Association for Media and Communication Research (IAMCR) en Madrid (España), durante los días del 7 al 11 de julio de 2019. Dicho panel contaría con la participación de un elenco de destacados especialistas en Comunicación, tanto desde su perspectiva histórica como desde el punto de vista del panorama internacional actual.

Moderador: Angel Luis Rubio Moraga, Vicedecano de Estudios y Calidad de la Facultad de Ciencias de la Información de la Universidad Complutense de Madrid (alrubio(at) ucm.es).

Id: 22096

Title: Memoria, historia y mentira: las narrativas mediáticas de las elecciones de 2018 en Brasil

Session Type: Panel Submission

Authors:

Name: Ana Regina Rêgo

Email: anareginarego(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal do Piauí

Name: Marialva Barbosa

Email: anareginarego+marialva(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal do Piauí

Abstract: Cuando tratamos la pos-verdad como un constructo histórico es válido recordar que Burke (2018), a diferencia de D'Ancona (2018), advierte que la mentira, tanto como la verdad, participa del poder desde su génesis. Sin embargo, el Oxford Diccionarios conceptualiza la pos-verdad como "[...] circunstancias en que los hechos objetivos son menos influyentes en formar la opinión pública que los llamados a la emoción ya la creencia personal" (Oxford Diccionarios apud D'ANCONA, 2018, p.20). Las fake News, consideradas hermanas de la pos-verdad, están íntimamente relacionadas al proceso ya la institución periodística. La trayectoria y potenciación de las falsas noticias, así como de la pos-verdad, también se encuentra interconectada a contextos favorables relacionados al proceso tecnológico y, en la actualidad, a los contextos políticos de revitalización de las fuerzas conservadores. La implosión de la política de verdad y del pacto social en torno a ella, se manifiesta en un contexto en el que la hipérbola verdadera anunciada por Donald Trump (1988) gana gran proyección y aceptación en el seno de la sociedad, pues lo que importa no es la verdad, ni tampoco los hechos, sino el impacto. En contra, es verdad, que la mentira es algo inherente al juego político desde su génesis, así como, la manipulación de las mentes no críticas que se dejan llevar por los juegos de seducción. Sin embargo, mentiras y manipulaciones que parten de políticos y partidos difieren de las supuestas construcciones que se colocan como post-verdad. "La novedad no es la deshonestidad de lo político, sino la respuesta del público a eso. La indignación da lugar a la indiferencia y, finalmente, a la connivencia. La mentira es considerada regla, y no excepción, incluso en democracias [...]" (D'ANCONA, 2018, pág. 34). En el centro del proceso encontramos el desentendimiento que hace aflorar las disputas (RANCIÈRE, 2018). Así, considerando la historia y la memoria como construcciones del presente, cuyas narrativas se ramifican en espacios de experiencias y horizontes de expectativas (KOSELLECK, 2015) y que, a los contextos de desinformación en el ambiente brasileño, se suceden lo que Hartog (2015) inspirado en Arendt (2014) denomina de brecha en el tiempo, o sea, momentos de suspensión de la historia en que el orden del tiempo se sumerge en un túnel oscuro en el que no se vislumbra luz, ni salida (Furet apud Hartog, 2015), o, como nos dice Arendt (2014), en que, una herencia sin testamento, sin tradición, sin continuidad consciente en el tiempo, nos es repasada; es que tenemos la intención de observar en las narrativas consideradas fake News en la elección presidencial de 2018 en Brasil, como una economía de la atención construyó y destruyó reputaciones teniendo como base mentiras potencializadas. Por lo tanto, trabajaremos con la hermenéutica de la

conciencia histórica de Ricoeur (2010) en que tradición y memoria nos auxilian en la interpretación / comprensión de las narrativas a partir de la reflexión de la experiencia temporal dentro del círculo hermenéutico.

Id: 22110

Title: Periodismo profesional Vs. Manipulación y desinformación

Session Type: Panel Submission

Authors:

Name: María Susana González Reyna

Email: sgreyna44(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: El propósito de esta ponencia es reflexionar en torno a tres cambios, entre otros más, que internet ha provocado en el ejercicio periodístico. Sus ventajas y desventajas, así como una propuesta para la enseñanza universitaria a los profesionales del periodismo.

Sabemos que el impacto del desarrollo tecnológico en el ejercicio periodístico no es nuevo. Sin embargo, la aparición del internet marca el fin de una época en el ejercicio del periodismo, y el inicio de nuevas prácticas periodísticas ante nuevos retos. Estos tres cambios en la información periodística son:

Uno, la construcción interesada (manipulación) del discurso periodístico: interés empresarial hoy llamado “modelo de negocio”.

Dos, la construcción precipitada de la información ante la presión de los tiempos sociales, políticos y económicos y que, en ocasiones, resulta en desinformación.

Tres, la coexistencia del ejercicio periodístico con las redes sociales, fuentes espontáneas de información no necesariamente verídica (noticias falsas).

Id: 22114

Title: Covering the elections of 1975 in a revolutionary context. Journalistic procedures and the temptations of the propaganda framework

Session Type: Panel Submission

Authors:

Name: Helena Lima

Email: hllima(at) letras.up.pt

Country: PT (Portugal)

Affiliation: University of Porto

Abstract: The Portuguese Revolution of April 1974, carried out by the Military Armed Forces (MFA), ended 48 years of dictatorship. The MFA's manifesto, among other main goals, proposed the transition to a democratic regime, the end of the colonial war and a free press. Newspapers, radio and television were understood as a key element in the process to democracy. In fact, the coup was announced by radio, the medium chosen by the rebel military to communicate their goals to the Portuguese, but also to articulate the several steps of the Movement by a series of passwords that were broadcasted and served as signals for their strategic operations (Reis, Lima, 2014). The transition to democracy, however, was not achieved without a radicalization of the political struggle. In the following year, military, political organizations and society in general developed a confrontational process. The MFA took a turn and chose the "revolutionary path", supported by radical left-wing organizations. Portugal entered a period of great instability, namely with the PREC (Revolutionary Process in Progress). after March 11, 1975, major companies, banking and insurance were nationalized, thus opening "the path to socialism" (Rezola, 2006). For newspapers, one of the consequences of the March coup was becoming partial or totally owned by the state, which helped in the process of political influence. The media were part of the revolutionary turn either by the political struggle that overcame newsrooms, either by the several forms of editorial control (Mesquita, 1996, Lima, 2015). In spite of the revolutionary wave, as initially promised, the first democratic elections took place on April 25, 1975. For the first time in almost a half century, the press had the opportunity to cover the suffrage with no restraints. However, newspapers and other media were affected by the struggle for control of the news, namely, radical revolutionary stands. This study focus on the hypothesis of the contamination of the news by revolutionary discourse and propaganda in the coverage of the electoral campaign. Methodology will rely on the analysis of editorial strategies carried out by the press. This approach will take into consideration journalistic procedures, news sources and discourse framework. Being an ongoing project, it is possible to present some findings resulting from the analysis of several daily papers and also the most important weekly publication, Expresso.

Id: 22115

Title: Desinformación y periodísticas en las transiciones políticas: la irrupción del semanario Interviú en el mercado editorial español (1976-1982)

Session Type: Panel Submission

Authors:

Name: Francesc Salgado de Dios

Email: francesc.salgado(at) upf.edu

Country: ES (Spain)

Affiliation: Universidad Pompeu Fabra

Abstract: Las transiciones políticas y en general las crisis o grandes transformaciones en el panorama sociopolítico suelen propiciar emergencias informativas, alteraciones en los mercados editoriales, situaciones de volatilidad empresarial e inseguridad jurídica en diferentes ámbitos, pero de forma muy acusada en el de la información. Por ello resulta especialmente interesante el estudio de determinados fenómenos disruptivos que afectaron al periodismo y que supusieron un cambio en el paradigma informativo de un determinado mercado. Esta es la situación del semanario Interviú (1976-2108), aparecido en mayo de 1976 en plena Transición española y que en apenas seis meses alcanzó cotas históricas de difusión para convertirse en poco tiempo en un fenómeno editorial que transformó el sector de la prensa no diaria de información general, del que se convirtió en un paradigma.

Interviú ofreció desde su aparición una reformulación de los planteamientos informativos y comerciales de los tabloides sensacionalistas europeos, basado en no-ticias sensacionalistas, a las que añadió una docena semanal de columnas de opinión y un extenso reportaje fotográfico del desnudo de una mujer tan famosa como fuera posible. De estas tres apuestas, analizamos la serie de reportajes informativos que aparecían en sus páginas, en general de un llamativo alcance político y una fuerte repercusión social, una práctica periodística que situó a la revista en una tensión permanente por conseguir el impacto y la exclusiva informativa, una situación que se presume de riesgo y que derivó en determinados momentos, como mínimo, hacia la desinformación.

Si hubiera que arbitrar una hipótesis, diríamos que es posible encontrar en el planteamiento inicial de Interviú trazos de algunas disfunciones que hoy percibimos en nuestro entorno periodístico. Ya sea la presencia en sus páginas de fake news (no-ticias falsas) o false news (noticias falseadas), es decir informaciones erróneas fruto de la desinformación, la desidia o el error, por un lado, o incluso de la voluntad premeditada de engañar, por otro. También se podría localizar la negación expresa de una “realidad objetiva” a través de la apelación a los sentimientos y las emociones, una “realidad sentida”, el fenómeno que en los últimos años se ha llamado ‘posverdad’.

Para determinar si estas disfunciones informativas se pueden encontrar en las páginas de Interviú, se ha realizado una catalogación de las piezas informativas de mayor resonancia durante el periodo de estudio, los siete años que van entre la aparición de la revista y el momento de su consolidación para determinar el papel de la falsedad y las informaciones erróneas en la lucha por alcanzar el impacto informativo. Después se han analizado con TAC el trabajo más determinante de cada mes. Las conclusiones permiten advertir sobre algunas condiciones y características de la desinformación en esos momentos que podrían extenderse incluso a la actualidad.

Id: 22152

Title: Spokesperson or Chief Propagandist ' The long tradition of political counter-fires by German governments' spokesperson (1918-2018)

Session Type: Individual submission

Authors:

Name: Nicolas HUBE

Email: nicolas.hube(at) univ-paris1.fr

Country: FR (France)

Affiliation: Université Paris 1 Panthéon-Sorbonne

Abstract: The emergence of the political spokesperson is contemporary with the transition to democracy in Germany, and the arrival of the masses in the political game in the twentieth-century. During this century, Germany has gone through several periods of unrest (including revolutionary) and institutional changes. Over this long period, the Reichsministerium für Volksaufklärung und Propaganda conducted by Joseph Goebbels from 1933 to 1945, by its exceptional nature and by the industrialization of its propaganda work seems to overshadow any analysis of continuities of the activities of propaganda, i.e. public relations, produced by the government over the period. It overshadow the existence of the Vereinigte Presseabteilung der Reichsregierung (Unified Press Service of the Reich Government) set up in 1919 and the Bundespresseamt (Federal Press Service - BPA) set up in 1949. The three regimes are obviously in no way comparable in their representations of the world and political practices. But from the point of view of their relations with the media and of their perception of the public general attitude toward their regime, one can only be struck by the politico-administrative continuity of the structures and a part of the actors who occupy these functions from one regime to another.

Following a sociological and historical institutionalism (especially the path-dependent institutional logics) perspective, this paper aims to stress the institutionalization and the organizational continuities of this spokesperson's service. This service is dedicated to the defense of a specific political project. From the Weimar Republic to the beginnings of the Federal Republic, the challenges are (all else being equal) the same : fight contra-propaganda opposed to the regime in place. The paper will come back over actor's rationales in creating this administration. The distinction from propaganda to public relations in the 1950's is the result of a strategic naming more than a fundamental distinction.

The actors engaged in the press-politics relations have managed to seize the organization of a dedicated political service and made it an instrument of government. This institution is, therefore, less in the service of a man or a woman than an administration dedicated to the legitimization of the political work of the government and, more generally after War, of the parliamentarism. In addition, it can be hypothesized that, in this respect, Goebbels' ministry owes a great deal to the organizational permanence of the state apparatus. Finally, looking at the profiles of the job holders over the time, the paper will show the professionalization and the changes in the profiles of job holders, notwithstanding this persistence of services.

This paper is based on the study of the archives of the Bundespresseamt 1949–1985, the Vereinigte Presseabteilung der Reichsregierung 1918–1933, of the Bundespressekonferenz (Berlin) 1949–1985, of the Verein der ausländischen Presse 1970–1975, and an analysis of the administrative documents (organisation plans) filed in the documentation department of the Bundespresseamt. It is

also based of a prosopography of the spokespersons from the Weimar Republic towards the Federal Republic.

Id: 22165

Title: La incorporación de la mujer en la prensa durante las transiciones políticas. El caso de Montserrat Roig y otras tres profesionales en el semanario español Triunfo (1972-1978)

Session Type: Individual submission

Authors:

Name: Francesc Salgado de Dios

Email: francesc.salgado(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra (Barcelona)

Abstract: El artículo desgrana los detalles de la incorporación de las escritoras, intelectuales y periodistas en la redacción de un semanario que, partiendo de la información cinematográfica en 1946, se acabó convirtiendo en uno de los semanarios de referencia en la defensa de la democracia en España durante el tardofranquismo.

El texto estudia la incorporación de algunas mujeres jóvenes y/o recién licenciadas que encontraron un hueco puntual para publicar en las páginas de Triunfo a partir de 1972, en pleno tardofranquismo, cuando el semanario no contaba con ninguna redactora y escasísimas colaboradoras. Se ha seleccionado el grupo de mujeres según dos criterios: que fuera uno de sus primeros empleos y que al menos publicasen 25 trabajos en Triunfo durante el periodo de estudio. Fueron cuatro las mujeres que cumplen estas características, y todas ellas asumen diferentes papeles en el semanario, una diversidad que enriquece este estudio: Montserrat Roig (1946-1995) era por entonces ya una escritora conocida y se encargó de la redacción de noticias en su mayoría referidas a Catalunya. Julia Luzán (1948) se incorporó al trabajo diario en la redacción central, en Madrid. Nuria Pompeia - pseudónimo de Nuria Vilaplana (1931-2016) - publicó 93 viñetas gráficas y Pilar Aymerich (1943) ilustró con sus fotografías una cincuentena de reportajes. Las cuatro compartían ideas antifranquistas y feministas.

El texto investiga con las técnicas de análisis de contenido si los trabajos que firmaron estas nuevas incorporaciones introdujeron algún matiz informativo nuevo en la revista, y cómo se puede cuantificar y describir esa hipotética nueva mirada que estas periodistas e intelectuales jóvenes añadieron a una redacción compuesta exclusivamente por hombres hasta ese momento.

El artículo reconstruye el proceso de participación de estas mujeres en una de los semanarios más importantes del tardofranquismo y las pone en relación con las características de la incorporación profesional de las mujeres al periodismo, así como a otras profesiones en la España de finales del franquismo.

Id: 22271

Title: Mediatization of the Poor: 1945-2015

Session Type: Individual submission

Authors:

Name: Anne MacLennan

Email: amaclenn(at) yorku.ca

Country: CA (Canada)

Affiliation: York University

Abstract: The images of the poor and disenfranchised in popular media or lack thereof, has resulted increasingly in an erasure of the poor. This examination of products of popular culture is based on a global sample that includes television, film and music. It will be contextualized with views of poverty as framed in the news media and popular culture (Iyengar 1990). The post-war media has moved further away from the depiction of society that includes the poor, except as so far removed from the larger population that their existence is erased.

The importance of definitions of poverty, as history demonstrates, is that how we understand the issue of poverty has far more influence on what we do about it than its depth and severity (Edelman, 1977). It is for this reason that the meaning of poverty is continually contested (Lister 2004). In contemporary Western societies, much of this contestation is playing out in and through media. Dominant narratives about “the poor” and poverty are reproduced daily in Western mainstream media and popular culture, consequently having an impact on the larger narrative of the poor. Simultaneously, activists are challenging and contesting dominant cultural narratives and political policy approaches to poverty in print, broadcast, film, and particularly through an array of digital media technologies. Research about poverty and media attention to poverty fluctuates with the impact of economic recessions and depressions, making it a new focus in the last decade. Financial crisis sparks focus on poverty, but the focus tends to be on its growth or change. Persistent poverty is the target of the dominant and lasting narratives found in popular culture and the news media. In the spring of 2015 the discussion of poverty coalesced around the lightning bolt of the larger discussion of the narrative. Social and news media were captured by the encyclical or more specifically the discussion of Pope Francis’s encyclical. Naomi Klein as an environmentalist and Jeffrey Sachs as an economist both supported Pope Francis’s encyclical as a rallying cry for environmental issues and this theme repeated through social media and the news. Pope Francis’s focus was incidentally the environment as he views the environment as inextricably linked to the fate of the poor and overconsumption of the rich. Despite the extensive use of Biblical passages to contextualize the problem of poverty as intertwined with the fate of the environment the message retained by the media is a secular and environmental one. The prevalent thinking about poverty, its causes and persistent were not set aside with this influential jab at the underpinnings of consumer society. This work will focus be based on a content analysis and critical discourse analysis of popular film, television, and music to demonstrate the underlying depiction and understanding of the poor as it changed in the decades following the Second World War.

Id: 22346

Title: 'Green Lives Matter': Environmental Racism, Maggie Walker, and the Politics of Place

Session Type: Individual submission

Authors:

Name: Nicole Maurantonio

Email: nmaurant(at) richmond.edu

Country: US (United States)

Affiliation: University of Richmond

Abstract: On Saturday, July 15, 2017, before a joyous crowd of several hundred people, Richmond, Virginia Mayor Levar M. Stoney unveiled a statue of Maggie Lena Walker at the plaza at Broad and Adam Streets, the gateway to the historic neighborhood of Jackson Ward, once deemed the “Harlem of the South.” Dedicated on what would have been Walker’s 153rd birthday, the 10-foot bronze statue commemorating the first African American woman in the United States to found a bank held the distinction of being not only the city’s first singularly devoted to a woman but also the first statue in Richmond devoted to a woman of color.

The celebratory tone of the statue’s dedication, however, marked a sharp departure from the tone of the debates leading up to that day. While there was near universal agreement that a statue to Walker would be a welcome addition to the commemorative landscape of Richmond, a city best known for Monument Avenue, a residential thoroughfare marked by a series of imposing statues celebrating Confederate leaders, the placement of the Walker statue, however, inspired citywide controversy. For Walker’s contributions to the city and to Jackson Ward specifically, it was deemed that her statue be placed at the intersection of Broad and Adams streets and Brook Road in Downtown. While this initial proposal, too, was met with much enthusiasm, debate ensued when opposition emerged to the cutting down of a live oak tree located in the plaza where Walker’s statue was to be placed.

Analyzing the public debate surrounding whether to leave a live oak tree in the plaza with the statue of Walker or cut it down, this essay explores the controversy as a lens through which to examine contemporary debates surrounding race and racism in the United States. Public defenses of the live oak tree, this essay argues, co-opted the rhetoric of environmental justice to proffer discourses of colorblind racism. Deploying what Richmond Times-Dispatch columnist Michael Paul Williams called “green lives matter” discourse, the tree’s defenders offered a version of a “colorblind” world that failed to account for the ways in which race structures experiences. In so doing, the tree’s defenders, who also staunchly supported the dedication of a statue to the Richmond heroine Walker, claimed history as the moral high ground, attempting to de-politicize and, in so doing, de-racialize the debate, while recreating a variant of “all lives matter” discourse used to challenge the work of racial justice advocates.

Drawing from local and national news coverage of the debate, this essay applies the theoretical frameworks of environmental racism, colorblind racism, and space-place to analyze the selected texts. Using this case study, this paper discusses how controversies surrounding monument placement speak to broader issues of race, racism, and the politics of representation.

Id: 22376

Title: News from Robben Island: A historical analysis of censorship during Nelson Mandela's incarceration

Session Type: Individual submission

Authors:

Name: Martha EVANs

Email: martha.evans(at) uct.ac.za

Country: ZA (South Africa)

Affiliation: Centre for Film and Media Studies, University of Cape TownUniversity of Cape Town

Abstract: Between 1963 and 1990, the apartheid government attempted to isolate Nelson Mandela and other political activists from the rest of the world. Not only did the state severely limit access to political prisoners in South Africa, it also imposed strict censorship laws on journalists, curtailing what they were able to reveal about political prisoners in their reports. At the same time, prisoners were denied access to news about current affairs, and their correspondence and visits were closely monitored and censored. The objective was to suppress resistance by removing liberation leaders from society.

During the 1960s and early 1970s, this mission was for the most part successful; news about Mandela and other important leaders reduced to a trickle in the wake of the controversial Rivonia Trial (Sampson 1999: 259), which had attracted the attention of the outside world. But the situation was soon complicated by an emerging tradition of human rights law (see Thompson 2016) as well as the rising prominence of the Anti-Apartheid Movement. Against the backdrop of the Cold War, apartheid South Africa was increasingly pressured to provide prison access to journalists and human rights organisations such as Amnesty International and the International Committee of the Red Cross. These resulted in some politically complex, sometimes staged, public relations visits, and a concurrent rise in news reporting about political prisoners.

Centering on the figure of Mandela, this paper examines material from apartheid state archives, the Mayibuye archive, various newspaper archives, the archives of the Red Cross, as well as relevant memoirs and biographies, to determine the nature of the censorship of political prisoners. The material reveals much about international relations and the double-edged effects of censorship during the Cold War. The paper argues that the state's attempt to censor the liberation movement ultimately backfired, and hunger for news about Robben Island increased. Instead of resulting in Mandela's invisibility, it boosted his mythologisation – so much so that by the time of his release, he was the world's most celebrated political prisoner.

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Sampson, Anthony. 1999. *Mandela: The Authorised Biography*. Johannesburg: Harpercollins Publishers & Jonathan Ball.

Thompson, Andrew, 2016, "Restoring hope where all hope was lost": Nelson Mandela, the ICRC and the protection of political detainees in apartheid South Africa, *International Review of the Red Cross* , 98 (3), 799-829.

Id: 22382

Title: Present past: media, transition to democracy and collective memory in Portugal

Session Type: Individual submission

Authors:

Name: Maria Inácia Rezola

Email: irezola(at) escs.ipl.pt

Country: PT (Portugal)

Affiliation: School for Media and Communication (ESCS-IPL); Institute of Contemporary History (IHC-UNL)

Abstract: Although going through challenging times, the Portuguese celebrations of the 40th anniversary of the 25 of April 1974 (a coup d'état that overthrew the dictatorship that ruled the country for almost half a century) managed to convey the image of a country reconciled with its past. Recent surveys reveal that the long dictatorship (1926-1974) and the revolutionary crisis (1974-1975) are mainly perceived as historical events and it is very difficult to activate them politically.

To what extent were the media important or even responsible for this reconciliation with the past? Which is their role in historical knowledge and in the construction of collective memory? How is the past used in media? These are some of the questions this paper deals with, focusing on some key dates of the carnation revolution commemorations. We will explore these general issues through analysis (content analysis) of the presentation of historical accounts in four newspapers (one weekly and three daily newspapers), taking into account the different socio-political contexts in which the celebrations took place: 1984 (huge economic crises under a fragile coalition government), 1994 (one decade of political stability under conservative governments lead by Cavaco Silva), 2004 (strict economic reforms under Durão Barroso's government) and 2014 (huge financial crisis/ the European Union/IMF-led rescue plan, under a Social Democratic government).

The focus upon media's relationship with history is fairly recent (e.g. Zelizer 1998; Zelizer and Allan 2002; Cannadine 2004) and although over the last decades, Memory Studies have emerged powerfully in academic agenda, it is not common to discuss how history, memory and media have encountered. It is our goal to contribute to enriching the debate, bringing new perspectives to this research field namely in what concerns the constraints and opportunities brought by the boom in history in the media and the influence of news coverage of historical issues in the collective memory.

Id: 22404

Title: The marginality of media and communication as an academic field of study in socialist Croatia

Session Type: Individual submission

Authors:

Name: Helena Popovic

Email: helena.popovic(at) fpzg.hr

Country: HR (Croatia)

Affiliation: University of Zagreb, Faculty of Political Science

Abstract: In the Socialist Republic of Croatia that formed a part of The Socialist Federative Republic of Yugoslavia (1945-1991), there was an absence of any systematic academic study of media and communication. In terms of media practices, after WWII the media were publicly owned, self-regulated and controlled by the Communist Party. The press, radio, and later television were given the function of instilling the socialist spirit into the masses while the main task of journalists was to inform the people of facts from the political domain and the activities needed to establish socialist society. Academic interest for media and communication emerged along with the institutionalization of journalism as a separate program at the University of Zagreb in 1971. It is at that time that a one-year course was introduced at the Faculty of Political Science in collaboration with the publishing house Vjesnik and Zagreb Radio Television. The program was intended for students enrolled in their last years of study or for graduates who had a degree in another field. The idea that the course was long overdue was voiced by Professor Davor Rodin who addressed those in attendance at the opening ceremony by saying: “We are opening the study of journalism at the University of Zagreb with a huge historical delay” (Politička misao, Editorial Information, 1971, 146-147). This paper focuses on this critical event and it asks: What were the reasons for this delay, as articulated by the main actors involved? Why was the study of journalism established at the Faculty of Political Science and how was the curriculum conceptualized? More extensively: what were different expectations placed on journalists as public workers in socialism and how did it correspond to the ideas developed within the academic community? In a broader theoretical context, it analyses the role of Marxism as a theoretical framework underpinning the political project of the State and its policies, that was, interestingly, marginal within the academic community interested in media and communications. Rather, positivist and functionalist theories were embraced, pushing ‘objectivity’ and ‘unbiased scientific approaches’ to the fore. In terms of methodology, the paper includes content analysis of editorials and articles published in the academic journal Political Thought (1964-) published by the Faculty of Political Science, University of Zagreb. Engaging with these questions and illuminating entanglements among different fields and actors, the aim of this paper is to shed light on the trajectories of the field in socialist Croatia.

Id: 22911

Title: Recovering Memory, Reporting History; Media's Role in How Basques Remember the Franco Dictatorship

Session Type: Individual submission

Authors:

Name: Eztizen Miranda

Email: eztizen.miranda(at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country / Aranzadi Society of Sciences

Abstract: Since the turn of the 21st century (2000), working groups related to the recovery of memory such as the Association for the Recovery of Historical Memory and Aranzadi Society of Sciences have worked tirelessly throughout Spain and its autonomous communities to document the repressed history of the Franco dictatorship (1936-1978); the regime disappeared thousands with 110,000 still missing. Both the United Nations Working Group on Enforced or Involuntary Disappearances (2002) and the European Court of Human Rights (2009) have supported this work.

But the recovery of memory involves more than the discovery and exhumation of Franco's victims. News reports interpret the investigations of the recovery movements and will be critical to how Franco's dictatorship is remembered. Journalism is a powerful tool for advancing justice and human rights. Since today's news will be the sources of future historical accounts, the current interpretation of past events will influence political conflicts not only in the present but in the future. In fact, "given a selective and permanently shifting dialogue between the present and the past, we have come to recognise that our present will inevitably have an impact on what and how we remembered (...) At the same time, the strongly remembered past may turn into mythic memory" (Huysen, 1995:249-50).

In this paper, I report on a content analysis of a Basque newspapers' coverage of the findings of Aranzadi's exhumations in Basque country and news related to the recovery movements. This investigation takes the ethical stance that news media should promote civil society's needs over financial or narrow political interests (McQuail, 1992). I analyse news coverage of the exhumations and the recovery movements guided by two questions:

- 1) How do current political interests shape how news coverage of the past? In other words, does media coverage of the work to recover the memory of the Franco dictatorship reflect media outlets' interest in harnessing memory to promote their analyses of the current political context?
- 2) Finally, I ask an ethical question: how does Basque news coverage serve Aranzadi's human rights mission? More broadly, can journalism help civil society face the past as it tackles current political conflicts?

To conduct this content analysis, I selected a sample of news articles reporting on exhumations and the recovery movement from 2000 to 2012. The media outlet included in this study is called GARA resulting in a sample of 789 articles.

The analysis suggests that the political perspective of the newspaper shapes the journalistic definitions of the past. These political perspectives, then, shape interpretations of the past that correspond to the news organizations political sympathies in the present.

I conclude with lessons learned regarding the role of media in the creating of historical memory and advancing human rights.

Id: 23158

Title: From veracity to social justice. The historical evolution of journalistic norms.

Session Type: Individual submission

Authors:

Name: Juergen Wilke

Email: juergen.wilke(at) uni-mainz.de

Country: DE (Germany)

Affiliation: Institut für Publizistik Johannes Gutenberg Universität Mainz

Abstract: When the printed newspaper came into being in the early modern age, a normative frame or regulative principles for its existence and content were still missing. These had yet to be developed. The paper describes with peculiar respect to Germany, but also with references to France and England, how this happened and tries to outline the origins of professional norms for journalism. The investigation is based on four sources:

(1) Titles of newspapers. Many of the titles of the forerunners of the periodical press indicated already that they wished to give true, credible and well-grounded information (“Wahrhafftige newe zeytung...”, “Discours véritable...”, “True and plaine report”). Different reasons were responsible for that: Readers should be attracted by this promise, whereas censorship could be by-passed.

(2) Legal norms. Such norms were codified by the press legislation, in Germany since the 1530s. Such norms included that nothing against the state and the church should be printed. Defamatory information had to be avoided and personal honor was to be respected. The order was given to protect public peace.

(3) Early literature on newspapers. In the 17th century several authors already dealt with the nature of the newspaper and its problems. In this literature first professional norms for writing newspapers can be discovered. Again truthfulness was required. Journalists were obliged to check the news and to separate true from fake news. Confirmation by different sources was set on the journalistic agenda. 1748 a brochure was published in Germany that can be identified as the first Code of practice.

(4) Personal testimonies and programmatic writings. The fourth source for early journalistic norms are announcements or prefaces of newspapers and personal testimonies. The most renowned German newspaper of the 18th century (“Hamburgischer Unpartheyischer Correspondent”) declared objectivity and impartiality as central norms. New social norms emerged in the course of the enlightenment. Journalists were moved to work for more public knowledge, to expand transparency and to serve justice in society.

To investigate the origins of journalistic norms, on the background of the level of development of the press, is of peculiar interest in times like nowadays when new media emerge and the question raises if new journalistic norms are becoming necessary. So the historical question includes an actual reference.

Id: 23222

Title: Historical representation of minorities in digital games

Session Type: Individual submission

Authors:

Name: Carla Ganito

Email: carla.ganito(at) fch.lisboa.ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Name: Catia Ferreira

Email: catia.ferreira(at) fch.lisboa.ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Abstract: There is a growing interest for the study of how games represent and portrait historical events and characters. Digital games are one of the digital media that has most attracted the attention of users worldwide. In 2018 there were over 2 billion frequent gamers all over the world (Newzoo, 2018). Digital games industry is becoming more and more complex, every year different titles are launched from different genres of games and taking advantage of different narrative strategies and technological solutions, but there is something digital games have in common, they are cultural environments (Salen and Zimmerman, 2003). Some of the most significant video game releases have historical themes ou historical sites, such as “Civilization”, “Mafia III”, or “Assassin’s Creed”.

We would like to argue that as cultural environments games are prone media to consolidate ‘grand narratives’ (Lyotard, 1984), but as we have been witnessing in other media, some narrative tropes do not illustrate the diversity of cultural perspectives of contemporaneous social life, such the ones associated with gender (Cassell & Jenkins, 2000; Ferreira & Ganito, 2015), and race and ethnicity (Namakura, Kolko & Rodman, 2000; Namakura, 2002; Galloway, 2012).

The lack of ethnical diversity in such a diverse industry is considered an important trend to analyse, and it has been even covered by the media in the latest years. Despite the effort that some game developers have been making to offer games with non-western main characters and perspectives, these alternative perspectives have tended to be mainly explored by serious games genre - games that take advantage of games potential to communicate serious narratives, such as hunger, poverty, and minority rights.

We would like to argue that in order to fully acknowledge the potential of digital games as representation systems, in particular for representing minorities it is important to understand: (1) how ethnicity as been being present in games since the 70’s, (2) how the representation strategies in games are aligned with the ones present in other forms of media, particularly in the film industry, and (3) the role that the biggest game developers are having for presenting alternative ethnical perspectives to a wider audience.

In order to accomplish these goals and following a qualitative methodology, the paper will present a historical perspective of ethnicity in games, followed by a detailed analysis of a particular case, the franchise Assassin's Creed. Despite being a fictional universe, Assassin's Creed pays attention to different historical details, in its exploration of different historical times and places, it ends up

remediating not only history in itself but how social markers have been negotiated over the centuries.

Id: 23223

Title: 'C-Section' of African beauty: The story of how an advertisement infringed on African dignity

Session Type: Individual submission

Authors:

Name: Wanjiru Mbure

Email: wmbure(at) stonehill.edu

Country: US (United States)

Affiliation: Stonehill College Department of Communication Stonehill College

Abstract: On March 30, 1965, history was made when the Kenyan parliament proposed the first-ever legal framework for the regulation of cosmetics. J. M. Kariuki, MP for Nyandarua North declared that of all the sections of the Bill, the “C-cosmetics section” was the most important because it would offer guidance to “many of our girls [who] go to the shops and buy some stuff to make them brown.” Another MP declared that the bill would allow the government to “safeguard the beauty and the dignity of the people of the country.” However, by the early 1970s, increased access and popularity of magazines and cinema created a booming advertising presence for cosmetic manufacturers. This occurred in the absence of restrictions to dangerous cosmetics, and this increased exposure threatened to undermine the prosocial goals previously articulated by legislators.

On March 2, 1971, Assistant Minister for Information and Broadcasting, Mr. Makone, issued a stern warning in parliament “to foreign and even local manufacturers who use the cinema screens to embark or attempt to discredit the African colour against the other colours.” The offending advertisement used the Swahili tagline “Kuwa Mwafrika wa Kisasa” or become a Modern African. Makone, however, offered a variant translation of the tagline, “it means to apply the cosmetics of Ambi.” The advertisement, another MP claimed, was guilty of “being derogatory and an abuse to the dignity of Africans.” Ambi was a heavy advertiser not only in cinema screens but in the legendary magazine *Drum*. The Ambi brand was most recently acquired by beauty giant L’Oréal in 2017. Makone went on, “If this is what these foreign manufacturers are showing our people...I call upon the Government to make it very clear that our colour is black and we are proud of it. Therefore, there should be no person who tries to show that one must be Mwafrika wa kisasa (a modern African) by becoming light skinned.” To which rapturous MPs replied: “Ban them! Ban it!”

This essay uses primary sources and print media coverage from 1965-1975 to examine the people and events that led to a critical moment in advertising history in Kenya - the national sanction of all Ambi advertising. The ban was preceded by a vibrant parliamentary debate on the specific transgressions of the campaign. The debate concluded that the advertising infringed on the dignity of the African. The essay also examines how Ambi advertising rebranded relying on familiar tropes of globalized beauty ideals. A key argument in this paper is that the colonial and post-colonial goals of Kenyan media are largely immune to the charged demands by nationalists’ goals in the post-independence period. This essay aligns with the conference theme in its focus on the connection between dignity and representation and in its interrogation of the viability of media regulatory efforts when shifting political priorities and national identities collide.

Id: 23322

Title: El documental deportivo en los primeros treinta años de Televisión Española

Session Type: Individual submission

Authors:

Name: Nuria Navarro Sierra

Email: nuria.navarro.sierra(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Name: José Agustín Carrillo Vera

Email: joseagustin.carrillo(at) um.es

Country: ES (Spain)

Affiliation: Universidad de Murcia

Abstract: El presente trabajo analiza la presencia del documental deportivo en la programación de los dos canales de Televisión Española desde 1958, fecha de los primeros registros de la programación de la televisión en España gracias a la revista Tele-Diario (posteriormente Tele-Radio), a 1975 con el final del franquismo. El objetivo de este análisis es determinar los rasgos de la programación documental deportiva en televisión para establecer las intenciones y el sentido de estos contenidos por parte de un medio estatal en un contexto específico -la dictadura franquista- que en un primer momento no prestaría mucha atención a la televisión, y menos al género documental, ya que disponían de producción propia gracias al No-Do.

Este propósito se encuadra en el hecho de que los contenidos documentales se sitúan como uno de los géneros que pueden convertir a la televisión en un medio cultural, algo de gran importancia para una televisión que prometía cumplir con las funciones educativas, informativas y de entretenimiento. Esto, trasladado a la temática deportiva, llevará a aunar, especialmente, los aspectos informativos y de entretenimiento.

Por otro lado, la programación marca la seña de identidad de una cadena, al exponer las preferencias de los directivos del canal a través de su programación y su ubicación en la parrilla. Para ello se analiza, por un lado, lo que supuso el documental deportivo en cifras dentro del género. A través del análisis de las parrillas se estudia la posición que ocupan estos programas: franjas horarias, duración, día de la semana, programas que preceden y suceden a estos contenidos, para dibujar el panorama del documental deportivo en los primeros años de la televisión en España e identificar la importancia de estos entre los demás productos. En este sentido, sería una de las temáticas con menor representación (solo se encuentran cincuenta y tres emisiones, lo que la convierte en una de las cuatro menos programadas en Televisión Española, junto a gastronomía, religión y medicina). Aunque contará con dos títulos en formato serie, ambos de producción nacional, que supondrían treinta y una de esas emisiones.

Además, se analizan los contenidos documentales mediante el visionado. Entre los documentales se abordan de manera general el mundo de los deportes a través de los contenidos dedicados a las

Olimpiadas –una de las series y una película–. El resto de las emisiones hablarán de un deporte en concreto, donde destaca el fútbol, con una serie propia.

De esta forma se pretende entender las intenciones de Televisión Española con dicho género y temática, y el uso del documental deportivo dentro de las parrillas televisivas; si gozaban de un espacio propio y privilegiado o, por el contrario, eran contenidos de segundo rango, que únicamente servían para cubrir huecos y ajustar horarios.

Islam and Media Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19669

Title: U.S. Media Framing of Muslim Immigrants

Session Type: Individual submission

Authors:

Name: Azhar Rashid

Email: azharreporter(at) gmail.com

Country: PK (Pakistan)

Affiliation: Teaching in hazara University Mnasehra

Name: Sadaf Naz

Email: sadafhu(at) yahoo.com

Country: PK (Pakistan)

Affiliation: Teaching in hazara University Mnasehra

Abstract: Purpose: This paper aims to explore the framing of Muslim immigrants in the right-wing U.S. media outlets. Media play a critical role in setting agenda about different issues. The current U.S. administration banned the entry of citizens of seven Muslim countries to the U.S. in early 2018. The U.S. government had said that it considered citizens of these countries a security threat for the U.S. Several newspaper reports noted that the current U.S. president is influenced by the right-wing media outlets such as Fox News. It is imperative to understand how those media outlets frame Muslim immigrants in their news stories. This paper offers an important insight into the media coverage of Muslim immigrants that has been understudied by academic scholars.

Methodology: Using framing analysis as a method, the author analyzed 27 stories published in the following elite U.S. media organizations about Muslim immigrants from January 2017 to December 2018: Brietbart News, and Fox News. As recommended by framing analysis scholars, the stories were analyzed for positioning of the information, syntax, words and phrases used, sources of the information, and priming.

Findings: The findings show that the U.S. right wing media sent out message about CPEC that were consistent with the U.S. government's rhetoric about Muslim immigrants. The U.S. media framed the immigrants as: 1) A security threat; 2) People whose culture conflicted with the U.S. culture; 3) Bad neighbors; 4) People who wanted to impose Sharia in the U.S.

Practical Implications: This paper offers an important insight into how the Western (U.S.) media and in turn the current U.S. government look at the Muslim immigrants. The author offers suggestions for improving the right-wing media coverage of Muslim immigrants.

Id: 20256

Title: Loyalist or Terrorist': Analyzing Netflix Original Movies Portraying Adversaries and Protagonists from Islamic Countries

Session Type: Individual submission

Authors:

Name: Abhijit Sen

Email: abzen2018(at) gmail.com

Country: US (United States)

Affiliation: Winston-Salem State University

Abstract: NETFLIX streams movies and TV series to the subscribers. NETFLIX, a multi-billion dollar company, also finances and produces original content for streaming to the audiences. Audiences today are now most likely sitting in front of a smart TV or a computer screen watching streaming 'long-form' TV shows. NETFLIX specializes in 'long-form' TV format – multi-episode, multi-season dramas which are now staple of online video streaming, the most popular form of programming today. NETFLIX movies and video series are produced and made not just in the U.S. but also in various countries, in different languages and by unknown directors. This paper will analyze and critically look at the portrayal of adversaries and protagonists in NETFLIX original content, specifically of characters and narratives from Islamic countries and cultures. The movies and TV series selected for analysis are Bodyguard, Nobel, Warrior, The Punisher and Sandcastle. Most of them have been produced and made in a non-U.S. country. The paper will be based on the media representation and stereotyping theory, and to some extent on Herman and Chomsky's propaganda model. The methodology used will be critical-historical analysis as normally used for film criticism.

NETFLIX, not being one of the major Hollywood studios, could be deemed to be relatively free of governmental influences. Historically, Hollywood has been known to churn out effective and entertaining PR and propaganda content for the government beginning with Wings (1927), an Oscar award winner for best picture. Hollywood got the military hardware and personnel to run the equipment in exchange for ceding creative control to the defense department. In return for their cooperation, the producers got the military's support and resources, in other words the armed forces were shown in a good light while the opponents were featured in a negative manner. Consequently, my assumption is that the movie actors and players representing foreign countries and cultures would be depicted in a fair, balanced and artistically appropriate manner in NETFLIX original movies and TV series than in a Hollywood produced content. This study would facilitate comparison of characters in various roles in films and TV series produced by different content creators.

Id: 20370

Title: Social media and the image of Muslims in China and in the U.S.A.

Session Type: Individual submission

Authors:

Name: Yuanyuan Wei

Email: weiyuanyuan.sdu(at) gmail.com

Country: FR (France)

Affiliation: Université Sorbonne Nouvelle

Abstract: Literature Review & Research Question

Empirical studies about the representation and image of Islam and Muslim in mass media and social media are on the rise. However, most tend to focus on western media and cases, with few on social media and cases in China and from comparative perspective of the West and the East. Researchers on Islam, Muslim, religion and media suggested that the image of Islam and Muslims were represented in a negative way in media (Saeed 2007, Akbarzadeh & Smith 2005) and the misrepresentations were rooted in western soil (Ogan et al 2013, Moore et al 2018).

From an empirical comparative perspective, this work examines the representations and the image of Islam and Muslim in news coverage in social media platform in the U.S and in China. It takes two terrorist attacks as case studies, the Orlando nightclub shooting in the USA, and the Kunming train station attack in China. This interdisciplinary research combines quantitative and qualitative approaches to investigate social media coverage of the two events, respectively in Twitter and its counterpart in China—Weibo. It uses social media analysis and communication sciences to explore: 1) how Islam and Muslims have been represented and framed on Twitter and Weibo; 2) the differences and similarities of media actors and citizens' attitudes and perceptions of Muslims in the U.S and China; and 3) what are the reasons for the deviances and similarities between the two countries.

Methods & Data

Twitter data about the Orlando nightclub shooting is collected by using Twitter APIs in full-archive searching with keywords “Orlando nightclub shooting”, “Muslim” and “Islam” for a period of one week from the 12th June 2016 (immediately after the event). Twitter data about Kunming Train station attack is collected the same way with keywords “Kunming Train Station attack”, “Muslim” and “Islam” for one week from the 1st March 2014. Weibo data about the two events is collected by using Weibo APIs in the same way, for the same date period, and with the same keywords but stated in the Chinese language.

Content analysis and sentiment analysis are used to analyze the four datasets. Semantic networks were used to provide visualization of the results with tables and graphs. Verbatims were also extracted to provide more qualitative insights.

Preliminary Results

Preliminary results show important differences. Chinese media actors on Weibo showed more neutral attitudes toward Islam and Muslims, while the attitude of Weibo ordinary users was more negative or even radical. American media actors on Twitter constructed differently the image of local Islam and that of China, while the Twitter ordinary users showed no evident divergence. Weibo users are concerned more about ethnical minorities issues and focus more on emotive expression, while Twitter users are concerned more about religious freedom, national security, and human rights. Reasons for these differences will be analyzed based on national interests, values, culture and media systems.

Id: 20428

Title: Critical study of Egyptian feminism from the perspective of activist Huda Shaarawi.

Session Type: Individual submission

Authors:

Name: Fátima Contreras Pérez

Email: fatconper(at) alum.us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Name: Marta Contreras Pérez

Email: marconper3(at) alum.us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: This study deepens the critical vision of the Egyptian activist Huda Shaarawi through her work *Harem Years: The Memoirs of an Egyptian Feminist* (1987). Her feminist and innovative position has been a reference in Egypt, and by extension, in the Arab world for the defense of women's rights in the Islamic world. Islamic feminism began to develop in the early twentieth century during the heyday of European colonialism in Egypt. After the demonstrations against the British occupation, a movement for the rights of women was born (ABU-LUGHOD, 2002, GOLLEY, 2003, KUBISSA, 2007, FAY, 2012). The emerging feminisms in Africa and Asia were nationalist feminisms, while in the emerging feminisms in the western colonizing countries various forms of colonialism were filtered, and for that reason, they were later called imperial feminisms. Soon a negative view on feminism was generated in Europe, interpreting it as an ideology against men. In this study we have adopted an interdisciplinary approach involving different areas of knowledge. Shaarawi has been a pioneer with his ideas on Egyptian feminist activism through his autobiographical work. In it she narrates her seclusion in a harem, a place where she will become aware of gender inequality and in which she will plot her social and political commitment to the Islamic woman. In this paper, Huda Shaarawi's intercultural trajectory towards feminism is analyzed through his personality in the colonial circumstances of his time. At the same time, she emphasizes her struggle for the equalization of women against the imposition of harems and the Islamic veil. The cultural relevance of Huda Shaarawi in the political and social history of Egypt has been the fundamental reason for his choice in this study. This activist generated with her companions a new stage in the history of Egyptian women and in the rest of the Arab and Islamic communities. Throughout this work we reconstruct their vital and ideological evolution under the influence of the West and the foundation of a feminism with its own identity in Egypt.

Id: 20453

Title: Beyond Representation: Muslim Voices, Satire and Digital Activism in Germany

Session Type: Individual submission

Authors:

Name: Katharina Schmoll

Email: 603195(at) soas.ac.uk

Country: GB (United Kingdom)

Affiliation: SOAS University of London

Abstract: The marginalisation of Muslim voices in Western public spheres and stereotypical media representations of Muslims and Islam has long been analysed in scholarship. Such research has been significant in disclosing and critiquing prejudices against Muslims and Islam in the West. Yet in order not to re-marginalise Muslims, it is also critical to explore and illustrate Muslims' agency.

With the case study of the online satire group 'Datteltäter', this paper explores mediated Muslim voices and activism of Muslims in Germany, aiming to further increase the visibility of diverse Muslim narratives in media and communication research. It analyses how young German Muslims engage in the public sphere on their own terms through social media, interact with their fellow Muslim and Non-Muslim citizens, negotiate or assert belonging, and react to right-wing populism and hate speech but also Islamism.

Founded in 2015, 'Datteltäter' is a group of several young German Muslims and non-Muslims that post weekly videos on YouTube, aiming to dispel stereotypes about Muslims and other minorities in Germany and building bridges with the wider society. Their name 'Datteltäter' is a combination of the German words 'Dattel' (date fruit) and 'Attentäter' (assassin/ attacker), thereby referring to common Orientalist stereotypes about Muslims as exotic, foreign and/ or violent.

This paper draws on a qualitative analysis of eight YouTube videos by the 'Datteltäter' and publicly posted comments, covering a diverse range of topics including racism within German society; prejudices within the Muslim community about other Muslims; hijab and clothing; refugees; fasting and the daily prayers; gender, family and dating; and right-wing populism as well as radical Islamism.

While so far, scholarship on German Muslims has widely concentrated on media representations using a framework of Muslims as minorities and migrants (Soliman 2017), this paper illustrates Muslims' agency and national belonging in a time where, following Europe's so-called migration crisis, the German far-right party AfD ('Alternative for Germany') is on the rise, having entered the German national parliament for the first time in 2016. While the German-language videos of the 'Datteltäter' are dubbed in English and potentially speak to an international public, the discourses are also clearly oriented towards the German public sphere. Criticising dynamics in both wider German society and Muslim communities, the 'Datteltäter' establish a space for negotiating and asserting new German diverse identities.

Regarding the conceptual framework, this paper builds on and contributes to emerging digital aspects of concepts such as voice and recognition (Couldry 2010), discussing the role of social media in supporting cultural citizenship, social cohesion and belonging.

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Couldry, N. (2010). *Why Voice Matters: Culture and Politics after Neoliberalism*. London: Sage.

Soliman, A. (2017). *European Muslims Transforming the Public Sphere: Religious Participation in the Arts, Media and Civil Society*. London: Routledge.

Id: 20578

Title: Media, Fitra and Providing Human Dignity With Emphasis on Islamic Vision

Session Type: Individual submission

Authors:

Name: Reza Vaezi

Email: emadvaezi(at) yahoo.com

Country: IR (Iran, Islamic Republic Of)

Affiliation: Islamic Republic of Iran Broadcasting University

Abstract: Undoubtedly, experts believe in the extraordinary power of the media and mass communication equipment in a way that media in current century is considered as one of the most important infrastructure factor in economic, social and cultural development, as far as it can be claimed that media of today is playing an outstanding role in society.

This phenomena, is the product of modern era, which has been formed based on societies and human needs. Due to the importance of media performance in all areas, certainly it plays a significant role in supplying, protecting, respecting or threatening human dignity.

The author believes that due to the humans' both parts, body and soul, which have their own desires, if media formed based on innate needs (that exclusively distinguishes man from other creatures) can ideally provide real innate needs and reinforce human dignity.

The essential requirement of forming such a media is to apply the theory of Innatism in theoretical field, as well as using relevant models instead of those which generally are based on human natural, apparent and instrumental needs.

According this model, media carry great responsibilities to the audience and their innate needs and of course, developing human characteristics is their main goal, therefore, media's messages and products are designed, edited, produced and released in accordance with these needs.

This kind of media, formed based on the nature in humanity (fitra), does not consider audience as an object, but paying significant attention to human's innate needs, happiness and benefit, also avoiding evil, that is the most important threatening factor of the human dignity, are at the center of its activity.

Therefore, in this research, the researcher has tried to present a model of media through applying the theory of Innatism in a descriptive-analytical approach which can be operationalized for all people, also supply and protect human dignity.

Key words: media, Fitra, human dignity, theory, model, Islamic vision

Id: 20720

Title: Islamophobia: Histories, Context and (de)Construction

Session Type: Individual submission

Authors:

Name: Zafar Iqbal

Email: drzafar.iqbal(at) iiu.edu.pk

Country: PK (Pakistan)

Affiliation: International Islamic University

Abstract: History helps us understand complex problems; but at times, it makes seemingly easy-to-understand issues appear exceedingly perplexing and intricate. Islamophobia is one of such terms / constructs, which would get further convoluted if you attempt to develop clarity on it with the help of history. Contemporary advances on the Islamophobia construct are fast-paced leaving more doubts than crystalizing it for a better understanding. Not only this, to have a simple and square understanding, Islamophobia has been associated with ‘fear or hatred of Islam and Muslims’ more often. Hostility, prejudice, racism, orientalism and many other negativities are baptised as Islamophobia, and some of the scholars resort to inventive approaches to explain and theorize Islamophobia. Since the release of Runnymede Report in 1997 and more after 9/11 catastrophe, the term is in abundance use and a huge literature has been produced on it so far involving all disciplines of social sciences. Nonetheless, sustained confusions in literature pose it to be a literature produced in haste.

The aim of this research endeavour is to destroy the confusions and myths from the literature, which generated more misunderstandings than resolving the problems the construct and phenomenon of Islamophobia is confronted with. Following hypotheses would help us generate debate on the serious issues concerning Islamophobia besides breaking some myth plaguing discussion on the construct:

- The phenomenon of Islamophobia is historic in nature, and has always been there since the birth of Islam in early 7th century.
- Islamophobia has not been defined in a systematic and scientific fashion in literature; rather efforts have been to include all negativities in its ambit without substantiating it with cogent rationale etc.
- Islamophobia is not a monolithic bloc or phenomenon; but a construct having multiple facets / dimensions.
- Literature produced on Islamophobia seems to have been produced in haste; hence, inundated with countless glitches.
- Orientalist’s perspective on Islamophobia has mostly driven the debates and definitions of Islamophobia, which is not more than a mere fab.
- Antecedents of Islamophobia are less debated in literature.
- Islamophobia has more often been discussed and debated in literature as a qualitative phenomenon.
- Islamophobia at various places is not the same in its nature and in terms of its antecedents; however, similarity in its manifestations is quite high.

Additionally, there are some established myths about Islamophobia, which are:

- Myth – 1: Islamophobia is a European hostility and prejudice towards Arabo-Muslim people (Said, 1978).
- Myth – 2: Islamophobia was born after the demise of communism; as a new enemy to the west (Huntington, Summer, 1993).
- Myth – 3: Islamophobia is towards Muslims, and not towards Islam (Halliday, 2010).

Id: 20728

Title: Public Relations In the Life and work of Prophet Muhammad (PBUH)

Session Type: Individual submission

Authors:

Name: Mohamed Kirat

Email: mkirat(at) qu.edu.qa

Country: QA (Qatar)

Affiliation: Qatar University

Abstract: This paper discusses the importance of public relations and communication in the life and work of Prophet Muhammad, peace be upon him (PBUH) to disseminate and spread Islam. The task was to propagate the teachings of Islam and to explain and elaborate on issues not fully explained in the Quran, through Hadith and Sunna (Essira Anabawia) –the daily life and conduct of prophet Muhammad. The mission was not simple and required a lot of skills, techniques and qualities to introduce a new way of life, values, concepts and principles to the people in the Arabic peninsula and around the globe.

Through Quran, Hadith and Sunnah (Essira Anabawia)- the life and conduct of the prophet Muhammad- this paper highlights the use of public relations and communication by prophet Muhammad to disseminate and convey Islam to the population of Kureish, the Arabic Peninsula and in the world. The essence of modern public relations, as stated by the late Edward Bernays in his book “Crystallizing Public Opinion”, lies in modifying attitudes, actions behaviors and efforts to integrate attitudes and actions of an institution with its publics, and of publics with those of that institution. This means, consent, persuasion, mutual understanding, two-way communication, mutual respect ,credibility, good will and cooperation

As a universal religion for all times and all humanity, Islam is a religion based on communication and public relations. Its principles are founded on democracy, freedom of speech, the right to know, the right of political opposition, the respect of human beings and human rights. Furthermore, Islam is a religion of tolerance, conviction, logic and science. All of these principles need communication, public relations, persuasion and logical thinking to be understood, adopted and practiced in real life by all Muslims.

Prophet Muhammad was a great communicator. He used public relations extensively to disseminate and spread the new religion. His task consisted of convincing people to change their attitudes by forming opinions and then transform such opinions into actions. This means the early followers of Muhammad had to quit their old habits and way of life and adopt new values, morals and ethics. The prophet was challenging a system that has existed for ages, and worked hard to introduce new principles and faith which destabilized a system based on coercion, force and injustice. Muhammad had many foes and enemies, but with his tolerance, sense of justice, high skills of communication and effective public relations, he was able to make everybody admire him.

Keywords: Prophet Muhammed, Quran, Hadith, teachings of Islam, sunna

Id: 21044

Title: Religion and Human Dignity: A Comparative Survey of Attitudes of a Muslim Country's Universities and Islamic Seminaries Students towards Feminism

Session Type: Individual submission

Authors:

Name: Muhammad Yousaf

Email: yousafspeaks(at) gmail.com

Country: PK (Pakistan)

Affiliation: School of Media and Communication Studies, University of Central Punjab, Lahore-Pakistan

Abstract: There is a widespread assumption that religion and religious beliefs influence public attitudes towards a range of issues. Feminism is a contentious issue in Muslim countries. However, the issue is overlooked and ignored when we look at the influence of the religion on the attitudes of the public of Muslim countries regarding feminism. The current study sought to survey the influence of religion and religious beliefs on the attitudes of a Muslim country's two Universities (University of the Punjab & University of Central Punjab) and Islamic Seminaries (Jamia- e- Naeema & Jamia-e- Ashrafia) Students towards Feminism. The study employs a quantitative methodology vis-à-vis survey method to collect data from 600 students, university students (n=300), and Islamic seminaries students (n=300). A purposive sampling technique was used to select respondents for this study. A survey instrument was constructed to measure the attitudes of the students. The survey was administered face to face to the respondents. The instrument for the Islamic seminaries students was translated into Urdu, a national language to remove language barriers and ensure data authenticity. The findings of this study would be significant for our understanding of the comparative attitudes of the university and Islamic seminaries students towards feminism in a Muslim country which has predominately Islam as a driving force in most of the aspects of people's lives. It is assumed that the university and Islamic seminaries students would have different attitudes towards feminism. Therefore, the findings would be useful for the policy makers to introduce Islamic feminism courses to enhance respect and acceptance of the females' role especially in the religious seminaries of the country.

Keywords: Feminism, a Muslim country, attitudes, Islamic seminaries, religion, human dignity

Id: 21188

Title: Soft power and its effect on stereotyping Arabic Muslim women: social media websites as a model

Session Type: Individual submission

Authors:

Name: Azza Abdelaziz

Email: azzaosman(at) hotmail.com

Country: EG (Egypt)

Affiliation: Sohag University, Alexandria Media Institute

Abstract: This research paper aims to monitor, analyze and explain the techniques and strategies used by the soft power, represented in social media websites, to shape the image of the stereotypical image of Arab Muslim women.

This image was described by previous studies as negative, distorted and superficial, as well as being characterized by ignorance most of the time.

Social media websites, however, have allowed women to present themselves as who they really are, and not as whom the media outlets want them to be portrayed.

This is the new media reality today that the image of Arab Muslim women is being formed within.

Will this carry signs of change?

Id: 21757

Title: Islamic Identity in the Contemporary Egyptian Media Discourse

Session Type: Individual submission

Authors:

Name: Fatma Elzahraa Elsayed

Email: zahraafat(at) cu.edu.eg

Country: EG (Egypt)

Affiliation: Associate Professor

Abstract: This research focuses on the potential development of the Islamic identity meaning across five years (2014-2018) by analyzing presidential speeches in two religious occasions; Lailat Al-Kadr during holy Ramadan and Prophet Muhammad birthday. The analysis associated with media interpretations and deliberations to the concept of renewing Islamic discourse and correcting the image of Muslims which is – according to their point of view- severely damaged by misinterpretations of Islamic holy texts.

Renewing religious traditional discourse has been always a contested issue in Egypt between the ruling authorities and the religious entities such as Al-Azhar Sheikh, Al-Mufti, and the civilian Islamic movements. The ruling authorities accuse Islamic discourse as a one-sided dogmatic communication that incites violence and supports terrorism and extremism. However, the Islamic entities tend to resist these accusations by distinguishing between the holy fundamental resources of Islam which are Quran and Sunnah, and the Islamic thought which is unholy human interpretations that vary by place and time.

The research employs discourse analysis of the vocal and written language of the Egyptian most famous newspapers and TV shows within the communicative events of the religious occasions to reveal the socio-psychological characteristics of the source and extract the Islamic identity that is being targeted and then reconstructed through the media.

The study would analyze 20 speeches; 10 are presidential and 10 are for religious references. In addition, 100 articles and 50 TV shows to detect the persuasion styles that are used by the media to convince the audience of renewing the Islamic traditional discourse in a logical, sentimental, or sensual ways.

The research aims to investigate three main questions:

RQ1- How presidential and religious references differ in justifying the significance of renewing the traditional Islamic discourse?

RQ2- What are persuasion styles employed by the Egyptian media to deliver the message of renewing and correcting the Islamic discourse?

RQ3- What are characteristics of the Islamic identity that is being targeted and reconstructed by the media throughout five years 2014-2018?

Id: 22289

Title: Religious Issues in the Iranian Press (1956-2006)

Session Type: Individual submission

Authors:

Name: Hossein Afkhami

Email: hafkhami48(at) yahoo.co.uk

Country: IR (Iran, Islamic Republic Of)

Affiliation: Allameh Tabataba'i University , Tehran

Name: Atiyeh Pirhadi

Email: atiyeh.prd(at) gmail.com

Country: IR (Iran, Islamic Republic Of)

Affiliation: Allameh Tabataba'i University, Tehran

Abstract: IAMCR Madrid 2019

7-11 July 2019 UCM, Madrid – Spain

Paper Presented to

Islam and Media Working Group

Religious Issues in the Iranian Press (1956-2006)

By: Hossein Afkhami , & Atiyeh Pirhadi

Abstract

This research examines content of religious issues in two daily papers Ettelaat (1925) and Kayhan (1941) over fifty years. These are just two newspapers that are being published continuously before and after the Islamic Revolution of Iran (1979). The choice of these two papers is aimed at comparing the content and structure of religious materials in an historical context.

In this research, systematic sampling was performed on six periods of the first two weeks of the month of Muharram in years of 1956, 1966, 1976, 1986, 1996 and 2006. The selection of the month of Muharram is due to its importance in promoting, educating and remembering religious and political values in the Shiite religion. A total of 118 copies of each of the two newspapers were examined and 1126 religious items were collected. The data were coded using quantitative method and analyzed by using SPSS software.

The findings of the research show that there is a significant difference between the content of the newspapers in the two periods of pre and post revolution. The use of news styles has increased in the three decades since the revolution and by contrast the number of religious advertisements has fallen. The largest number of published religious advertisements dates back to 1976. The number of advertisements published in the Ettelaat newspaper is almost twice as high as the Kayhan newspaper ads. Issues such as hadiths, mourning, and praise have increased in the years after the revolution. Published articles in Pahlavi period have more educational and religious publicity, while in the post-revolutionary period, these materials have more of a function of news and political propaganda.

Key Concepts: Religion, Pre and Post-Revolution Iran, Newspaper Functions, Kayhan Daily, Ettelaat Daily

Id: 22445

Title: Islamic Worldview as a Model for De-Westernizing Journalism Profession and Studies

Session Type: Individual submission

Authors:

Name: Basyouni Hamada

Email: bhamada(at) qu.edu.qa

Country: QA (Qatar)

Affiliation: Department of Mass Communication, College of Arts and Sciences, Qatar University

Abstract: In his article on “journalism studies and Western bias”, Thomas Hanitzsch argues that despite the productive attempts to globalize journalism studies, Western hegemony still prevails in the way scholars approach, and understand journalism on a global scale(Hanitzsch 2018). In fact, the Western model of journalism culture in terms of its liberal democratic tenets and professional practices have become a benchmark against which journalism is assessed in the rest of the world especially in the Arab Muslim countries. Hanitzsch as well as other scholars(Hallin and Mancini 2004) believe that journalism must be truly international not just in quantitative terms (publications outlets and outputs, conferences and subscription in international journalism societies), but also by recognizing other indigenous cultural perspectives and intellectual paradigms that govern journalism practices in the rest of the world.

This paper is based on the argument that Islamic worldview has the potentials to provide an alternative intellectual and practical paradigm that enriches and guide both journalism scholarship and profession. Communication scholars in North America and Europe will continue unable to truly understand journalism as a global profession even inside their own cultural context unless they look at the profession from a global perspective. The Islamic perspective does not claim its supremacy over Western or non-Western journalism culture/s, instead, it accommodates other cultures and respects diversity. Global journalism is being transformed everywhere due to substantial changes in economic and technological foundations governing traditional media. As such, the role played by the traditional Western Liberal norms has to be revisited in a rapidly changing world of digital journalism.

The main questions this paper seeks to answer are simple but important: What does the Islamic worldview offer to journalism culture and practice in the era of digital journalism? To what extent, does the Islamic worldview insure that news reporting and investigative journalism are operated to preserve journalists’ freedom and journalism independence? What are the roles of journalists as perceived by the Islamic worldview? How does Islamic worldview approach the global issues of journalism such as journalists’ safety and impunity, linkages between politicians and journalists and censorship? Finally, to what extent Islamic worldview help establish an independent way of thought to approach and examine the modern journalism issues.

The purpose of this paper is twofold: First, to introduce the Islamic worldview as an alternative to the Western professional journalism model. Second, to discuss a conceptual groundwork for future journalism studies that is mainly premised on the tenets of Islamic worldview. To answer these questions, a critical assessment of relevant empirical and theoretical research will be examined.

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Id: 23122

Title: Contested Identities and Blogosphere: The Case of Violence and Victimization of Hazara Community in Pakistan

Session Type: Individual submission

Authors:

Name: Uzma Aleem

Email: uzaleem1(at) gmail.com

Country: PK (Pakistan)

Affiliation: Lahore College for Women University, Lahore, Pakistan

Name: Abida Ashraf

Email: abidaejaz(at) gmail.com

Country: PK (Pakistan)

Affiliation: Institute of Communication Studies, University of the Punjab, Lahore

Abstract: The war against terror witnessed an upsurge of sectarian violence in various Muslim countries including Pakistan. These violent conflicts against different sects particularly Hazara community i.e. Shi'ia ethnic minority, have been a matter of concern since Quetta massacre of 2013 against Hazara community in Pakistan. Almost 200 people were killed in two consecutive horrific incidents of terrorism in January 2013 and February 2013 (Report, 2013) (Azher, 2013). Thus, this massacre enraged nationwide protests and media reports regarding violence against Hazara community and captured the attention of people across the globe (Nazish, 2013). Research studies show religious and sectarian conflicts became most apocalyptic when they were carried along ethnicity (Galdini, 2014; Kasbarian & Mabon, 2016; Robinson, Connable, Thaler, Scotten, 2018; Petrokkos, 2018).

According to a report presented to Senate of Pakistan in 2018, more than 3,000 people of Hazara community have been killed during last seven years (Shahid, 2018). Lives of members of Hazara community have been marred with violence due to their sectarian and ethnic identity (Siddiqi & Mukhtar, 2015). Mainstream media tend to marginalize the issue of target killings of Hazara community.

The growth of digital participatory media like blogosphere has become an alternative platform that has altered the information space in the conflict ridden societies (like Pakistan) by providing tools to more and more people (both parties of conflict) to disseminate their reflections to the world (Sigal, 2009).

While keeping in view these premises, the researchers intend to analyze the role of digital media particularly blogs in shaping and re-shaping the identities of Hazara community in the wake of violence against them under the realm of communication theory of identity. Since Hecht (2002) reasons that identity cannot be segregated from communication, particularly in the digital age, when digital technologies are not only changing and challenging the identity enactment rather creating new possibilities for ethnic and sectarian groups. Thus, with an aim to explore the impact of violence on ethnic and sectarian identity of Hazaras in the age of digital media this study has employed two research methodologies: quantitative and qualitative content analysis of blogs related to Hazaras; and intensive interviews of members Hazara community sampled through snow ball sampling technique. This study reveals how blogs run by members of Hazara community and

general bloggers are affecting the contested sectarian and ethnic identities and religious orientations of Hazaras in Pakistan. While considering the continued situation of violence against Hazaras, role of state institutions is also being discussed in the emergence of relational identities of Hazaras.

Id: 23200

Title: The role of religious ethical values in journalism practice in Pakistan

Session Type: Individual submission

Authors:

Name: Bushra Hameedur Rahman

Email: bushrajk(at) gmail.com

Country: PK (Pakistan)

Affiliation: Institute of Communication Studies, University of the Punjab, Pakistan

Abstract: Media is considered to be a profit-oriented industry driven by the exploitative capitalistic system aiming for nothing but monetary interests. Nevertheless, it is also argued that the very conventions of this industry are based on the ethical foundations of religious values. In this context, the present study is an attempt to see how far religious ethical values are considered to be part of journalism practice in Pakistan. As Pakistan is considered to be an ideological state, the question of bringing in the religious ethical values in journalism education and professional life becomes quite relevant. The present study, through a survey of the electronic and print media journalists of Lahore, aims to explore whether journalists see themselves as agents of change by consciously bringing in their religious ethical values in their everyday discussions and through their own example? How far do they see themselves compromising their religious values in their professional life? And lastly, do they ever apply the Golden Rule of compassion- thinking of the other by placing themselves in the shoes of the other?

Id: 23265

Title: Contested Truths in the Digital Media: Coverage of Aasia Bibi's Blasphemy Case in the Religious and Non-religious E-newspapers

Session Type: Individual submission

Authors:

Name: Abida Ashraf

Email: abidaejaz(at) gmail.com

Country: PK (Pakistan)

Affiliation: Assistant Professor Institute of Communication Studies, University of the Punjab, Lahore, Pakistan

Abstract: In the developing countries, portraying conflicts has been a monopoly of state actors and their colonial masters for a long time however, the situation seems to be different due to digital/online/citizen journalism and active participation of non-state actors as producers of the content (Mortenson, 2014). Media has become an important source to provide information on religious issues. According to Pakistan 2015 International Religious Freedom Report, media coverage of issues related to religious minorities is getting better however, there are instances of media making inappropriate reference to minorities and using inflammatory language. The report says, "Human rights and religious freedom activists and members of minority religious groups reported they continued to be hesitant to speak in favor of religious tolerance due to a societal climate of intolerance and fear" (Pakistan 2015 International Religious Freedom Report, p. 18). In the given scenario, it seems interesting to critically evaluate and compare the news coverage and treatment of the said blasphemy case. This study analyzes two online dailies; Asia News and the Express Tribune for the coverage of Aasia Bibi blasphemy case in Pakistan (Aasia Bibi is a Christian and belongs to minorities). Asia News is a Christian online newspaper and an official news agency of the Roman Catholic, whose editor-in-chief is Father Bernardo Cervellera. He also heads the official news agency of the Vatican, Agenzia Fides. Asia News has its correspondents in many countries including Pakistan. All the news items with the search words 'blasphemy' and 'Aasia Bibi' are selected from a period of four months starting from October 8, 2018 (last hearing and Pakistan Supreme Court's decision date), to January 29, 2019 (decision of Pakistan Supreme Court on the writ petition by the Islamic radicals).

Id: 23556

Title: Malala Versus Drones: The Perpetuation of Orientalism through a Case Study of Worthy and Unworthy Victims in Pakistan

Session Type: Individual submission

Authors:

Name: Firasat Jabeen

Email: fjabeen(at) g.clemson.edu

Country: US (United States)

Affiliation: Clemson University

Abstract: This paper examines the media portrayal of Malala Yousafzai (Pakistani Nobel Prize winner and an activist for female education) and the victims of US drone attacks in Pakistan. In this analysis, I compare the portrayal of these issues/events in US and Pakistani newspapers. My analysis argues that in the contemporary context, the issues of orientalism and imperialism perpetuate for the marginalized and underrepresented groups of Pakistan. My paper is aligned with the 'Islam and Media' working group of the conference in the sense that it studies the intersection of orientalism (from a Pakistani standpoint, a predominantly Muslim majority country) and media portrayals for downtrodden groups in Pakistan. Overall, my paper not only provides a news analysis of the portrayal of Malala Yousafzai and the drone attack victims, it also observes that once again, we are back to Edward S. Herman and Noam Chomsky's ideas of 'worthy and unworthy victims.' Thus, considering Herman and Chomsky's views alongside Edward Said's Orientalism, my paper explores the aspects of uses and abuses of power for traditionally marginalized sections in Pakistan.

Furthermore, this paper focuses on the intersection of the ongoing nature of orientalism and the political economy of communication. I study how a biased representation portrays some victims as worthy, whereas others are unworthy. Specifically, I analyze the coverage of two Pakistani incidents—the Malala Yousafzai case (for the year 2012) and the US Drone Strikes case (for the year 2010) in four newspapers (two US—the New York Times, and the Wall Street Journal and two Pakistani—The Nation, and Daily Times). This study argues that the US media's selective representations lead to the perpetual cycle of orientalism for post 9/11 Pakistan. By employing the methodology of critical discourse analysis, this paper offers an empirical component in the study of orientalism and presents a thorough and comprehensive analysis of the relentless process of orientalism.

International Communication Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19487

Title: Social Media Role in Relieving the Rohingya Humanitarian Crisis

Session Type: Individual submission

Authors:

Name: Fatma Elzahraa Elsayed

Email: zahraafat -at- cu.edu.eg

Country: EG (Egypt)

Affiliation: Associate Professor

Abstract: This research explores the possibilities and limitations associated with utilising new media technologies in relieving humanitarian crises by focusing on the Rohingya case. The main interest is to approach a conceptual communication framework based on the current Rohingya refugees' perceptions about social media networks and mobile apps and the potential suggestions to optimise its usefulness in relieving their crisis. Addressing the obstructive challenges that interrupt the new media technologies functionality is another objective of the study.

The methodological design is an attempt to apply the mixed methods technique that interlace qualitative findings of the questionnaire that would be distributed to the British Rohingya refugees' community in Bradford/UK with the qualitative outcomes of the semi structured interviews with Rohingya and Bengali professionals, academics, and activists to reach an inclusive investigation to the research questions. An examination to the significance of relationships between Rohingya demographic attributes and their preferences and perceptions toward social media platforms and mobile apps is substantial to explore the dominant factors that may influence the relationship between the Rohingya and different media platforms.

Studying the Rohingya crisis led to reconsideration of the validity of applying the traditional crisis communication models during humanitarian disasters as a short-term strategy takes into account the extensive political and historical background that requires an alter treatment based on the Rohingyas specificity. On the other hand, the social information processing model to interact with users' interactions as a long-term strategy includes the uploaded and posted content on social media networks should be applied before and after the crisis to eliminate hatred speech, divisiveness discourses, and focus on building social peace and spread love and forgiveness values.

To approach a communication model that explains the functionality of the social media platforms and traditional media performance in relieving the humanitarian crisis of the Rohingya, three aspects should be considered. First, the media governmental policy that believes in empowering people with media is better than depriving them of expressing themselves. Second, the NGOs can compensate the communication inadequate by providing communicative alternatives and facilitate accessing services in addition to its role to eliminate media illiteracy that may lead to media misuse. Finally, the Rohingya themselves should broaden their vision to the potential horizons of using social platforms and be aware of new media technologies possibilities and limitation that optimise the supportive functions to their cause.

Id: 19499

Title: Cultural Proximity and Genre Proximity: How do Chinese Viewers Enjoy American and Korean TV Dramas'

Session Type: Individual submission

Authors:

Name: JIA LU

Email: lujia_tamu -at- mail.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Name: XINCHUAN LIU

Email: franksmart -at- 126.com

Country: CN (China)

Affiliation: Peking University

Name: YAOYAO CHENG

Email: cyythu -at- sina.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: In China, watching foreign television dramas is not only an important means to know about the outside world but also a trendy lifestyle. The popularity of foreign TV dramas reflects the cultural logic of media globalization, which is shaped in two competing processes – globalized demand of media industry and localized demand of indigenous cultures (Waisbord, 2004). Thus, Chinese viewers' consumption of foreign TV dramas is simultaneously global and regional (Chan & Ma, 1996). American and Korean dramas are respectively characterized with global and regional features, and become the most popular in the Chinese market.

This paper aimed to examine this transnational viewing process, in which Chinese audience watch American and Korean TV dramas. Specifically, cultural proximity and genre proximity were adopted to predict media involvement and enjoyment. The theory of cultural proximity was often used to explain transnational media consumption. It argued that audience would like to choose media products that are proximate to their own cultural backgrounds (Straubhaar, 1991). As an extension of cultural proximity, genre proximity refers to particular genres, which have similar structures, formulas, and archetypes that can reach past cultural differences and be accepted in different countries (La Pastina & Straubhaar, 2005).

Staying at the heart of media entertainment, enjoyment was used to describe the outcome of viewing experiences (Vorderer, Klimmt, & Ritterfeld, 2004). It was often defined as “a general positive disposition towards and liking of media content” (Nabi & Krcmar, 2004, p. 290). Raney and Bryant (2002) saw enjoyment as a consequence of the interactions between audience and media contents, where audience input cognition and affect, and media input characters and the narrative. Levy and Windhal (1985) used the term of involvement to capture the interactions between audience and media, referring to individuals' personal participation in message reception, involving cognitive engagement in information processing and emotional reaction to media content (also see Perse, 1990). Prior studies generally pointed out two major categories – involvement with

characters and involvement with the narrative (Green & Brock, 2004; Greenwood, 2008; Greenwood & Long, 2009; Murphy et al., 2011).

A quantitative content analysis was conducted to study Chinese viewers' comments and ratings for American and Korean dramas at Douban.com, one of the largest social networking platforms in China. A cluster sampling method was used to obtain a sample of 16,440 comments from 411 TV dramas in a period of 2016 – 2017.

Statistical analyses found that cultural proximity failed to predict enjoyment but succeeded in explaining involvement. It also revealed two different routes to enjoyment – to enjoy Korean dramas through involvement with characters and American dramas through involvement with the narrative. In addition, cultural proximity served as an alternative resource to alleviate the mutual reliance between involvement with character and involvement with the narrative.

Genre proximity was found in action/crime but not in fantasy/adventure. Genre difference also affected involvement. Romance and horror/crux respectively had higher level of involvement with characters and involvement with the narrative. In sit-coms, overdependence on performance highlighted involvement with characters through which Chinese viewers acquire enjoyment and accept the narrative.

Id: 19537

Title: Research on Foreign Online Celebrities of We-media in China: Based on 57 Bloggers in Sina Weibo

Session Type: Individual submission

Authors:

Name: Jie Cui

Email: 251232215 -at- qq.com

Country: CN (China)

Affiliation: Minzu University of China

Abstract: Introduction: With the development of international exchanges and Internet celebrity economy, more and more foreigners are attracted to become online celebrities in China, most of whom master fluent mandarin and know Chinese audiences' preferences. The main objective of this study is to identify features, influences, and problems of these foreign online celebrities.

Materials and methods: data mining and content analysis. 57 foreign celebrities with followers > 200 in Sina Weibo. Their countries, followers, registration date, and top contents are collected. Influences are assessed by Analytic Hierarchy Process.

Results: Foreign online celebrities usually have long net ages from three to five in Sina Weibo. They post 1204 twitters on average. Most of them come from Japan, America, Britain and Korea, and live in Beijing and Shanghai at present. Individuals are the majority while organizations are more influential. For example, Foreigner Research Institution, founded by a group of foreign students from Israel, America and British at Tsinghua University, has attracted 2,582,402 followers and been reported by Chinese official media. Besides, short videos, especially series, are dominated. Contents not only include China's society, culture and food, but also include their own cultures. For instance, OMG Laughing Club has three series: OMG Feeding Room which invites foreigners to comment on Chinese pop stars, Little Ma's Food (a British man looks for Chinese food in Britain), and OMG Questions which interviews foreigners and Chinese on the same topic to compare differences between foreign countries and China.

Conclusions: Foreign online celebrities usually focus on vertical fields, such as recommending foreign special products. What's more, they pay attention to interactions with fans. Korean Dongdong, for example, often gives presents to her fans through transmitting and lottery. Thirdly, collaboration is given the priority. Fourthly, they cater to mainstream values in China. For example, Gao Yousi, the leader of Foreigner Research Institution, often volunteers to experience different Chinese roles, such as delivery man, village schoolmaster, and Taobao shopkeeper. Finally, they also actively frame positive images of their own countries. Foreigners in Neighbor, for example, operated by two African men, often introduces African customs to break Chinese stereotypes.

However, they have their own hidden potential crisis. First of all, homogenization of content: differences between China and foreign countries are too much. Beauty fatigue is emerging. Secondly, some individuals are motivated to create high-quality videos at first, yet gradually lose passion. Finally, to catch Chinese's eyes, some foreign bloggers blindly flatter China. For example,

Fu Lifang, a Britain, once made a video, titled “After eating Chinese steamed stuffed bun, a Britain considered British hamburger rubbish.”

Id: 19572

Title: Above the law and below poverty: Digital activism and online publicity in the Global South

Session Type: Individual submission

Authors:

Name: Payal Arora

Email: payal_arora04 -at- yahoo.com

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam

Abstract: In a favela ruled by the drug lords in Rio de Janeiro, an activist uses Facebook Live to capture the dealings in his neighborhood, putting himself and some of his community members at risk (Arora, Forthcoming). In Jeddah, Saudi Arabia, a few teenage girls Instagram the fashions of the week, unveiled, an act that can be persecuted by the morality police. In Jammu and Kashmir, some activists through the hashtag #justiceforkathua draw attention to the case of an eight-year old nomadic girl who was gang raped, defying the privacy law on revealing identities of minors. Contrary to the popular narrative of activists in the Global South seeking to be protected through anonymity, many at the margins continue to put themselves at high risk by being visible and heard (Ganesh, Schulte, & Deutch, 2016).

These are just some of the many cases that shed light on the tensions between privacy, law, and protest. The General Data Protection Regulation (GDPR) holds the law as sacrosanct and sees it as the key weapon to fight against the rising privacy violations in today's platform age (Albrecht, 2016). Implicit in this sweeping and major reform is that society can transform for the better by reigning in corporations and changing platform design and usage through governance rooted in human rights. GDPR centers individual choice and data protection as its cornerstone innovation, serving as not just a golden standard to privacy regulation but a global standard (Sloot & Zuiderveen Borgesius, 2018).

The fact is that an estimated 25 percent of the world's urban population live in informal settlements, with 213 million residents added to this kind of global habitation in last year alone (Arora & Scheiber, 2017). For this kind of vast and global marginalized public, laws are often an obstacle to justice or may be subservient to parallel systems of local governance and traditional social norms. Drawing from the author's decade of ethnographic fieldwork on activism among vulnerable communities beyond the West, (India, Brazil and recently South Africa and Namibia) and content analysis of empirical, theoretical and popular media narratives on visibility and activism in the Global South, this paper critiques the question of whether privacy and activism are after all compatible. GDPR while well intended, may have created a privacy universalism, reminding us of how privacy is a privilege and a luxury for the global marginalized majority.

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Id: 19986

Title: The internal and external soft power dimensions of the Chinese government's new governance approach in the age of noopolitik

Session Type: Individual submission

Authors:

Name: Zheng Li

Email: zheng.li11 -at- hdr.mq.edu.au

Country: CN (China)

Affiliation: Macquarie University

Abstract: Soft power has two vectors – internal and external – as theorized by Chitty: Good governance and rule of law represent high-quality internal soft power (or I-soft power) that generates external soft power (or E-soft power) as a by-product. This paper further examines this proposition empirically in the Chinese context to understand better the relationship between rule of law, governance approach, soft power, and discourse power. It draws on Western and Chinese literature on rule of law, governance, soft power and discourse power. China has begun to play an increasingly important role in the international community as the second largest economy in the world. Being sensitive to wariness in the international community of its military development, a development that it views as commensurate with its economic size, China invests heavily in developing soft power messaging resources to influence attitudes and discourse. However, Some commentators have argued that China's soft power strategy places too much weight on the mediation of its cultural resources (which Chinese scholars call soft power) and too little weight on the mediation of its political values and governance approach such as emphasizing rule of law (which the Chinese classify under discourse power). After 2013, the new administration initiated an anti-corruption campaign that has gained international media attention and attracted considerable discussion in Chinese social media and in the press and academy. This anti-corruption campaign is selected as a case to examine if China's efforts to curb corruption and enhance its rule of law are viewed as an enhancement of its soft power overseas. As there are several distinctions in China's political discourse compared with the Western understanding of rule of law and good governance, China's efforts to improve its rule of law and governance approach might seem unique and debatable from the Western perspective. This paper throws light on how Australian intermediate elites view China's anti-corruption campaign and its governance approach. A case study of China's anti-corruption campaign examines if western observers view China's efforts to curb corruption and enhance its rule of law as an enhancement of its soft power. This paper will answer the following research questions: Is China mindful of potential E-soft power effects of its governance and rule of law stances and practices? What are the views intermediate elites in the Australian public diplomacy policy community on China's governance approach and its soft power implications? How do Chinese and Australian newspapers reportage on China's governance approach and anti-corruption campaign compare with each other? In-depth interviews with policy community members in Australia and Chinese and Australian news media frames will offer data for frame analysis. The results show a lack of congruence between Chinese intended frames as culled from Chinese media and preferred frames as evinced in Australian media and interviews with members of the Australian public diplomacy policy community.

Id: 20081

Title: Twitter, race and 'sousveillance' in South Africa

Session Type: Individual submission

Authors:

Name: Tanja Bosch

Email: tanja.bosch -at- uct.ac.za

Country:

Affiliation: Centre for Film and Media Studies University of Cape Town

Abstract: This paper explores social media conversations about race and racism in South Africa, arguing that processes of polarization can privilege certain positions. More specifically, the paper explores notions of surveillance and social media etiquette, i.e. what is acceptable to post about others, taking into account the notion that etiquette is a contested space and is governed by politics of inclusion and exclusion. More specifically, the paper is based on qualitative content analysis and discourse analysis of Tweets using specific hashtags. These will include hashtags such as #AshwinWillemsse – referring to the incident in which a black rugby commentator and former national team player accused his fellow white commentators of racism on national television, resulting in a huge social media debate on the issue. “Posts on Facebook and Twitter have also led to major controversies around racism and identity politics, ranging from racist comments made by a DA member and estate agent Penny Sparrow about Black people on South African beaches during the festive period, to a judge, Mabel Jansen, who claimed in a Facebook exchange that race was part of black ‘culture’, to the student activist Ntokozo Qwabe who used Facebook to gloat about having refused to pay a White waiter a tip until she ‘returns the land’” (Wasserman, 2018, 163).

While hashtags are used to mark interpretive frames, the paper explores how and why platforms like Twitter have become important sites for activism around issues of racial Inequality. Methodologically, this paper uses a mixed methods approach, creating a dataset using the open tool Mecodify, and exploring the notion of hashtag activism, hashtag ethnography and the contested notion of the hashtag as a field site. Theoretically, the paper draws on Papacharissi's (2015) work on affective publics, which focuses on affect as one of the main driving forces of internet engagement, participating in online conversations with narratives of the self. She proposes that affective engagement revives political discussions and promotes engagement.

The paper also draws on Chen's (2017) work on online incivility and public debate, who explores how and when online incivility can lead to strategies to reclaim the online public debate. Chen (2017) describes incivility as (online) speech which exhibits “at least one of three main attributes: insulting language or name-calling; profanity; and a larger category that encompasses stereotypes, and homophobic, racist, sexist, and xenophobic terms that may at times dip into hate speech... Incivility is part of a larger continuum of aversive speech that both violates what is considered normal in conversation and also has the potential to cause harm (6). In addition, Steve Mann's concept of ‘sousveillance’ also becomes relevant in this exploration. This refers to the notion of watching from below (sous = below in French), i.e. ordinary people watching as opposed to being watched from above. “The act of holding a mirror up to society, or the social environment, allows

for a transformation of surveillance techniques into sousveillance techniques in order to watch the watchers” (Mann and Ferenbok, 2013).

Id: 20089

Title: A non-state media system: the Kurdish example

Session Type: Individual submission

Authors:

Name: Kerem Schamberger

Email: kerem.schamberger -at- ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig-Maximilians-University

Abstract: Following discussions on how to analyze different media systems (e.g. Hallin & Mancini, 2005; Blum 2005; Meyen, 2018) and bridging some of the core topics of the International Communication Section in Madrid (e.g. the influence of new technologies, the development of the internet / social media) this paper looks at the non-state media system of the Kurdish people in the Middle East.

With more than 30 million people worldwide, the Kurds are the largest people without an own nation-state. They primarily live in four countries: Turkey, Iraq, Syria and Iran. With the dissemination of satellite television in the early 1990s and, later, with the advancing possibilities of the internet in the last 25 years, an independent cross-border Kurdish media system developed with its own organisations, values and rules. Here, characteristics do not seem to be national borders, but a common language and culture. At the same time, Kurdish media are in conflict with the respective nation states where they are being produced. In Turkey, Kurdish media services are banned, and several dozen Kurdish journalists are imprisoned. In northern Iraq and northern Syria, Kurdish media have only been able to develop with a relative freedom in recent years and are still exposed to governmental threats from Baghdad and Damascus. Using the example of the Kurds, this paper discusses the functioning of a media system without national borders, ensuring the trans-national dissemination of news.

The theoretical basis is that of the actor-structure-dynamic developed by the German sociologist Uwe Schimank (2007). It examines the interaction between individual action and social structures. Three types of social structures are important here: structures of constellation (resources, etc.), of expectation (laws, agreements, etc.) and of interpretation (e.g. journalistic beliefs, self-images). These structures restrict and, at the same time, enable the actions of actors. Schimank's complex theory provides the basis for a category system that structures the qualitative research process and allows intersubjective understanding.

This paper is based on 39 interviews with journalists from various Kurdish media, civil servants, military personal and representatives of journalists' associations, which were conducted during several stays in Northern Iraq (South Kurdistan) and Northern Syria (West Kurdistan) in 2017/2018, and by Skype in Eastern Turkey (Northern Kurdistan). The interviewees were chosen according to the category system and the factor reachability. This was added by field observation, for example in various editorial offices, and a collecting of documents.

Following Schimank theoretical approach, the talk provides insight into relatively new media structures established by different Kurdish actors, the self-image of Kurdish journalists, the influence of the internet, and those media outlets dependent to different political parties.

Id: 20099

Title: Does Political Generation Matter' Examining the role of Internet use in four modes of political participation in Taiwan

Session Type: Individual submission

Authors:

Name: Xiaomei Sun

Email: xsun95 -at- wisc.edu

Country: US (United States)

Affiliation: University of Wisconsin-Madison

Abstract: The impact of Internet and social media use in political participation has been discussed in numerous studies. However, most studies focused on the West and the role of the Internet in Asian societies is still not fully understood. Scholars have found different factors that could affect the relationship between Internet use and civic engagement, such as socio-economic status, social network, personality, and other related factors. However, the influence of “political generation” has not been examined. Borrowed from political psychology, “impressionable year” is a hypothesis which argues that there is a lasting effect of experiencing political events during late adolescence and early adulthood on individual’s political behaviors. Those generations who have experienced the same political events during the same time period are categorized as one political generation. This study thus aims to look at whether political generation matters in relation to the role of Internet and social media in political participations in Taiwan. The political generation is classified into two groups for the analysis: the younger political generation who was born in 1979 and before and the older political generation who was born after 1979 based on historical events and memories in modern Taiwan. The data analyzed in this study is derived from Asian Barometer (Wave IV), conducted between June and November of 2014 in Taiwan by face-to-face interviews. Through descriptive analysis, Chi-square test, and multiple regression analysis, this study found that the two political generations behave differently in voting and election campaign. The older political generations are more likely to vote and participate in election than the younger political generation. In addition, political generation also has a moderation effect on expression of ideas and unconventional participation, such as protest. Instead of simply considering age as numbers, this study takes a step further to look at the implication of those political events behind age. As significance of this study, it contributes to our understanding of the relationship between digital tools and political participation in a new emerged democracy as well as within an Asian society, with consideration of a broader context, political generation.

Id: 20106

Title: Evaluating International Mediated Public Diplomacy Efforts towards Empowering Women Rights in the Arab World through In-Depth Analysis of Social Media: A comparative study of BBC, Aljazeera, Al-Arabiya, Russian Today and France24

Session Type: Individual submission

Authors:

Name: Hamed AL-Hasni

Email: hamedalhasni-yati -at- hotmail.com

Country: CN (China)

Affiliation: Tsinghua University - China

Abstract: In the age of information, the world is witnessing rapid changes in various arenas that required the mediated public diplomacy to familiarize the new advanced technology on term of dealing effectively and reacting speedily with global affairs, particularly human rights issues. For instance; RT extended its global spread via the adaptation of various social media platforms including Twitter, Facebook, and YouTube (Kelly, 2012).

Lately, the world community has paid a great attention over human rights issues in the Arab world, which suffers from massive of wars and changes in political systems as well as the grave tensions in regional and international relations, for instance; the diplomatic ties between Canada and Saud Arabia has been frozen over human right concerns on Aug, 2018.

Consequently, the significant of the study aims to examine the mediated public diplomacy efforts of top five international broadcasters to the Arab world namely; BBC, Aljazeera, Al-Arabiya, Russian Today, and France24 through evaluating their coverages of women rights issues specifically the case of Saudi women (Rahaf Al-Qnoon) who got asylum in Canada and highlighted globally on January, 2019.

Accordingly, the Theoretical framework of current study has inspired by Golan (2013) integrated model of public diplomacy. The first level of Golan (2013) model it's to deals with mediated public diplomacy, the second level with nation branding and the third level with relational public diplomacy. The mediated public diplomacy approach is concentrated on government efforts to shape and effect it's framing in the global news media (Entman, 2008). The success or failure of mediated public diplomacy efforts can have straight consequences concerning global public opinion (Manheim, 1994).

For the purposes of the present study, we use Entman's (2004) definition of framing: "selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and solution". By comparing the BBC, Aljazeera, Al-Arabiya, Russian Today, and France24 beyond their coverages the case of "Rahaf".

Systematically, the current study applied social media analytics method which combines different methods to create insights, such as, sentiment analysis, social network analysis, topic modeling, trend analysis (Thelwall, 2018). Evaluators of public diplomacy believe that a mixed-method

approach, integrating the collection of both quantitative and qualitative data, produces the accurate and best evaluations for public diplomacy efforts (Banks, 2011).

The author conducted In-depth analysis of top 100 user comments on top 10 most viewed YouTube videos and content analysis of top 10 most viewed YouTube videos, user comments number, views, Likes and headlines, which have been broadcasted by the BBC, Aljazeera, Al-Arabiya, Russian Today, and France24 in YouTube during their coverages of “Rahaf” case. The comments were collected on 29th January, 2019 using YouTube comments scraper software.

The main finding indicates that international frame-building and public engagement have played a major role to brand BBC and Aljazeera as more effectively than Al-Arabia, France 24 and RT.

Keywords: Mediated Public Diplomacy, International Broadcasting, Women Rights, Social Media Analytics, International Frame-Building

Id: 20290

Title: Expanding Public Debate or Narrowing the Options' Examining the Impact of India's Top English Language Political Talk Shows

Session Type: Individual submission

Authors:

Name: Prashanth Bhat

Email: nrbhatprashanth -at- gmail.com

Country: US (United States)

Affiliation: University of Maryland

Name: Kalyani Chadha

Email: kchadha -at- umd.edu

Country: US (United States)

Affiliation: University of Maryland

Abstract: As a genre prime time news and current affairs talk shows occupy a distinct space within the Indian television universe. Typically built around a single editor/interrogator and invited guests, talk shows have come to constitute a relatively inexpensive format which most leading news channels deploy to brand and market themselves. As a result, even though the viewership of such shows tends to be confined to the urban educated elite in the country, they have been increasingly “embraced,” by news channels and according to Mehta (2008) have come to “serve as important agencies for political debate,” and have been “harnessed explicitly in the political arena,” their implications for public deliberation remain open to question. Put differently, although prime time talk shows are characterized by an “argumentative,” and “animated” style, in which politics and spectacle are closely intertwined, the extent to which such shows make “the news more comprehensible and interesting,” and enhance the “potential of “rational-critical” debate,” as has sometimes been asserted (Harrington, 2005), remains unclear at least in the context of India. This chapter seeks to explore the role of these talk shows as a form of political communication focusing primarily on the two most-watched English news channels, Times Now and the newly-established Republic TV. In exploring Times Now shows such as Newshour and India Upfront as well as Republic’s Debate and The Nation Wants to Know, the chapter will seek to analyze both the manner of presentation adopted by these programs (which not surprisingly tend to differ significantly from the stylistic conventions of their Western counterparts) as well as their content both in terms of the participants invited and the range and types of topics discussed. In doing so, it will examine the relationship between these shows and the manner in which they engage with the country’s political discourse. That is to say, do the style and content of these shows amplify or challenge dominant political beliefs, especially those associated with the ruling party and thus evaluate the impact of these shows with regard to the Indian public sphere.

Id: 20304

Title: Representation of China: A content analysis of media coverage in mainstream media of non-English speaking countries

Session Type: Individual submission

Authors:

Name: jie gu

Email: johnnygubbi -at- hotmail.com

Country: CN (China)

Affiliation: School of Television,Communication University of China

Name: weigang tian

Email: tianweigang -at- hotmail.com

Country: CN (China)

Affiliation: School of Television,Communication University of China

Abstract: National image in media is a significant research topic in the age of globalization. Nevertheless, in view of English hegemony across the globe and the ensuing dominance of media of English-speaking countries in the international communication market, previous studies on how foreign media represents China pay more attention to western developed countries by which English is used as official language. In recent years China has rolled out some new diplomatic strategies in favor of non-English speaking countries, such as the launch of the “Belt & Road initiative”, the development of good-neighborly relations and the consolidation of relations with developing countries. Therefore, by treating official language as a cut-in point, this study is a first attempt of examining how China is represented by mainstream media of eight non-English speaking countries. Since ‘non-English’ is not so much a concept as language but as cultural relations and geographic politics, this study supplies an alternative, as well as a relatively holistic, outlook on how foreign media builds up China’s national image.

One national mainstream media is sampled from each of eight non-English speaking countries: Germany, Austria, Spain, Italy, Netherlands, Mexico, Kenya and Bangladesh. By using Cina, cinese, Taiwan and Honkong as keywords, a total of 2669 China-related news articles are sampled from 2008, 2010, 2012 and 2015.

It first finds that the image of China is primarily represented through economic (39.1%), social (15.4%), diplomatic (14.3%) and political (13.9) news. Second, by employing source of information to measure objectivity, this study reveals that over a half of sources of information come from China and their homelands of the eight countries. Third, as to favorability, despite the fact that negative reports are a bit higher than positive ones, the overall image of China is neutral with 60.9% coverage of China evincing an objective stance. Fourth, China’s national image has remained relatively consistent in mainstream media of non-English speaking countries.

The above-mentioned findings highlight the leading role played by economic factors in media representation of China. Therefore this study serves as an important addition to preceding literature that always highlights how western developed countries politicize China in news coverage.

Moreover, this study exposes a notable difference in media representation of China between developing countries in Asia, Africa and Latin America and developed countries in Europe, of which the division is also grounded in economic situations. Specifically, developing countries

devote themselves more to diplomatic issues as well as positive reports, while developed countries hold more critical and negative stances towards China's political situations and so-called 'China Threat'.

Another significant contribution made by this study is dynamics between news topics, source of information and favorability. Negative reports from those eight media mainly point to political and social issues. Furthermore, the expression of negative tones sometimes can be explained by their proactive usage of information sources from third parties with the purpose of covering up their true stances, and sometimes is a passive result of their partnership with news agencies of third parties. As such, source of information becomes a pivot that in a degree is able to shape how national image is represented by media.

Id: 20374

Title: Between a chip and a wire: Free Basics and civic engagement in Kenya, Rwanda, and DRC.

Session Type: Individual submission

Authors:

Name: Toussaint Nothias

Email: tnothias -at- stanford.edu

Country: US (United States)

Affiliation: Digital Civil Society Lab, Stanford

Abstract: Facebook's growing role as a political intermediary led to critical inquiries from scholars, activists, and policy makers about misinformation, political polarization, privacy and content moderation. Less studied, however, are Facebook's efforts to increase connectivity and build network infrastructures throughout the Global South. From fiber cables and Internet exchange points to satellites and WIFI mesh networks, Facebook has been experimenting widely in this area. One such initiative – the Free Basics app which provides mobile phone users access to data-lite versions of a limited number of websites – gained significant visibility in 2015. Upon its launch in India, a coalition of civil society groups generated public backlash against the project and led to a ban on such programs seen as violations of net neutrality principles. Although perceived as a significant blow to Facebook's connectivity efforts, the Indian case did not prevent the expansion of Free Basics. As of 2018, it is live in 64 countries - including 30 in Africa – and offers access to some 1500 services worldwide. This paper fleshes out the implications of this initiative for civic engagement in authoritarian and hybrid regimes. I explore Facebook's efforts to partner with civil society organizations (CSOs) to join Free Basics using case studies from Kenya, Rwanda and the DRC. I provide a content analysis of the services and CSOs available on the app in those three countries, while highlighting influential local CSOs missing from it. In conclusion, I discuss the tension between opportunities to expand civic space and risks of seeing the civil society co-opted by corporate interests.

Id: 20445

Title: [Panel] Netflix: Producing and consuming Latinx Culture in the Data-driven Global Mediascapes, Panel description

Session Type: Panel Submission

Authors:

Name: Eliseo Colon-Zayas

Email: eliseo.colon -at- upr.edu

Country: PR (Puerto Rico)

Affiliation: University of Puerto Rico School of Communication

Abstract: This panel proposes Netflix as a site of symbolic production, circulation, and consumption of disparate discourses of Latinidad, Hispanicity, and Latin American conceptions within a global mediascape. The presentations that form this panel depart from the idea of algorithmic cultures as theoretical frameworks to suggest the way Netflix -as a cultural engine- is 1) producing a Latinx global discourse; 2) reinventing and mimeticizing traditional narrative tropes from Latin America's telenovelas to appeal to a global audience; and 3) bringing forward new ideas of Latinidad, Hispanidad, Latin America and Spain. Some of the media texts that this panel will tackle are Netflix's original shows Ingobernable, One Day at a Time and the promo for Latin America of the show, Orange is the New Black. The panel also discusses Netflix's production strategies for the Latinx global market through analysis of productions companies in Mexico and Spain. Netflix's first fiction series filmed entirely in Spanish, Club de Cuervos (2015-2019) and its most recent House of Flowers (La casa de la flores, 2018-) are Mexican productions. While recently, Bambu Production in Spain has brought two of the companies most successful global series in Spanish Money Heist (La casa de papel, 2018-) and Cable Girls (Las chicas del cable, 2017-).

Names of Panelists and Academic Affiliation and Title of their Papers:

1. Manu Avilés-Santiago, PhD.
maviless -at- asu.edu
Associate Professor
Communication and Culture
Arizona State University
Paper Title: Netflixando and The Logics of Nostalgia

2. Eliseo R. Colón Zayas; Ph.D.
eliseo.colon -at- upr.edu
Professor
School of Communication
University of Puerto Rico
Paper Title: Netflix's Latinidad-Hispanidad: Distribution and Cultural Production, The Río Grande Way

3. Dr. Francisco Javier Gómez Pérez

frangomez -at- ugr.es

Dpto. Información y Comunicación

Universidad de Granada

Paper Title: La impronta Netflix: producir para Netflix vs producir para otros medios, el caso Bambú Producciones.

4. María José Higuera Ruiz

mhiguer -at- ugr.es

Dpto. Información y Comunicación

Universidad de Granada

Paper Title: Creación y producción de ficción televisiva Latinoamérica en la plataforma de streaming Netflix. De Club de Cuervos a La Casa de las Flores.

Panel Chair:

Eliseo R. Colón Zayas, Ph.D.

eliseo.colon -at- upr.edu

Professor

School of Communication

University of Puerto Rico

Id: 20446

Title: Netflix's Latinidad-Hispanidad: Distribution and Cultural Production, The Río Grande Way

Session Type: Panel Submission

Authors:

Name: Eliseo Colon-Zayas

Email: eliseo.colon -at- upr.edu

Country: PR (Puerto Rico)

Affiliation: University of Puerto Rico School of Communication

Abstract: This paper studies Netflix's algorithm of prediction, recommendation and mediation to promote audiovisual consumption and symbolic mediation of Latino images in global markets. I explore some of the mechanisms used by Netflix for cultural symbolic construction analyzing its portrayal of a global Latino discourse through what has been defined as public relevance algorithms. I focus on the question regarding Netflix's audience building algorithm in engaging in cultural symbolic production through a recommendation system that produces human cognition through habit, chance and necessity by addressing its construction of a Latino global discourse. I argue that Latino culture serves Netflix as a mechanism of textual production that operates through the tensions between three global market geographies: 1) the United States and Europe where the so-called Latino cultural communities construct, live and interpret themselves, while being situated outside the hegemonic culture of each country; 2) Latin America and the Caribbean, where Latino culture is organized and constructed as an imaginary culture projected around the cultural circulation model of globalization, in its neoliberal sense, of transnational communities of markets and consumers, where Latino culture belongs to a repertoire of signs classified as constitutive of some tastes, aesthetics and narratives define by global markets as Latino; and 3) those regions where market and consumer communities build Latino culture as something alien and exotic.

Id: 20447

Title: Netflixendo and The Logics of Nostalgia

Session Type: Panel Submission

Authors:

Name: Manuel Aviles-Santiago

Email: maviless -at- asu.edu

Country: US (United States)

Affiliation: Arizona State University Communication and Culture Department

Abstract: Netflix has been producing content not only in a nostalgic style but also as a trigger for nostalgia: shows like *The Get Down*, *Stranger Things*, *Glow*, and *Fuller House* bank on nostalgia for the '70s, '80s, and '90s, respectively. As a platform for the projection of nostalgia, some of Netflix's original shows engage in a bittersweet longing for earlier times and spaces and a possible return—most often to the remembered past, but sometimes to an imagined future (Boym, 2001; Niemeyer, 2014). This presentation considers how Netflix capitalizes on nostalgia as a marketing tactic aimed at bringing Latina/o audiences to its original shows, as a template for producing, adapting, and marketing the revival of an older show, and as an emotional atmosphere provoked by viewers' anxieties about cancellation and salved by the narrative of saving a show. I conduct a critical textual and industrial analysis of the series *One Day at A Time* (ODAT) and its Netflix reboot. Created by Norman Lear in 1975, ODAT told the story of a divorced working-class white woman from Indianapolis raising strong-willed daughters and the family's interactions with the handyman for the building in which they lived. For the new version, Lear hired Gloria Calderón Kellet as showrunner and cultural translator (Rivero, 2005) of the show that has been coined by the press as the Latina/o remake/reboot/reimagination/twist. Within the realms of reimagining there are several deployments of nostalgia in the marketing and narrative, and within the anxiety provoked after the announcement of the possible cancellation of the show. My interest is to explore whether it is possible for nostalgia to be deployed as a source of creative renewal and/or as a means of critiquing present conditions of production, circulation, and consumption of Latina/o representations.

Id: 20449

Title: Creación y producción de ficción televisiva latinoamericana en la plataforma de streaming Netflix. De "Club de Cuervos" a "La Casa de las Flores"

Session Type: Panel Submission

Authors:

Name: Maria Jose Higuera Ruiz

Email: mhiguer -at- ugr.es

Country: ES (Spain)

Affiliation: Universidad de Granada Departamento de Información y Comunicación

Abstract: La industria de la producción de ficción televisiva contemporánea se halla caracterizada por nuevas formas de producción, difusión y recepción de series de televisión en la era digital. Las plataformas de video bajo demanda –en adelante, VOD– o de streaming, han establecido un nuevo modelo de negocio que influye en las estrategias de producción, en el contenido de los proyectos audiovisuales, y en el consumo realizado por parte de la audiencia. Resulta esencial destacar el servicio de streaming ofrecido por Netflix debido, entre otros factores, a la variedad de los productos de su catálogo, y a la promoción y difusión internacional de los mismos. En este contexto, incidimos en el incremento y novedades que dicha plataforma ha supuesto para la creación y producción de series de ficción latinoamericanas en la última década. La presente propuesta de investigación responde a un doble objetivo. Por una parte, se estudian las estrategias de producción de contenido latino por parte de la plataforma Netflix. A continuación, se examinan dichos productos audiovisuales, incidiendo en dos proyectos concretos: la primera serie de ficción original de Netflix rodada íntegramente en español, Club de Cuervos (2015- 2019); y la última, La Casa de las Flores (2018-). Empleamos una metodología cualitativa cuyo diseño de investigación se basa en dos técnicas diferentes. En primer lugar, se realiza una revisión bibliográfica sobre el desarrollo de las plataformas de VOD (Sepinwall, 2012; Douglas 2015) y, específicamente, del servicio de Netflix (Jenner, 2016), insistiendo en su modelo de negocio (Izquierdo-Castillo, 2015) y en el contenido de los proyectos que produce (Waybe, 2018). Asimismo, se atiende a trabajos que analizan series de televisión latinas y su repercusión social (Mastro & Behm-Morawitz, 2005; Denzel de Tirado, 2013). Por otra parte, los datos son complementados con testimonios extraídos de una entrevista personal en profundidad a Diego Ávalos, Director de contenidos originales internacionales para Latinoamérica y España; y productor ejecutivo de, entre otras, las series de ficción objeto de estudio. Los resultados de la investigación destacan el papel desarrollado por la plataforma de Netflix en el incremento de la producción de series de ficción latinoamericanas, en la difusión internacional de dichos productos, y en la representación de la comunidad latina a través de contenidos novedosos y poco convencionales. En este punto, los trabajos analizados responden a dichos parámetros y permiten ejemplificar los datos obtenidos. Por lo tanto, se hace patente la configuración de un panorama televisivo que reformula la producción de proyectos audiovisuales gracias a las plataformas de VOD y, en este contexto, promueve interesantes cambios para las series latinoamericanas, su percepción y su alcance.

Id: 20530

Title: Are Media Liberalization and Westernization a Path for North Korea'

Session Type: Individual submission

Authors:

Name: Martha Kuhnhenh

Email: martha.kuhnhenh -at- uni-greifswald.de

Country: DE (Germany)

Affiliation: University of Greifswald

Name: Micky LEE

Email: pleee -at- suffolk.edu

Country: US (United States)

Affiliation: Suffolk University

Name: Weiqi Zhang

Email: wzhang18 -at- suffolk.edu

Country: US (United States)

Affiliation: Suffolk University

Abstract: In an increasingly globalized world where the boundary of nation-states no longer constrains the flows of media goods and technologies, the Democratic People's Republic of Korea is one of the few isolated countries in the world. The North Korean government prohibits citizens from using any form of foreign media because they are deemed harmful to socialist ideals. However, pirated media of South Korean TV shows and Hollywood movies are readily available in the black market. The question then is whether societal change will lead to large-scale economic and political reforms in North Korea. If yes, then whether both economic and political reforms will take place simultaneously? Or will economic reform precede political reform or vice versa? How would either or both political and economic reforms bring changes to the media? If societal change will not lead to large-scale political and economic reforms, then how would North Korean leaders use political and economic means to curb foreign media consumption because they deem such to be acts of dissent? Changes in the political system in North Korea are desirable because North Korean citizens do not have basic human rights. The government uses various tactics such as murder, torture, and imprisonment to punish dissenting citizens ("Human rights in North Korea", 2018). The central objective of the paper is to reflect on and discuss a possible path to liberalization in the North Korean media system. In order to outline possible ways of liberalization we compare the North Korean media system with two other socialist media systems. The comparative method allows for a systematic comparison of a small number of cases that belong to a phenomenon (Collier, 1993). We have chosen the People's Republic of China and the German Democratic Republic as two countries of comparison. To conduct a comparative political analysis, we examine the media of present North Korea, East Germany before the reunification, and China in the late 1970s. For each country, we look at government control of media ownership and content; the flow and consumption of western ("capitalist") media among citizens; the size of media economy and the black market in which illegal media circulates; and the adoption of western ("capitalist") cultures in relation to citizens' political views. The interaction between politics, economies, and

cultures will show how socialist states negotiated tension between political control, market liberalization, and underground media cultures. How the PRC and the GDR managed the tension also led to different outcomes in different political and economic paths. We compare and contrast the three countries in order to discuss if North Korea is going to normalize its political and economic relationship with South Korea and other countries, how a liberalization and westernization of its media system could be like and whether it may choose the Chinese or the East German path.

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Id: 20580

Title: La signalétique comme système de communication internationale, la protection des informations personnelles sur le Web

Session Type: Individual submission

Authors:

Name: Marilou Kordahi

Email: marilou_kordahi -at- yahoo.fr

Country: LB (Lebanon)

Affiliation: Université Saint-Joseph / Université Paris 8

Abstract: L'objectif de notre travail préparatoire est de présenter nos résultats préliminaires sur la construction d'un modèle de traduction automatique de syntagmes écrits en « signagrammes », pour la protection des données à caractère personnel. La signalétique est un système de communication imagée qui donne une information sur un sujet, pour à terme simplifier la communication entre des usagers à l'échelle mondiale. Le signagramme, qui est de type figuratif, est son unité d'écriture (Klinkenberg, 1996). La protection des données personnelles se définit par les lois et réglementations interdisant le stockage ou le partage de certains types d'informations sur des personnes à leur insu et sans leur permission (Kennedy et Millard, 2016). Le modèle de traduction automatique, quant à lui, sert à traduire instantanément le texte d'entrée d'un utilisateur en signagrammes (Hutchins, 2003). Il serait utilisé à partir d'une application Web, à savoir un réseau social. Des utilisateurs de tout âge et de toute culture utiliseraient ce modèle. À notre connaissance, les projets publiés abordant ce sujet sont limités.

Ce travail de recherche se fonde sur les méthodes du transfert sémantique et de l'ontologie. La méthode du transfert sémantique agit comme un système de réécriture qui traite une entrée d'une langue source (p. ex., le texte d'entrée d'un usager) et construit une nouvelle sortie en un système de communication cible (p. ex., les signagrammes), en appliquant des règles linguistiques (Emele et al., 2000). L'ontologie est l'ensemble structuré de mots et concepts, qui représentent le sens d'un système d'informations dans un domaine particulier, et les relations entre ces concepts (Grueber, 1993).

Notre modèle de traduction automatique de syntagmes écrits en signagrammes est composé de l'adaptation de l'ontologie pour la protection des données personnelles (Bartolini et Muthuri, 2015), ainsi que des constructions d'un dictionnaire de signagrammes relatifs au même cas (Holtz et al., 2010 ; Economic Commission for Europe, 2006) et d'une fonction qui fait la traduction du texte d'entrée en signagrammes (Emele et al., 2000).

La démarche de travail proposée s'appliquerait à des établissements appartenant à différents domaines, comme celui du commerce électronique, de la santé. Nous nous intéressons au domaine des autorités administratives, à savoir la Commission Nationale de l'Informatique et des Libertés (CNIL). La CNIL est chargée du suivi de la protection des données des professionnels et particuliers.

Un premier prototype de ce modèle est développé pour tester son fonctionnement dans une application Web. Nous mettons en relation les fichiers de l'ontologie et du dictionnaire avec ceux de la fonction de la traduction automatique afin d'exécuter cette dernière. Le modèle mis en place facilite la communication autour de la protection des données personnelles. Afin d'assurer sa bonne utilisation, des prototypes doivent être rendus disponibles dans des espaces numériques libres, pour aider les usagers à s'y familiariser.

En conclusion, dans un futur proche, nous améliorerons ce premier modèle pour traduire automatiquement un paragraphe écrit en une série de séquences de signagrammes. Nous mènerons des études qualitatives et quantitatives pour analyser le comportement des participants lors de l'utilisation de cet outil.

Id: 20601

Title: Tweeting #Country: A comparative analysis of country images as a new instrument for developing international communication strategy

Session Type: Individual submission

Authors:

Name: Jérôme Chariatte
Email: jerome.chariatte -at- unifr.ch
Country: CH (Switzerland)
Affiliation: University of Fribourg

Name: Elad Segev
Email: eladseg -at- gmail.com
Country: IL (Israel)
Affiliation: Tel Aviv University

Name: Diana Ingenhoff
Email: diana.ingenhoff -at- unifr.ch
Country: CH (Switzerland)
Affiliation: University of Fribourg

Abstract: Introduction and Literature Review

Twitter has become a prime channel for public diplomacy (Bjola, 2015). Many studies have shown how governments are using twitter for international communication (Dodd & Collins, 2017; Christensen, 2013). However, many previous researches lacked to consider the online communication of non-state actors who, especially in times of social media, are actively co-creating content and influencing the communication discourse about nations (Sevin & Ingenhoff, 2018). Therefore, the study investigates the country image based on content analysis of English tweets that mention #country.

Theory and Hypotheses

News has always been important in constructing and shaping the image of foreign countries (Segev, 2016), particularly for the most prominent countries such as the US, China and Russia. Although Twitter is a prime channel for news-related information, it is still possible that the discourse on countries would evolve around other topics and differ from the discourse in traditional media (Wu, Groshek, Elasmr, 2016; Xiang, 2013). The tweets will be therefore analyzed thanks to the new developed five-dimensional model of country image (Authors, year). In line with the theory of reasoned action (Ajzen & Fishbein 1980), the model operationalizes the country image as an attitudinal construct, comprising a functional (e.g., political/economic news), a normative (ethical issues), a cultural (entertainment, food, sports), a natural (landscape) and an emotional (affective evaluations) dimension.

We propose that the discourse on prominent countries in the news will be dominated by news content in twitter corresponding to the functional dimension. Also, for the less prominent countries in the news, the discourse will cover different dimensions as well (e.g., nature and cultural dimensions).

Method

The content analysis of #country in Twitter followed several stages. First, using twitter API we collected tweets mentioning the hashtags of four prominent countries in world news (#USA, #UK, #Russia, and #China), and four less prominent countries in world news (#Canada, #Australia, #Spain, and #Brazil) during two different time frames (October 2018 and January 2019). We randomly chose 2,500 tweets and generated a list of the 100 most frequently occurring words. We created a network of co-mentioned words appearing in the same tweet. Finally, using Louvain method we identified clusters of words that were frequently mentioned together in the same tweet.

Results

Our results confirm our assumptions that countries that are prominent in international news are discussed in Twitter in local and international news contexts, emphasizing their functional dimension. Countries that are less prominent in international news are often mentioned also in broader contexts, emphasizing their culture and nature dimensions.

These findings are of greatest significance for international communication and public diplomacy as they could review the discourse on and topics of countries in social media and the effect of news in these discourses. For the prominent countries, they mirror actual debates and ongoing issues and how they are linked to each other, while for the less prominent countries, the effect is less observable. We will also show which implications this has on developing a public diplomacy policy and the international communication strategy of countries.

Id: 20779

Title: [Panel] The effect of the #Me Too and #Time's Up movements one year later: What is left of all the noise' Presentations from the U.S., Mexico, Brazil, Hong Kong & Russia, Spain, and Sweden, Panel description

Session Type: Panel Submission

Authors:

Name: Karen Arriaza Ibarra

Email: arriazaibarra -at- ccinf.ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid, Spain

Abstract: Since October 2017, #MeToo and #Time's Up movements have made some 'big noise' to raise up the voice against men abuse in several domains, not only by anonymous women, but also from Hollywood celebrities and powerful women. On January 8, 2018, during the 2018 Golden Globes Awards ceremony the audience stood up with applauses to the passionate discourse of Oprah Winfrey against 'the powerful and brutal men who have ruled the world for too many years' (...) 'Time's Up!', Oprah repeated, holding in her hand the Cecil B. De Mille award to a lifetime trajectory. Finally, world-known Time magazine appointed 'persons of the year' to those famous women (mostly 'showbusiness' women like Ashley Judd, Alyssa Milano, Rose McGowan or Taylor Swift) who first denounced all these abuses, calling them 'The Silence Breakers'. The movement was "a collective wrath that provoked immediate and shocking results", according to the magazine.

For some others, though, the frequent repetition of this movement and its continuous use in everyday newspapers also implied the hidden danger of transforming the main purpose of these movements into some kind of 'white noise' that would end up in nothing. "If everything is a scandal, then nothing is a scandal", said writer Lee Drutman. The New York Times also published: "The takeaway from this shouldn't be, men and women can't work together", and "What can someone accused of sexual misconduct reasonable expect, what is fair, and what range of punishments should be considered beyond the abrupt torching of someone's career?"

There were also other kinds of reactions: On January 9 the French newspaper Le Monde published a manifesto led by world-known actress Catherine Deneuve and signed by many prestigious French actresses, writers, singers and artists that declared that "Rape is a crime. But the continuous, even clumsy, attempt to seduce a woman should not be portrayed as a crime. Gallantry is not a chauvinist aggression." And it continued lamenting that "there is an attempt to portray women as poor, defenseless victims under the control of phallocratic demons". This letter was backed up by Oscar-winner actresses such as Marion Cotillard, Juliette Binoche, and Oscar nominee Isabelle Huppert.

Therefore, it is relevant to ask ourselves one year later: What have been the mid-term and long-term reactions and effects to the #MeToo and #Time's Up movements in other parts of the world? To what extent these movements have actually brought up new feminist initiatives or associations that have seen the light with similar purposes? Are there any other 'counter movements' to consider?

Have the political authorities / parties taken part in any of these debates – either for or against these arguments?

In this panel we want to provide a very complete overview (with some interesting conclusions) on what has been the reaction to the #Me Too and #Time's Up movements one year they started, in regions as different as the United States, Mexico, Japan & Hong Kong, Brazil, Spain and Sweden.

Id: 20782

Title: The #MeToo Movement in Spain: Important Social Advances but with Some Pending Assignments Yet

Session Type: Panel Submission

Authors:

Name: Karen Arriaza Ibarra

Email: arriazaibarra -at- ccinf.ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid, Spain

Abstract: It is not surprising that in Spain, a country where Hollywood's star system has millions of followers, a lot of attention was paid to the #Me Too initiative started by Alyssa Milano in October 2017 and later fueled by Oprah Winfrey and her #Time's Up claim in January 2018. Both actresses urged women to stop all the sexual harassment they had gone through in the present or in the past and to stand up in front of powerful men they would have never dreamed of defying otherwise – like for instance, the now world-known Harvey Weinstein.

As it was expected, initially both movements spread around the world rapidly through the social networks. However, one year later it has been proved that in countries like Spain these movements, although clearly reflected in the traditional media, didn't go far beyond its interpretation as another Hollywood's female stars' strategy directed to take vengeance over those who had abused from their privileged positions at the beginning of their careers.

There are several reasons for this: Spain is a country where the inequality of salaries between men and women is very big; a country with a historic chauvinist stereotype of the male and with one of the highest rates of gender violence in Europe. According to statistics from the Ministry of Health, Social Services and Equality, in 2018 47 women were killed by their male mates – something that was celebrated in the media as 'the lowest rate in fifteen years' (El Mundo newspaper, 31 Dec. 2018). If we talk about work environments, male workers still earn approximately 6.000 euros more (per year) than their women colleagues, thus reflecting that inequalities towards gender still exist (Simona & Giusti, 2017). Luckily, when it comes to the Congress representatives 40,6% of the seats are occupied by women, a honorable third place in the European ranking (ABC newspaper, 7 March 2018) that is only increased by Sweden (46,1%) and Finland (42%).

So, given these and other figures it is not surprising that Spain still has a long way to go towards gender equality. However, for this article the questions are: What have been the real effects of the #Me Too movement in Spain? Will the recent presence of far-right political party VOX, which has already declared its intention to derogate the Gender Law Violence approved in 2017, represent a withdrawal of women's rights in Spain? In this article there is a clear display and analysis of the current situation of Spanish women and Spanish society in general, as well as an analysis of what are the possibilities of echoing social movements such as '#Me Too' and '#Time's Up' in the future.

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El Mundo newspaper, 31 December 2018:

<https://www.elmundo.es/espana/2018/12/31/5c2a03f021efa0c25a8b45f4.html>

ABC newspaper, 3 March 2018:

https://www.abc.es/sociedad/abci-espana-tercer-pais-mayor-proporcion-mujeres-parlamento-201803071858_noticia.html

Id: 20785

Title: Sweden and the #MeToo Movement

Session Type: Panel Submission

Authors:

Name: Ester Pollack

Email: ester.pollack -at- ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: The #MeToo initiatives were quickly taken up in all the Nordic countries during the autumn of 2017, though in very different ways. It grew most extensively in Sweden and actresses, singers, journalists, law practitioners, academics, trade union representatives – after sharing their stories in closed forums like Facebook and Instagram – united under different hashtags and decided to make their testimonies public. The allegations typically related to sexual misconducts in the past and were described as men's misuse of power in relation to women in weaker positions, often younger and dependent.

Many of the first public accusations concerned well-known media personalities, journalists, actors, and leaders in the cultural sphere. In the most debated case a cultural club owner, affiliated with the Swedish Academy through his marriage, was accused of leaking the names of former winners of the Nobel prize in literature. He was also brought to trial in two rape cases, and in December 2018, sentenced to two and a half year of imprisonment. Because of these and other scandals, a decision to withhold the Nobel prize in literature 2018 was made.

Legacy media became the main arena for several public debates. This included the movement within the political sphere #inthecorridorsofpower. A couple of male Swedish politicians hastily exited the political realm, with only their party affiliation named in the media. Several other well-known politicians were publicly accused of sexual assault or misconduct; and in a few cases to resignation or dismissal from party assignments (Pollack, et al 2018). The Swedish #MeToo movement also led to some political action: In December 17, 2017, a new law prohibiting non-consensual sex was quickly proposed by Swedish Prime Minister Stefan Löfven. This law came into force in July 2018.

Beside this reform, the #Metoo-movement did not seem to influence the political debates during the national and local Swedish elections later the same year. Structural changes in gender relations are dependent on a more long-lasting work than a few months with intense media debates and news headlines.

Pollack, E, Sigurd, A., Kantola, A. & Ørsten, B. (2018) "The New Normal: Scandals as a Standard Feature of Political Life in Nordic Countries", *International Journal of Communication* (ISSN 132-8036), Volume 12, p. 3087-3108

Id: 20788

Title: #MeToo, Feminism and Femicide in Brazil

Session Type: Panel Submission

Authors:

Name: Raquel Paiva

Email: paivaraquel -at- hotmail.com

Country: BR (Brazil)

Affiliation: Universidad Federal de Rio de Janeiro

Abstract: Violence against women in Brazil continues to grow. The data from 2018 is alarming, and the country is already in fifth place, losing only to El Salvador, Colombia, Guatemala, and Russia. The trend will only increase given Brazil's new political outlook.

The #EleNão movement fits into a continuous line of various other female protest movements in Brazil - internationally articulated as #MeToo - throughout this new millennium, such as Chega de Fiu Fiu (2014) or "Enough with the Catcalls", #EuNãoMereceSerEstuprada (2014) "I Don't Deserve to be Raped". Others include: #PrimeiroAssedio (2015) "The First Harrassment", and #MexeuComUmaMexeuComTodas (2017) "Mess with one of us, mess with us all".

Less than two months from the first round of the 2018 general election, various groups began to mobilize intensely on the internet around the campaigns of the candidates for the President of the Republic. One of the movements which had the most impact on - and off - the networks began with the creation of the Facebook group "Mulheres Unidas Contra Bolsonaro" (Women United Against Bolsonaro) on August 30th, in response to the misogynist, racist, and homophobic declarations made by the candidate of the PSL political party, Jair Bolsonaro, throughout his public life.

A study developed by the Fundação Getúlio Vargas Public Policies Analysis Board (FGV - DAPP) revealed that the #EleNão hashtag earned more the 1.6 million Twitter mentions between September 12th, when the first tweets arose, and the 24th. Tweets that were critical of the candidate were the majority among the collected publications, with around 1.2 million mentions.

The use of the #EleNão hashtag, associated with other hashtags (such as #mulherescontrabolsonaro [#WomenAgainstBolsonaro], #mucb [#M.A.B.], and #nãosomosumafraquejada [related to Bolsonaro's comment disparaging the birth of his own daughter]), also helped to drive the movement, which mobilized 114 cities in Brazil and 66 cities across the world, with support from numerous Brazilian artists as well as foreign ones, such as Madonna, Cher, Dua Lipa, and Ellen Page, among others. Bolsonaro was the candidate most rejected by the electorate: 43% of voters affirmed that they would never vote for him, a percentage which rose to 49% among female voters. It is important to remember that women represent 52% of the Brazilian electorate, a total of 147 million voters.

Finally, despite all electoral assessments recognizing the expressive nature of the female and feminist movement, it was incapable of reversing the general outcome, especially because it was not able to increase its base. After the election, many feminist groups and collectives have been formed with a specific profile, such as women who live in favelas, black women, and rural women, all committed to maintaining their historically achieved rights and fighting against general violence against women as well as femicide, whose number of victims has increased considerably.

Id: 20792

Title: When it is #UsToo: Framing of Sexual Harassment towards Journalists in Russian and Japanese Opinion Articles

Session Type: Panel Submission

Authors:

Name: Kateryna Kasianenko

Email: Kasianenko-Kateryna -at- g.ecc.u-tokyo.ac.jp

Country: JP (Japan)

Affiliation: University of Tokyo

Abstract: The #MeToo movement, which started in the US, extended its influence globally. It has become an opportunity for discussion about issues of sexual harassment and assault towards women as well as a call for change. However, up until February-March 2018, Western media outlets had been describing the movement in Russia and Japan as being “slow”, “facing hurdles” or not existing at all (Ryall 2018, Ferris-Rotman 2017, Khurshudyan 2018, Shoji 2018).

In Russia, while some media outlets such as Meduza covered the subject of harassment in domestic entertainment industry, government-loyal news agency Life.ru portrayed Harvey Weinstein as a sufferer, and the host of a liberal online TV-channel “Dozhd” blamed his victims for not speaking up earlier. Meanwhile, in Japan, the case of a freelance journalist Shiori Ito who filed a lawsuit as a victim of rape by former co-worker, stayed underreported by the media across the political spectrum. However, in February and April 2018 journalists in both Russia and Japan respectively were confronted with another issue to cover, when female reporters accused Russian lawmaker Leonid Slutsky and high-ranking Japanese financial ministry official Junichi Fukuda of sexual harassment.

This paper aims to assess whether the media of the two countries were able to expand the issue of journalists facing sexual harassment from their news sources to a larger debate on the position of women in media companies and in society, and whether these events had led to any changes in government or media company policies. To identify which actors were seen as responsible for the problem, how its importance was explained and what solutions were proposed, framing analysis of opinion pieces covering sexual harassment published in 3 Russian (Kommersant, Komsomolskaya Pravda, Novaya Gazeta) and 5 Japanese national newspapers (Asahi, Mainichi, Nikkei, Sankei, Yomiuri) is chosen. The examination of newspaper coverage is complemented by the analysis of articles and podcasts from web-only news sources such as Meduza and Buzzfeed Japan. Lastly, the paper gives an overview of journalists’ movements following the accusations and protests organized by female reporter networks in Japan and the boycott of the Russia’s State Duma by several Russian media as well as reactions of the political authorities in both countries.

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Id: 20793

Title: Politicization and Polarization of the #MeToo Movement in the United States

Session Type: Panel Submission

Authors:

Name: Elizabeth Earle

Email: elizabeth.earle -at- tamu.edu

Country: US (United States)

Affiliation: Texas A & M University

Abstract: Throughout 2018 celebrities in the United States continued to publicize both the #MeToo and Time's Up movements throughout 2018. At the Golden Globes in January many in attendance wore all black in solidarity. Oprah Winfrey gave a widely publicized speech about the movement, saying that we have all 'lived, too many years in a culture broken by brutally powerful men. And for too long, women have not been heard or believed if they dared to speak their truth to the power of those men. But their time is up. Their time is up. Their time is up' (Winfrey 2018). Indeed, it seemed their time was up, as in April comedian Bill Cosby was convicted of rape, singer R. Kelly was dropped from Spotify playlists, and CBS Chief Les Moonves resigned in the wake of sexual misconduct accusations. However, in September of 2018, #MeToo was brought into the national spotlight and the realm of politics when Dr. Christine Blasey Ford accused Supreme Court nominee Brett Kavanaugh of sexually assaulting her in high school. During the hearing, the #MeToo movement became politicized in new ways and polarized along party lines. This piece looks at both the positive and negative impacts of the Kavanaugh hearing on the #MeToo movement.

Indeed, on NPR's "Morning Edition" from October 31, 2018, Tovia Smith said that "polls show the nation deeply divided on sexual assault and harassment, with fissures running more along party lines than gender" (Smith 2018). This division along party lines is due, in large part, to the September and October 2018 hearings and Supreme Court appointment of Brett Kavanaugh. These events have politicized and polarized the #MeToo movement, changing its course. This article examines how the Kavanaugh hearings became a defining moment for #MeToo, in terms of politicization, and looks at some of the divided opinions on #MeToo, as expressed in the United States media. I begin by reviewing the highlights of the past year of the movement, and then move on to discuss the Kavanaugh hearings and what the politicization and polarization of #MeToo means for the movement. While some articles argue that the Kavanaugh hearings had a positive impact on #MeToo, others argue that they negatively affected the movement.

Id: 20795

Title: #MiPrimerAcoso and #METOO: The analysis of the media coverage of gender problems in Mexico

Session Type: Panel Submission

Authors:

Name: María Teresa Nicolás Gavilán

Email: mnicolas -at- up.edu.mx

Country: MX (Mexico)

Affiliation: Universidad Panamericana, Campus México

Abstract: Mexico's women hadn't been indifferent to sexual violence. In April 2016, two activists invited women to use hashtag #MiPrimerAcoso to share their experiences about violence against them. Response was overwhelming, and the hashtag became trending topic. Valuable information was obtained to get a profile of the victims of sexual abuse.

The problem, as it happened a year and a half later with #MeToo, is that, for women, sexual harassment is not only in their jobs, but it can be part of their day by day and since they are children, with deepest roots in the lack of gender equity, that later prevents women from preparing and obtaining the same jobs and salaries as men.

Movements like #MiPrimerAcoso and #MeToo give notoriety to this critical situation, but in Mexico, government and ONG don't have the resources to fight against its structural causes.

The analysis of the media coverage of #MeToo in Mexico and the public response in social media shows information about the issues that most concern women in Mexico.

Id: 20955

Title: The Representation of Two Korean Leaders and U.S. President: Using Emotion Analysis of Five Countries' News Coverage.

Session Type: Individual submission

Authors:

Name: Jinhyuck Choi

Email: jchoi16 -at- students.towson.edu

Country: US (United States)

Affiliation: Towson University

Name: Hyun Park

Email: hpark18 -at- students.towson.edu

Country: US (United States)

Affiliation: Towson University

Name: Kwangmi Kim

Email: kkim -at- towson.edu

Country: US (United States)

Affiliation: Towson University

Abstract: The role of the media in our society has been addressed through various approaches and theories, such as agenda-setting, framing, indexing, priming, hegemony, or concentrated media ownership structures. The research on the analysis of the media representation through a framing theory has been growing, and the theory posits that the media tend to present a constructed “reality” by selecting and highlighting particular aspects of reality while obscuring or omitting others (Entman 1993). Hence, this process leads the audience or readers to a particular understanding of the reality. Depending on how each event or issue is defined, the same event can be presented and understood in different ways or through different frames.

“Traditional” or typical framing research has used content or text analysis to identify such frames by examining major news sources that each story adopted, words used, and the tone of the stories. However, this study aims to extend this framing research to a different level by using computer-assisted analysis. The data-mining method (a popular method in the computer science field) allows us to analyze a massive data and to visualize the representation through text-mining, natural language processing, and emotion lexicon. Within the broad framing approach, this study intends to show how a major newspaper of five countries depicts leaders of two Koreas (Jung Un Kim and Jae In Moon) and US President Donald Trump.

The past two years (2017 and 2018) are important in a geopolitical sense as the relationships between the two Koreas and the relationships between North Korea and U.S have transformed through summit meetings or talks. Under such developing geopolitical circumstances, this study addresses the following questions: What is the overall representation of each leader portrayed in international newspapers? What image is dominant? How similar or different is the portrayed image

of each leader across international newspapers? Have such representations changed between the years 2017 and 2018?

A total of six newspapers written in English from five countries (including two newspapers from South Korea) were selected for this study: The Chosunilbo (“conservative” newspaper) and The Hankyoreh (“liberal” newspaper) from South Korea, Rodong Sinmun from North Korea, The New York Times from USA, The Globe and Mail from Canada, and People’s Daily from China. These countries were selected based on the history and geopolitical relations with two Koreas and the USA. Instead of traditional content analysis, this study uses a data-mining method through key word search, text mining, and Natural Language Processing algorithms (Zhang, Yoshida & Tang, 2010; Manning, Surdeanu, Bauer, Finkel, Bethard & McClosky, 2014). As a Lexicon-based method, emotion analysis detects different emotions expressed in news stories by analyzing words describing each leader. Various degrees of emotions associated with each leader would indicate the nature or orientation of reported frames. The significant contribution of this study is to present a new method of text mining and big data analysis for framing studies and to show how the overall media frames could be visualized for a clear and better understanding of media representation.

Id: 21055

Title: Contested colonial discourses' A Multimodal Critical Discourse analysis of the representations of Belgium in the Congolese press and vice versa during the Congolese elections.

Session Type: Individual submission

Authors:

Name: Elke Mahieu

Email: Elke.Mahieu -at- UGent.be

Country: BE (Belgium)

Affiliation: Ghent University

Name: Stijn Joye

Email: Stijn.Joye -at- UGent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: Many studied already the Western media representations of 'Africa', mostly stating that colonial and Afro-pessimistic discourses are still present (Mudimbe 1988; Toussaint 2016). However, this research has been conducted for the media of the biggest colonizers in Africa, being France and the UK (Toussaint 2016), but not for Belgium, despite its violent colonial past in among others the Democratic Republic of Congo. Views of the African countries on 'the West' and issues of Occidentalism are on the other hand almost completely neglected (Buruma & Margalit 2005; Mohmoh 2003). Acknowledging the historic colonial bonds between states, this paper studies the range of contemporary representations of Belgium in the Congolese printed press and vice versa, thus taking into account a reciprocal perspective.

Focusing on newspaper coverage of the Congolese elections, which were postponed from 2016 to 2017 and finally took place in December of 2018, this paper discusses the contemporary representations of DR Congo and Belgium in each other's printed press. We identified the preparatory phases (Frère 2011) of the elections in 2017 as critical discourse moments, or periods which could 'challenge the "established" discursive positions' (Carvalho 2004: 166) of DR Congo, as an ex-colony, towards ex-colonizer Belgium and vice versa. Thereby, we follow the suggestion of Willems (2012: 92) to step away from the dominant view on elections in the African countries as a necessary step to install a liberal democracy, where the media 'must act as watchdogs guarding against possible abuses of power by governments'. Instead, we focus on the power relations and the ideological role that media play in constructing a reality about these key moments (Willems 2012).

Using a Multimodal Critical Discourse analysis (Fairclough 1995; Machin & Mayr 2012) we analysed articles and their images on the Congolese elections in 2017 in the six main Belgian newspapers and three Congolese newspapers. The selection of the Belgian press is divided between mid- and upmarket and Dutch- and French-language newspapers. The selection of the Congolese press is Kinshasa-based and divided between independent newspapers and the ones that are strong or moderately supportive of the ruling party (Frère 2011) as well as between printed and online media. Our findings suggest a substantial difference in discourses on Belgium among the Congolese media, with the pro-state newspaper articulating the strongest nationalist and anti-colonial

discourses. On the Belgium side, the research hints at a liberal democratic framework on the postponement of the elections, which resonates the approach of European development policies (Willems 2012: 92). Additionally, the paper will feature the preliminary results of a quantitative content analysis, which shows a strong connection between the French-language Belgian and Congolese press. This touches upon what Frère (2011: 165) calls ‘campaigning through foreign media’, where foreign newspapers are seen as important communication channels for Congolese contenders.

Id: 21116

Title: The Role of U.K. Public Diplomacy in Empowering the Women Rights in Middle East through CSR: Examining the British Petroleum Company in Empowering Women Rights in the Sultanate of Oman through Corporate Social Responsibility

Session Type: Individual submission

Authors:

Name: Hamed AL-Hasni

Email: hamedalhasni-yati -at- hotmail.com

Country: CN (China)

Affiliation: Tsinghua University - China

Abstract: Globalization has caused in the growth of international public relations as transnational organizations enter new markets and adapt their strategic communications efforts to cultural differences. Globalization also has opened a new role in public diplomacy for multinational corporations. Whereas traditional diplomacy was conducted between governments, public diplomacy is no longer simply a government's international public relations (Candace, Antoaneta & Ioana, 2011).

The shift from government-to-government diplomacy to government-to-people or even people-to-people diplomacy brings about a blank map to be filled. Signitzer and Wamser (2006) emphasize that this shift sheds light on the similarities between public relations (PR) and public diplomacy (PD). Also they emphasize how the mass participation in foreign policies extends far beyond the interactions between national governments.

Moreover, Lawniczak (2007) stated clearly that CSR initiatives in particular can have great impact in developing and transitional countries where they have the potential not only to reduce poverty and affect public policy global issues, but also to contribute to societal transformation to help the transformation succeed. And numerous scholars have argued for the significance of the public relations standpoint as a useful model for the study and practice of public diplomacy (Fitzpatrick, 2007; Signitzer & Coombs, 1992; Signitzer & Wasmer, 2006).

Therefore the significant of this study is to explore the role of business in public diplomacy by examining CSR activities of U.K. corporations in Middle East, particularly the British Petroleum Company (BP) in Oman, and how this activities and programs have employed extremely to empower the women's rights in particular.

The theoretical framework of current study has motivated by Golan (2013) integrated model of public diplomacy. The first level of Golan's model is to deals with mediated public diplomacy, the second level with nation branding and the third level with relational public diplomacy. Consequently this study is concentrating on the third level of Golan's model through applying the relationship management theories from the public relations field which can be a useful framework in public diplomacy.

The methodology of current study used multiple qualitative approach over conducting textual analysis of British Petroleum Company's (BP) media outlet such as press release, news, magazines, annual reports and social media contents which have been published from 2014 until 2018, and specifically were targeted to Oman's society, as well as in-depth interview with the (BP) community liaison officers and corporate communication managers in Oman.

In conclusion, the key Findings indicates that the British Petroleum Company has played a major role in empowering women rights in Oman specifically by transforming local women from traditional work condition to professional atmosphere through corporate social responsibility activities which ultimately achieved the UK public diplomacy objectives in the Middle East.

Keywords: Public Diplomacy, Corporate Social Responsibility, Women Rights, International Public Relations, Transnational Corporations

Id: 21198

Title: From parochialism to cosmopolitanism in American audiovisual supply' Netflix's U.S. foreign television programming

Session Type: Individual submission

Authors:

Name: Jose-Carlos Lozano

Email: carlos.lozano -at- tamiu.edu

Country: US (United States)

Affiliation: Texas A&M International University

Abstract: Historically, the supply of films and TV series in the United States has been dominated almost exclusively by local/national programming produced by the powerful media conglomerates based on the country, significantly limiting the geographic diversity of choices American viewers have had. The offer of films and series from other countries has been extremely restrictive or non-existent due to the pervasive control or influence of these media conglomerates over U.S. television networks and cinema venues.

Netflix and other videos-on-demand platforms seem to be changing this situation, increasing significantly the availability in the U.S. of fiction produced in different countries and regions of the world. Through multiples screens (TV sets, computers, tablets, smartphones) these platforms are offering to thousands of American viewers unprecedented access to an immense volume of movies and television programs from many different origins and genres.

These platforms have done the latter mostly for economic reasons (productions from these other regions are much more cheaper and Netflix and the rest of the VOD platforms face significant restrictions when buying American programming because of competitors in the local market).

Another force driving this growing acquisition of international programming or even the investment and financing of foreign audiovisual content is the need to cater to local markets outside the U.S. as well as to ethnic minorities and migrants from those geographical regions residing in the United States. For the reasons and more, these platforms have increased substantially the contact of American audiences with productions from other countries, potentially exposing them to new narrative styles, locations, ethnicities, nationalities, languages, and cultural meanings.

This paper discusses the findings of a content analysis of one year and a half of new television releases by Netflix (January 2017-June 2018). In particular, the study analyzes the geographical origin and genre of all monthly new television fiction releases in this popular platform to assess the percentage international programs represent in the total number of Netflix's new offerings, as well as the main countries or world regions these international options come from.

The paper discusses how diverse the supply of fiction in Netflix is in terms of national origin of the productions, and whether and in what degree American productions are still dominant over all other national/regional contents. Also, the paper analyzes what percentage of the non-American productions is presented as "Netflix Originals," and how many of the foreign contents are actually produced in part or completely by Netflix.

Id: 21254

Title: "MEDIA, SOCIAL NETWORKS, AND REGRESSION IN BRAZIL"

Session Type: Individual submission

Authors:

Name: Muniz Sodré

Email: sodremuniz -at- hotmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal do Rio de Janeiro

Abstract: The results of Brazil's 2018 elections helped to raise the growing wave of rightwing politics which has spread throughout different regions of the world, with its flagrant risks to established democracies and human rights. The most symptomatic point of this new moment is the expansive phenomenon of the social networks. In little over a decade, the diverse resources available principally via cellular phone have popularized and fragmented the diffusion of information, indistinguishably transforming all users into both producers and consumers. Communication studies, despite having focused on this new moment for a long time, were not capable of predicting the destructive effects that capillary dissemination tools, such as WhatsApp, could produce.

Acquired by Facebook for 22 million dollars in 2014, the application became the population's most widely used communication channel in countries such as Brazil, with its extremely low education index and high telephone costs. Initially dedicated to the circulation of private messages, the application soon came to be used by communication outlets, as begun by the Rio de Janeiro newspaper Extra in 2015; in 2017, it became a promising tool for business marketing, and, finally, in 2018, the defining instrument in the presidential elections through the dissemination en masse of fake news, through automation features.

The final result was that a supposedly neutral or innocent tool, oriented toward the full-time connection of family, friends, employees and consumers, was transformed into the most efficient electoral tool in Brazil. The phenomenon caught traditional institutions by surprise, as they were unable to react against the highly effective, new mobilizing resource: neither legislation, established powers such as political parties, nor traditional media outlets, or even academia managed to effectively react. Fake news and rumors were spread at an unimaginable speed. After the unpredictable ascension of the new right, other variables came to be defined through reported data and investigation. The proposal of this article is to analyze this data within the conceptual framework of this phenomenon, as well as investigate the role of traditional media, indicating, as far as possible, new paths for research.

Id: 21312

Title: Disaffection, Anger and Frustration: the new Egyptian digital public sphere

Session Type: Individual submission

Authors:

Name: May Alaa Abdel Mohty

Email: may.allaabdelfmohty -at- ucdconnect.ie

Country: IE (Ireland)

Affiliation: University College Dublin, School of Information and Communication Studies

Name: Eugenia Siapera

Email: eugenia.siapera -at- ucd.ie

Country: IE (Ireland)

Affiliation: University College Dublin, School of Information and Communication Studies

Abstract: Since the pivotal moment of the Arab Spring, Egypt has gone through several tumultuous years culminating in the contested elections of 2014 which saw Abdel-Fattah al-Sisi elected president. Within this context, how is the Egyptian digital public sphere, once so dynamic, responding? In addressing this question theoretically, we make use of Kraidy's (2006) concept of hypermedia space alongside Chadwick's (2013) notion of hybrid media; through these, we understand the media ecosystem as a complex and contested space, characterised by control, tensions, relative unpredictability and creative remediation. Our main research question therefore is, how is this hybrid media space reconfigured in post-Arab Spring Egypt?

In empirically examining this question, the proposed article relies on a three-pronged investigation.

In a first step, we map the social media sphere in Egypt, focusing on the most popular accounts.

Secondly, we undertake a more focused analysis of some of the most popular pages and accounts, looking both at the topics and themes of their posts as well as through a qualitative content analysis of a random sample of the reactions/comments they receive. Specifically, we selected the Facebook pages of four news outlets, Al Masry Al Yom, Al Yom Al 7, Al Ahram, and Daily News Egypt, representing some of the most influential media and the YouTube presence of Lamis El Hadidi and Amr Adeeb, both popular TV hosts. In a third step, we conducted a set of 30 in-depth interviews with young people (18-40) in Cairo regarding their media habits and practices.

Preliminary findings suggest a broad depoliticisation of the digital public sphere, with religious personalities, TV hosts, entertainers and lifestyle media dominating. Secondly, this depoliticisation is encountered among younger people who have turned away from politics, are sceptical about all kinds of media, rely on close family and friends for news, and use social media primarily for personal connections. Thirdly, among comments left in media and other social media accounts, we see that a particular kind of political sentiment is emerging as dominant, revolving around dark humour and irony, but which also includes anger, displayed in rude comments and insults. All these point to a shift from the hope and promise of the Arab Spring to disaffection and frustration. While disaffection may have been present in the years before the January uprising, the current hybrid media space leaves little room for collective political mobilisation.

Id: 21334

Title: Assessing the impact of Chinese media on the perceived attractiveness of China and its policies among the foreign community in China.

Session Type: Individual submission

Authors:

Name: Gaelle Patricia Ayamou Chekam

Email: patygaelle -at- gmail.com

Country: CN (China)

Affiliation: Ph.D. Candidate at Tsinghua University

Abstract: Over the past two decades, Chinese media have seen a rapid expansion globally as part of what is often referred to in the existing literature as China's "Going Out" strategy. This globalization process of Chinese media, as reflected by the establishment of foreign offices of major news outlets such as Xinhua News Agency, China Daily and China Radio International, as well as the launch in 2016 of China Global Television Network (CGTN), is regarded by most media scholars as an instrument of Chinese public diplomacy or as a way to achieve greater soft power as conceptualized by Joseph Nye. In other words, media are instrumental in China's goal to make its policies, culture, and political perspectives attractive to the foreign audience.

This study examines the effectiveness of the current use of Chinese media as a tool to enhance the country's soft power. However, unlike previous studies that have mainly focused on evaluating the reach, impact and influence of Chinese media on non-Chinese audience abroad - i.e. in African countries and in Latin America- this paper focuses on foreigners living in China. It investigates the use of Chinese media by the international students of Chinese universities in Beijing. By looking into the source selection habits of international students in Beijing, this study also aims at evaluating their exposure to the Chinese perspective on global socio-political issues and at understanding the potential motives behind such exposure and its impact on their opinions about China and China's foreign policies.

The uses and gratifications theory is used as the theoretical framework to understand the reasons behind the selection of Chinese media as daily news sources. Assuming that in today's information-rich societies, individuals tend to combine news content from multiple platforms and multiple information sources, this study adopts a media repertoire approach to information consumption. In order to reach the objectives of this paper, a survey of international students affiliated to Chinese universities in Beijing is carried out. Based on findings from the previous literature, factors investigated in the selection of news sources by international students include acculturation, gratifications, media skepticism, accessibility and availability, as well as political interest. As for the media repertoire patterns, both complementary and convergent patterns, as introduced by Steven H. Chaffee, are investigated among participants. Drawing on the results, this paper concludes by reflecting on the impact of Chinese media on the perceived attractiveness of China, its policies and political ideals by the foreign community in the country.

Keywords: Chinese media, Soft power, Media repertoires, Source selection

Id: 21564

Title: Audiovisual flows and media policy: the 'Netflix tax' in EU Member States

Session Type: Individual submission

Authors:

Name: Catalina Iordache

Email: catalina.iordache -at- vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

Abstract: The global discussions on the 'free flow of information' in the 1960s (see Guback, 1969; Hamelink, 1983; Schiller, 1971) have since kept the focus of transnational media flows on the imbalances between markets. Over time, EU media policies have attempted to strengthen the internal market for audiovisual services in order to counter US dominance. This has been done through measures of both economic and cultural nature. Recent changes in the media industry, primarily brought about by digitalisation, have made it increasingly difficult for audiovisual policy to keep up. The global market for video-on-demand (VOD) services has particularly grown (Doyle, 2018), as have services distributed over the Internet, so-called over-the-top (OTT) (Arthofer et al., 2016).

Discussions on the imbalance between markets have resurfaced due to the rising dominance of US companies in SVOD markets. In an attempt to anticipate the dominance of platforms like Netflix and Amazon, the revised AVMSD extends its quota regime and obligation to invest in European works to on-demand audiovisual players, also when targeting a foreign market. But are production incentives and distribution quotas still the way to go? Through document analysis, this paper examines the existing financial investment obligations on VOD platforms in nine EU countries. We found that policies are very fragmented between Member States, both with regards to quotas and investment obligations. So far, only a few countries have, or are in the process of imposing investment obligations on foreign players. We paid particular attention to the calculation methods of the investments required, as well as the calculation bases, and the motivations listed in the regulatory documents for extending the obligations to on-demand audiovisual services providers. The contributions were found to be limited and rather symbolic. Furthermore, as with previous measures of this type, they are more likely to reinforce the production, rather than the circulation of EU audiovisual works. Thus, their impact on the transnational, and particularly intra-European, flow of content is expected to be limited. Especially since many countries are found to promote domestic content, over non-national European content.

Id: 21577

Title: [Panel] Diversifying Chinese international academic publication in a changing global media environment, Panel Description

Session Type: Panel Submission

Authors:

Name: Deqiang Ji

Email: jideqiang -at- cuc.edu.cn

Country: CN (China)

Affiliation: The National Centre for Communication Innovation Studies, Communication University of China

Abstract: The world of academic publication has been changing against the backdrops of both the digital revolution in the publication industry and the emergence of non-Western players. For example, in order to build global academic reputation there is a recent clear trend for some leading public Chinese universities to publish in English language journals in collaboration with international academic publishers. In the meantime, the arena of international communication research has also been under transformation largely because of the fast-changing global media environment, which is characterized, as it happens with the publication industry, by both digitization and diversification of voices and players.

At the intersection of the afore-mentioned transformations in the publication industry and the global media environment, this panel / roundtable is organized to have expert points of view when it comes to determining which could be the main issues of research and publication in international communication research, with the contribution of experienced European academics. They will exchange opinions and points of view with the editors of Global Media and China, a new Sage journal associated with the research of the dynamics of international communication in a digitized world, as well as the potential roles played by China in it.

Topics of discussion will include:

- Trends of international communication in a digitized world
- International communication and geopolitics
- Social media and its impacts on international communication
- The history and present of academic publication in international communication
- De-Westernizing of international communication research and its impact
- Academic publication of international communication research from non-Western countries
- China's media going global and the changing global media landscape
- The Role of IAMCR in diversifying international academic publication of media and communication research

Participants:

- John Downey, Professor and Director for the Centre of Research in Communication and Culture, Loughborough University

- Karen Arriaza Ibarra, Professor, Universidad Complutense de Madrid and Chair of the INC Section at the IAMCR
- Anthony Fung, Professor, The Chinese University of Hong Kong, Editor-in-Chief, Global Media and China
- Lei Zhang, Professor, Communication University of China, Managing Editor, Global Media and China
- Deqiang Ji, Associate Professor, Communication University of China and Vice Chair of the INC Section at the IAMCR
- Xiao Han, Assistant Professor, Communication University of China, Commissioning Editor, Global Media and China

Id: 21586

Title: [Panel] A new international communication order for the digital age' The impact of BRI and BRICS, Panel Description

Session Type: Panel Submission

Authors:

Name: Daya Thussu

Email: Daya.Thussu -at- sc.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Abstract: This panel will examine the emerging trends in international communication triggered by the profound and transformative changes in the media and communication sectors in large non-Western countries – notably the BRICS (Brazil, Russia, India, China and South Africa) nations. As a result of digital globalization, a new type of global connectivity has developed, creating possibilities of a new world communication order for the digital age. This is happening at a time when the West is experiencing anti-globalization tendencies exemplified by Trump's presidency in the United States, as well as by Brexit (Britain's plan to leave the European Union). On the other hand, within the BRICS grouping, China and India – with the world's largest and second biggest internet populations as well as diasporas - have demonstrated impressive economic growth.

The Belt and Road Initiative (BRI - formerly called One Belt, One Road), China's ambitious developmental and geopolitical 'going out' project, is aimed at creating connectivity of capital and commerce in Eurasia and beyond. BRI also offers unprecedented opportunities for Chinese government and corporations to expand and amplify their communicative power within the countries involved in the projects. Due for completion in the next decade, BRI comprises more than 900 infrastructure projects, ranging from ports and roads to digital infrastructure, valued at about \$1.3 trillion, with the aim 'to deepen economic integration and connectivity'.

Will BRI undermine the BRICS grouping? Although in operation as a formal group since 2006 and holding annual summits since 2009, the BRICS countries represent five large and diverse nations with different political and media systems as well as stages of development. Such a grouping, coinciding with the relative economic decline of the West, creates opportunity for non-Western powers, to influence global communication structures hitherto dominated by the US and its Western allies.

The rationale for this panel is that while the media and communication sector in the BRICS nations is rapidly expanding, their impact on broader international communication debates and discourses has received scant academic attention. The five presentations will highlight the geo-political implications of these power shifts in international communication. The panellists suggest that the Chinese focus on BRI may be undermining the BRICS grouping. They will focus on different models of governance within the BRICS nations, the promotion of BRI, disagreements between China and India over BRI and the soft power perspectives from Brazil, a BRICS member not directly affected by the BRI.

The panellists explore how a new international communication order is being created by large non-Western nations, increasingly dominated by the economic and political interests of China. They also articulate the need to examine these developments within the context of the global communication order. The panel draws on empirical studies from multiple conceptual frameworks, methodologies, and levels of analysis to provide a comprehensive discussion of one of the most significant issues in international communication. The panel also encourages the historicization of research on international communication, emphasising continuities and changes of communicative practices and of production and reproduction of global power relations.

Chair and Respondent: Daya Thussu

Speakers: Joseph Straubhaar, Kaarle Nordenstreng, Daya Thussu, Ji Diqiang, Colin Sparks

Id: 21597

Title: BRICS as a testbed for media in democracy

Session Type: Panel Submission

Authors:

Name: Kaarle Nordenstreng

Email: kaarle.nordenstreng -at- tuni.fi

Country: FI (Finland)

Affiliation: Tampere University

Abstract: Democracy is a concept which is looming behind most international comparisons of media systems but is seldom thoroughly examined. The BRICS countries introduce different ways of understanding and implementing democracy, ranging from the traditional multi-party electoral democracies of Brazil and India to China governed by a single party, with Russia and South Africa in between.

This paper will, firstly, show what is the official reading of democracy in each of the BRICS countries – as stipulated in the constitutions and practice in the prevailing political reality. Second, the paper will present a critical overview of existing models of democracy and the scholarly discussion around them. Thirdly, the paper will apply the academic theories to understand how media systems relate to democracy in the BRICS countries. Finally, the paper draws conclusions on how to study media and democracy in general.

Id: 21601

Title: Marketing China's global rise

Session Type: Panel Submission

Authors:

Name: Colin Sparks

Email: sparksc -at- hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: The economic development of China has reached the point where it is beginning to be a challenger to the USA in a range of areas. It is following a classic imperialist path in being increasingly a net exporter of capital. It is developing its military forces to ensure that it can exercise its power internationally. It is developing an international cultural apparatus which is designed to present China and Chinese initiatives in a positive light to sections of the world's population. In doing these things, it is doing in a conscious and deliberate manner many of the things that occurred in a rather more piecemeal fashion with the rise of earlier imperial powers. If the old world communication and information order was dominated by the USA, China's clear intention is make sure that the New World Communication and Information Order is dominated by China. China is still very much a junior operator and in finance, armaments and culture it is still vastly weaker than the USA, but it is growing year on year and a re-organization of global power relations seems more or less inevitable. This paper is concerned only with the cultural dimension of China's rise. It briefly reviews the state of its international media initiatives, including the well-researched investments in Africa. On the basis of what is known already about these developments and their reception, the paper considers the prospects of China's success in forging a major place in international communication.

Id: 21606

Title: Beyond geopolitical imaginations: Understanding China's Belt and Road Initiative from a transcultural communication perspective

Session Type: Panel Submission

Authors:

Name: Deqiang Ji

Email: jideqiang -at- cuc.edu.cn

Country: CN (China)

Affiliation: The National Centre for Communication Innovation Studies, Communication University of China

Name: Ruhan Zhao

Email: zhao_ruhan -at- cuc.edu.cn

Country:

Affiliation: Communication University of China

Abstract: Since its announcement over five years ago, the Belt and Road Initiative (BRI) proposed by China's new leadership has been received with scepticism by Western mainstream media, as well as some BRICS countries - notably India - which see it as providing a new developmental model with possible geo-political ambitions. China's self-driven mode of globalization has had to deal with the dynamics of the world political and economic order, in which both the decline of the West and the rise of the Rest co-exist. After surveying the theoretical discussion about how the BRI will shape both global and regional geopolitics and communication, this paper will shift attention to a transcultural communication approach in order to map out how BRI could facilitate, consciously or unconsciously, a multi-leveled communication, thus contributing to a new international communication order. A three-fold analysis will be deployed. First, at the level of meta narrative, the BRI resonates with people's collective memories about the old Silk Roads that connected China and Eurasia via trade and cultural exchanges for many centuries. Though reframed by modernism, orientalism, and the 20th-century ideological antagonism, which together composed a West-East dichotomy, this imagined connection has never disappeared. The paper will examine how the BRI rhetoric revitalizes or appropriates this connection into today's international environment in pursuit of communicative relations with countries alongside the BRI. Second, China's legacy media is the major platform to tell the world about the BRI. The paper will summarize the dominant discourses on the making of the BRI by examining the websites of Xinhua and CGTN - designated official channels to carry the message to a global audience. Third, the role of social media and interpersonal communication is becoming increasingly important to mediate the BRI between China and relevant countries. The increasing use social media and tourism and educational exchanges is creating news people-to-people communication. The paper, therefore, proposes a transcultural communication framework, instead of a media-centric perspective, to understand the BRI in a holistic manner.

Id: 21608

Title: BRICS, BRI and a NWICO 2.0'

Session Type: Panel Submission

Authors:

Name: Daya Thussu

Email: [daya.thussu -at- sc.tsinghua.edu.cn](mailto:daya.thussu-at-sc.tsinghua.edu.cn)

Country: CN (China)

Affiliation: Schwarzman College, Tsinghua University

Abstract: The communication aspects of China's ambitious economic and geo-political project the Belt and Road Initiative (BRI - formerly called One Belt, One Road), also sometimes known as the New Silk Roads in the West, have largely been neglected within international communication research. This paper focuses on the communicative dimensions of BRI within the geopolitical framework of a transforming Asia. After examining the Western governments reservations about the geo-political implications of BRI, evident in various commentaries and concerns expressed by think tanks and government reports, the paper will focus on how the BRICS nations are reacting to arguably the biggest infrastructure project in the world. The paper suggests that two of China's main BRICS partners – Russia and India – harbour reservations about BRI, while for the other two members (Brazil and South Africa) it is not of such geo-political significance. Many commentators in Russia view BRI as undermining Moscow's traditional domination of its 'near abroad' – the central Asian nations - by Chinese growing investment and infrastructural presence in the region. As for India, the China-Pakistan Economic Corridor (CPEC) project - an integral part of BRI – makes politicians and analysts in New Delhi nervous about what many see as the 'encircling' of India by its eastern neighbour. There is also an issue of sovereignty involved as parts of the CPEC pass through territories claimed by both India and Pakistan. It is no coincidence that India was the only major country not to participate in the inauguration of BRI in 2017. The BRI issue has been compounded by tensions over border disputes (notably in summer 2017 which almost stymied the Xiamen BRICS summit). The paper suggests that such scepticism continues to characterise the coverage of China in the Indian media, which in any case remains very limited, generally negative and influenced by Western perspectives. The coverage of India in Chinese media is even scantier and more superficial. Such limited understanding between the two of the world's largest civilizational powers, most populated countries and fastest growing economies (since 2015 India has been the world's third largest economy after US and China in purchasing power terms) bodes ill for the future of BRICS too. However, at the same time economic cooperation between the two Asian giants is growing rapidly – China is one of India's largest trading partner (more than half of India's smart phone market is now dominated by Chinese-made smartphones), while Bollywood films are widely appreciated among Chinese audiences. As the West proposes de-globalization, the paper asks, are China and India creating a new version of globalization and thus helping establish a new world information and communication order for the digital age: a NWICO 2.0?

Id: 21612

Title: Brazil and corporatist soft power

Session Type: Panel Submission

Authors:

Name: Joseph Straubhaar

Email: jdstraubhaar -at- mail.utexas.edu

Country: US (United States)

Affiliation: University of Texas, Austin

Abstract: This paper argues that Brazil has developed considerable soft power in the world, particularly from commercial cultural industries in television and music, but also from government initiatives like the building of its new capital Brasilia in the 1950s and the initiatives to host the World Cup and Olympics in the 2010s. It also argues that the soft power originating from Brazilian cultural industries has a distinct flavour, albeit it one similar to other Latin American countries, in the way that cultural industries have developed key export genres in a corporatist form of interaction with a series of national governments, where governments have delegated much of their internal ideological work on national identity to cultural industries, particularly in music, from the 1930s on, and television, from the 1970s on. Another distinct Brazilian (and Latin American) pattern is the way that its cultural industries have developed in hybrid form in interaction with the culture and industries of the U.S. so that its soft power reflects historical U.S. influence.

Id: 21632

Title: Rethinking the Role of Chinese Migrants in International Communication Studies

Session Type: Individual submission

Authors:

Name: Hui Ye

Email: victorye -at- 126.com

Country: CN (China)

Affiliation: Communication University of China

Abstract: Long-distance and large-scaled human flows have always been one of the key driving forces of global connections. During past two centuries, life-changing convenience results from globalisation push migration behaviors into a situation of less cost for both time and money, like the modern information networks and instant messaging technologies. Cross-border movements are no longer as treacherous as it was in the era of Marc Polo or Vasco da Gama. In this case, diversified migrants living in a nation-state together, and frequent human flows between national borders both become a daily and commonly seen spectacle in the globalised world. Therefore, migration and migrants draw highlighted attention from communication and media studies. In China, Chinese immigrants scatter into different corners around the globe, whom are stated as ‘overseas Chinese’ (华侨, hua’qiao) by Chinese government, have also been widely-discussed by academia, especially international communication scholars. According to the author’s review, the subjectivities of Chinese immigrants in these studies could be categorised into three patterns: 1. Chinese immigrants as the audience of international communication media contents. In this perspective, researchers want to figure out the effect of international communication practices, especially to understand how well Chinese people overseas acquire the knowledge of Chinese society and Chinese culture via those media contents. By this taken, these studies aim to discuss how to better construct the audience an identity as a member of Chinese national community. 2. Chinese immigrants as the communication subjects or at least the ally of Chinese international communication, these studies indicate a default assumption that with their intercultural and transnational identities and life experiences, they have better capability to overcome culture barriers, even culture shocks in the process of international of intercultural communication practices. 3. Chinese immigrants as carriers or performers of material culture that represent China, like Chinese restaurants, Chinese media group overseas, Chinese art performing organisations, by whom those studies think could better spread Chinese culture to other civilisations. In the epistemological perspective, these studies followed the traditional approach nation-state frame, which is commonly seen in most international communication studies. However, considering the basic character of migrants, mobility, it appears to be a paradox—many activities conducted by migrants group could not be comprehensively acquired in the nation-state approach. Many studies focused on migration and diaspora have approved that the flexibility and mobility, coming alone the complexity of identity, have profoundly challenged the nation-state approach’s adaptability in current globalised context. This paper tries to rethink the role of Chinese migrants in international communication studies in the way of transnationalism, which now is the most widely accepted theory in migration and diaspora studies, emphasising migrants’ own subjectivity in their daily behavior. The study will discuss the topic in three leads: mobility of behavior, identity hybridity and transnationality of space. And finally tries to seek new theoretical imaginations on future possibilities for Chinese international studies.

Id: 21696

Title: Examining the Moderating Role of Religious and Cultural Symbols in Advertising on Consumer Decision-making and Product Evaluation in Diaspora communities.

Session Type: Individual submission

Authors:

Name: Mian Asim

Email: z9860 -at- zu.ac.ae

Country: AE (United Arab Emirates)

Affiliation: Zayed University

Abstract: Introduction & Purpose:

To survive in a rapidly changing international and global business environment, marketers must be aware of the cultural sensitivities, diverse nature, and socio-economic settings of their audiences in various markets around the globe. Diaspora marketing is a lucrative business, and companies often use suitable national, cultural, and religious symbols to get their message across various international markets to target particular groups of audiences. The current study examines the process of consumer decision-making, when exposed to a variety of favorable, and sometimes, conflicting symbols in advertising messages containing religious and cultural connotations in highly diverse markets often found in migrants supporting countries like the United States, and the United Arab Emirates.

Literature Review & Theoretical Framework

Social identity theory of inter-group behavior proposed by Tajfel and Turner (1986) provides the basic theoretical framework for this study. However, the interdisciplinary nature and the use of multiple variables allow room to explain and predict the study outcome within the premises of the cultural meaning theory as proposed by McCracken (1986).

Method:

A true experiment will be conducted with factorials: 2 locations: (U.S. vs. UAE) x 2 symbol type: (religious vs. culturally specific) x 2 Symbol: (Present vs. Absent) x 2 Ethnic Affiliation of the respondent (South Asian or the Indian sub-continent vs. the Middle Eastern ancestry)

Hypothetical ads will be developed by a professional graphic designer to enhance the face-validity of the experimental stimuli. Pre-tests will be conducted before initiating the main experiment in the two selected geographic locations to test the intended effect of the stimuli. Professional research companies (Qualtrics in the USA; and PARC/TGI in the UAE) will be deployed to conduct experiments. Collecting data with the help of professional companies would be the cornerstone and critical component of this study. It is imperative to employ a truly representative sample to increase the generalizability of the results.

Study sample

The study employs (N = 720) representative sample from UAE and USA comprised of respondents from Middle Eastern and Indian-subcontinent (India, Pakistan, Bangladesh, Srilanka) descent.

The key independent variables deployed by the study are:

- Location (the U.S.A. vs. U.A.E)

- Symbol type (Religious vs. Cultural)
- Symbol Presence (Absent vs. present)
- Ethnic affiliation of the respondent (Indian Sub-continent vs. Middle Eastern)

The dependent variables are:

- Purchase Intention
- Favorable attitude
- Perceived quality
- Skepticism of the marketers
- Product Recall

The proposed moderating variables:

- Religiosity
- The strength of Ethnic Identification
- Collectivist and Individualist aptitude

The fixed variables:

- Religious Affiliation
- Length of Stay at their Current Place of Residence
- Age
- Gender
- Income
- Education

Results, and Discussion

Data collection underway.

The study will be completed by March 31, 2019.

Id: 21709

Title: Competing Nationalisms: Biography as sites of memory and contest in the social media era

Session Type: Individual submission

Authors:

Name: Charu Uppal

Email: ucharu -at- gmail.com

Country: IN (India)

Affiliation: Independent Researcher

Name: Krishna Jayakar

Email: kpj1 -at- psu.edu

Country: US (United States)

Affiliation: Pennsylvania State University

Abstract: Competing Nationalisms:

Biography as sites of memory and contest in the social media era

This paper presents an analysis of competing visions of “nation” and “nationalism” under the influence of new media and social networking, as evidenced in textual analyses of contests over the biographies of two medieval and two modern political leaders in India and the European Union.

India and the European Union are politically integrated, yet linguistically- and ethnically-diverse, with numerous separatist tendencies, exemplified most dramatically in the case of Europe by Brexit. Social media have provided a forum for the articulation of competing visions of political unity and separatism, often aiding the emergence of ethno-nationalism and xenophobia, and demands for border controls and limits to immigration.

In this context, we conduct a textual analysis of contested biographies of national leaders in India and the European Union. Our analysis is based on a theoretical premise that biography is not a straightforward recording of historical fact, but the outcome of active and contested selection, suppression and interpretation within a socio-political context (Pierre Nora’s lieux de memoire, cited in Talbot, 2016). Social media, due to audience fragmentation, absence of formal gatekeepers (but subtle forms of controlling content such as shadow banning, removal of posts etc.), the impermanence of text, lack of accountability for content etc., seem to be perfect forums for the dynamic re-invention of biography. However, we also seek to demonstrate that though social media appear to have accelerated the trend, this is by no means historically unique: contested biographies have been used as tools of political mobilization since the pre-modern period.

To substantiate this, we conduct textual analyses of biographies of four political leaders, two medieval and two modern. The two medieval leaders are Prithviraj Chauhan and Charlemagne, respectively from India and Europe. In the case of Chauhan, we trace his evolution from sectarian Rajput chieftain to national leader in texts such as the Taj al-Maasir and the Prithviraj Raso (Talbot, 2016). In the case of Charlemagne, contrasting visions have been articulated in Einhard’s medieval Life of Charlemagne, the Chanson de Roland and Primat’s Grandes Chroniques de France (Morrissey, 2003). The modern leaders studied are India’s Narendra Modi and the French Jean-

Marie Le Pen, both polarizing figures. The biographies of both have undergone significant contestation, as both rose from partisan leaders to national prominence. Texts for analyses will be provided by online forums such as bharatrakshak.com, as well as news reports.

The outcome of this paper will be to explore “biography” as a locus and catalyst for the emergence, maturation and transmutation of competing visions of ‘nation’ and ‘nationalism,’ and to compare how this process is influenced by the characteristics of social media: impermanence, lack of formal gatekeepers, audience fragmentation, etc.

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Talbot, C. (2016). *The last Hindu emperor: Prithviraj Chauhan and the Indian past, 1200-2000*. Cambridge, UK: Cambridge University Press.

Id: 21844

Title: Comparing Journalism Cultures in Western and Muslim Majority Countries: Journalists' Perception of their Freedom, Pressures and Professional Roles

Session Type: Individual submission

Authors:

Name: Basyouni Hamada

Email: bhamada -at- qu.edu.qa

Country: QA (Qatar)

Affiliation: Department of Mass Communication, College of Arts and Sciences, Qatar University

Abstract: This paper is based on a comparative analysis of journalism cultures in Western and Muslim majority countries. I identified three major comparative elements of journalistic cultures: editorial autonomy, influences and professional roles. The selection of countries employed the model of the most different systems design in order to account for cultural diversity(Hantrais 2009). Where journalism values, norms and practices in Western countries are rooted in the liberal theories of journalism, in Muslim majority countries, they are shaped by the repressive political, economic, and socio-cultural contexts. The investigated countries include 24 countries of the worlds of journalism study divided equally between the two groups of cultures. Muslim countries group includes Egypt, Sierra Leone, Sudan, Bangladesh, Indonesia, Malaysia, Oman, Qatar, Turkey, United Arab Emirates Albania and Kosovo. The Western countries group includes USA, Canada, UK, Germany, France, Spain, Italy, Switzerland, Norway, Denmark, Belgium and Sweden. The design, statistical analysis and findings of this study provides unique implications for the international comparative studies of journalism cultures.

References quoted:

Hantrais, Linda. 2009. International Comparative Research: Theory, Methods and Practice. New York: Palgrave Macmillan.

Id: 21917

Title: Migration Coverage: Different approaches to a common challenge in media from 15 European countries and the USA

Session Type: Individual submission

Authors:

Name: Marcus Kreutler

Email: marcus.kreutler -at- tu-dortmund.de

Country: DE (Germany)

Affiliation: TU Dortmund University

Name: Susanne Fengler

Email: susanne.fengler -at- tu-dortmund.de

Country: DE (Germany)

Affiliation: TU Dortmund University

Abstract: Migration and the rise in migration figures has been a defining topic for news coverage in recent years, and its representation in the news may be seen as a major case for human dignity in the media. The paper presents results of a content analysis into migration coverage in 32 opinion-leading media from 15 European countries and the USA in the years 2015-2018.

Background

While the coverage of migration has been investigated in some detail for several countries (for an overview see Hovden et al. 2018), comparative data for a larger number of countries with different levels of exposure to migration flows is sparse. Especially the representation of migrants and migration in different Eastern and Central-Eastern European states has received little attention so far.

Methodology

The content analysis included migration coverage from two text-based media (print or online) from Albania, Belarus, Czech Republic, France, Germany, Hungary, Italy, Poland, Portugal, Romania, Russia, Spain, Switzerland, the UK, Ukraine and the USA. Based on a keyword-based pre-study of coverage peaks in 2015-2018, six weeks of coverage were included in the analysis, leading to a total of 2381 articles. Media-selection, article retrieval and content analysis were conducted by country-specialists fluent in the respective languages.

Results

Some general trends in the coverage confirm and deepen prior research:

- Speakers quoted in migration coverage are ten times more likely to be non-migrants than migrants. Some Eastern European media do not quote migrants at all.
- Large, anonymous groups of migrants are the most frequent main actor in the analysed articles (17.0 %), followed by the German government (9.1 %). Individual migrants make up 6.0 percent, with male adults being represented about four times more frequently than females.

- Migration is mostly covered as a political issue, followed by descriptions of the situation of migrants. Articles covering problems with migrants outnumber personal stories that portray migrants as individuals.

But migration coverage takes different forms and emphases in the countries included in this project:

- For most media under study, the dominant origin of migration is the Middle East and particularly Syria, but migration from Africa (in Italian and French coverage), from European countries (in Russian, Belorussian and Albanian media) and the Americas (in the USA) is in fact predominant in some countries.
- Most media focus on migration flows into other European states, not into their country of publication – migration coverage is mostly foreign coverage. Exceptions include both German media, *Corriere della Sera*, *Washington Post*, and *Kommersant*.

Finally, differences in the coverage are not only visible between countries. Where the two media in one country can be attributed to political orientations, this seems to be reflected in their coverage:

- In Germany, France, Poland, Spain and the UK the more conservative publications tend to cover problems with migrants more intensively than the situation of migrants, while their more left-leaning counterparts have opposite preferences.
- This pattern continues when more conservative papers quote less migrants, and non-migrant speakers critical towards migration are more visible than those defending it.

Id: 21921

Title: The historical change of international communication discourse in China: difference or integration'

Session Type: Individual submission

Authors:

Name: Jidong LI

Email: 438955713 -at- qq.com

Country: CN (China)

Affiliation: National Center for Communication Innovation Studies, Communication University of China

Abstract: As the digital world is coming, the world political and economic situation and the order of information and communication is in the process of new adjustment and transformation. The ecology of information and communication has become more open, interconnected, and transparent. Domestic issues are internationalized and international issues are internalized. the public is more global, participatory and initiative. The external publicity is not only the work of specific departments and professional media, but also a multi-level interactive compound system of the government, media and the public. Since the 18th national congress of the Communist Party of China, great changes have taken place in the concepts, principles and methods of both external and internal communication in the digital China. As a result, the international communication discourse, especially the principle of internal and external differentiation (nei wai you bie) that the state has always followed since its foundation have also changed.

From the perspective of historical changes, this paper sorts out the brief evolution and trend of the international communication discourse, emphatically analyzes the problems and challenges of the internal and external differentiation (nei wai you bie), and then explores the integration of internal and external communication discourse in the digital China. the internal and external differentiation was originated in Yan 'an period, formed in the early days of the People's Republic of China, perfected in the 1980s and 1990s, and expanded to "the outside is different"(wai wai you bie). At present, China's international status, role and responsibility have undergone great changes, and China's issues are often intertwined with international affairs and human propositions. Meanwhile the internal and external differentiation have the problems of narrowness, one-sidedness and extreme, so it's time to rethink the internal and external differentiation.

Id: 21965

Title: Can the Foreign Correspondent Still Exist': A future model of human connection

Session Type: Individual submission

Authors:

Name: Saba Bebawi

Email: saba.bebawi -at- uts.edu.au

Country: AU (Australia)

Affiliation: University of Technology Sydney (UTS)

Name: Mark Evans

Email: mark.evans -at- uts.edu.au

Country: AU (Australia)

Affiliation: University of Technology Sydney (UTS)

Abstract: To many reporters and journalists working around the world from their desks with access to immediate online sources, information and social media, the concept of the foreign correspondent seems redundant. Journalists can reach any source they want through online calling tools such as Skype, Facetime or Zoom. Crowdsourcing has replaced vox pops on the streets through social media such as Twitter. And any information – almost any – can be accessed online. Willaims (2011) comments on this noting that '[t]he growth of the internet, with its provision of instant access to databases and information around the world, reinforces the “stay at home tendency” of modern foreign reporting [...] foreign editors are more reliant on their online sources of information' (139). Furthermore, trusted bloggers and citizen journalists can provide unique footage from any location and even report on events on the ground, as seen through the 'Arab Spring' protests where major media outlets were partnering up with prominent citizen journalists on location. So the whole 'why be there at all' argument is a valid one, and the question of whether a foreign correspondent is still required in today's media environment continues to persist, especially in light of the financial restrictions facing many media organisations which are tightening their budgets, and where foreign correspondents are the first to go when financial cuts are made.

This paper will include a discussion on various scholarly debates in relation to this, arguing that there still is a need for reporters on the ground to report on events, albeit that the concept of the foreign correspondent might need to be transformed and reconceptualised within an ever-changing media environment. Specifically, there is a greater need for cultural connection that needs to be reflected in foreign reporting. This paper, therefore, will first unpack the role of the foreign correspondent as traditionally practiced, and discuss some limitations to the role. It will then outline some current issues that are entrenched in international reporting in relation to pre-conceived story ideas, parachute journalism, the local vs foreign reporter, and citizen journalism. This will be followed by a discussion on what the future of the foreign correspondent might need to entail based on these issues.

This discussion will be based on observations stemming from the Foreign Correspondent Study Tour (FCST) which is a project that has been funded by the Australian government through the Council for Australian-Arab Relations (CAAR) to the Middle East and the Australia-India Council

(AIC) to India, part of the Department of Foreign Affairs and Trade (DFAT). The lessons learnt from training participants during the FCST iterations are strong examples of how future foreign correspondents need to be trained to focus on intercultural reporting that is often missing from the training they receive when reporting in their home countries.

References:

Williams, Kevin (2011) *International Journalism*, Sage Publications: London

Id: 21985

Title: Love across frontiers: reinventing family in the digital age

Session Type: Individual submission

Authors:

Name: Vandana Pednekar-Magal

Email: pednekav -at- gvsu.edu

Country: US (United States)

Affiliation: Grand Valley State University

Abstract: Transnational family is described as family members spread across national and cultural borders due to the intersection of individual and collective aspiration and needs, as well as structural opportunities and constraints (Bryceson and Vuorela, 2002). Very often transnational families comprise of individuals from different linguistic, cultural/religious backgrounds forging new identities and cultural practices. In this paper I describe the private sphere of transnational family networks and how family members transcend locality, negotiate distance to construct familial relationships across national and cultural frontiers. My purpose is to trace the ways globalization is embodied within the domains of family life, and personal affect; and show how the linkages of 'informal' global networks in this private sphere constitute the micro-processes of globalization and social transformation.

With the aid of first hand perspectives provided by ethnographic interviews with ten transnational families residing in the United States, with heritage from culturally different regions (South Asia; Asia; Latin America; Eastern Europe) I address the following questions:

What does cross-border communication mean in relationship to transnational families? How is migration and subsequent family relationship helped and or hindered by mediated communication (for example, using internet-based communication technologies)? How do members sustain ties of 'belonging' across national borders? How are identities (often hybrid or hyphenated) experienced or expressed in family life and cultural life? How are relationships (such as among parents and adult children; spouses) constructed, managed, repurposed or sometimes broken down in transnational families? What role do national policies (specifically, policies of immigration/emigration) play in facilitating, hindering or altering family life?

The in-depth ethnographic interview methodology of the study works to provide an experiential, narrative driven account. Transnational families are not generic homogenous cultural groups. Their experiences are not generalizable but vary due to geographical contexts and differing levels of literacy and socio-economic ladder. To emphasize the heterogeneity, my investigation avoids standardized questionnaire and favors open ended questions that encourage reporting of unique experiences.

Theories of globalization point to Ethnoscapes - the landscape of people who constitute the contemporary world: immigrants, refugees, exiles, guest workers, international students and other moving groups (Appadurai, 2000). As people move across borders and experience the realities of long term or permanent separation from their family, heritage and nation, the private spheres of family constellations and practices become fluid and shifting. Every day communicative practices, via electronic technologies/media, strewn across borders constitute the active process of globalization from below and from within. As Beck and Beck-Gernsheim (2014) suggest, "Just as there are transnational firms, organizations and transnational states (such as the EU), so too we are

witnessing the birth of transnational families.” (p, 12). The communicative activities in familial networks point to how a reconstitution of identities – local, national, global – takes shape; how national identities are refracted through other identities such as religious, linguistic; and how the transnational people reshape or at the least, temper the defined or imagined unified culture of families, the city, nation. My paper situates personal accounts of transnational families in this context.

Id: 22026

Title: Facts or Values' Exploring the Conditions Public Deliberation Successfully Forms in Communities: A Qualitative Comparative Analysis (QCA) based on 40 Cases

Session Type: Individual submission

Authors:

Name: Fanchen Zeng

Email: zengfanchen0103 -at- foxmail.com

Country: CN (China)

Affiliation: School of Journalism and Communication, Tsinghua University

Name: Xin Yu

Email: yuxin1 -at- tsinghua.edu.cn

Country: CN (China)

Affiliation: School of Journalism and Communication, Tsinghua University, China

Abstract: Information Communication Technologies open great opportunities to the public enabling, engaging and empowering to participate in social debates (Macintosh, 2004; Carpini et al., 2004; Anduiza, Cantijoch & Gallego, 2009). On the contrary, the social consequences digital technologies would lead are still facing challenges because of several kinds of pessimistic paths, such as disinformation/fake news (Wardle & Derakhshan, 2017), information cocoons (Sustein, 2008), and opinion polarization (Lee et al., 2014). However, no matter the optimistic or the pessimistic, most of the arguments are contextualized in country and social wide, where the participants are connected dividedly, the issues have the lack of common values, or the processes are without orders and rules.

Compared to the country and social wide, communication in a specific community seems provide a quite ideal environment for social discussion, with relatively fixed members, closed physical spaces, long-term development of both values and rules. Therefore, exploring the process in the community communication approach could provide basic conditions and paths where public deliberation would successfully form, which would be expected to help us find out the key factors moderate the benefits or the defects ICTs bring to social issues.

This paper made a qualitative comparative analysis (QCA) of 40 public events in a university community from 2014 to 2018. The expected independent variables were constructed through five aspects, including issue attribution, public participation, analyzing process, social process, and policy process; the dependent variable was deliberating result. Using the tool of fm-QCA (fully functional multi-value QCA), we found out that radical media/individuals and organizational mediatized frameworks jointly influenced the change of public policy in the community. As a specific community, the common values of community members in the university were also conducive to the deliberating result. Common values helped the to reach reasonable policies in the end, which were highly endorsed by the community members. In another word, facts could not independently lead to deliberation without common values.

Id: 22040

Title: NGOs and INGOs' WeChat as Organisation Communication in China

Session Type: Individual submission

Authors:

Name: Zhaorui Meng

Email: magmeng -at- hotmail.com

Country: CN (China)

Affiliation: Communication University of China

Abstract: Abstract:

As of January 2019, China has 816,307[Sources: China Ministry of Civil Affairs statistics.] Social Organisations[Social organisation: a Chinese term more or less equivalent to civil society, including NGOs, INGOs, Funds, Charity and other civil society groups; either government owned NGOs or none governmental ones.], including 5,285 registered Charity organisations to more than 8,000 NGOs, among which 441 registered INGOs with the earliest operations dated back to the 1980s. Over the past 30 years, NGO sector (both local and international NGOs) have experienced considerable development in China. Getting themselves to be heard or advocacy is NGOs and INGOs' major work through which they communicate to the local public their mandates, values and key messages. WeChat, as the current most powerful social media in China which reaches 1 billion active users in January 2019, has increasingly becoming one of the most important means of organising one's personal and work life as well as an effective organisational communication channel for both governmental and none governmental organisations in China. Thus this paper will take a look at whether WeChat also impacts profoundly NGOs and INGOs' communication and advocacy work? What is the current overall picture of NGO and INGO's WeChat communication in China? Is there any trend? Which organisations perform well WeChat-wisely and why?

Meanwhile, the author had the pleasure to work as a UN staff member and with other international organisations in China for many years during which participated in the substantial work of country program and communication strategies formulation and implementation. These experiences have also intrigued the author to think about questions such as: which one, local NGOs or INGOs, performs better in terms of WeChat communication? What are the key messages they deliver via WeChat to Chinese audience and which messages attracted or mobilised the audience the most?

Having these questions in mind, this article first reviews the current Chinese literature regarding NGO and INGO communication and advocacy via WeChat in China. Then it retrieved the 2018 Weekly List of China's Top 20 NGO WeChat Accounts, collected a pool of all Top 20 NGOs and INGOs and ranked them on yearly basis against an index (such as WeChat accounts user subscription, number of publications and frequencies, highest number of viewers and comments etc) to arrive a 2018 List of Top 10 Local NGOs and INGOs; next it further compared these organisations WeChat performance and explored these WeChat contents to see what were the key messages delivered to and most welcomed by the audience. The article then drew the conclusion on the status quo of NGOs and INGOs' WeChat communication and advocacy, the trends exhibited, and which NGOs and INGOs perform the best in their WeChat strategy delivery as well as whether the INGOs were more effective than the local NGOs. Next, employing relevant Organisational

Communication theories and combined work observation, the article explored the possible reasons why some organisation seem to perform better than others. It also summarized the WeChat communication strategies of those most successful orngaisations as case studies and offered some suggestions for future work.

Key words:

NGO, INGO, WeChat, advocacy, organisational communication

Id: 22076

Title: Global media flow and contra-flow: Transnationalization of Turkish Television Series

Session Type: Individual submission

Authors:

Name: PINAR ASLAN

Email: pinaslan -at- gmail.com

Country: TR (Turkey)

Affiliation: ISTANBUL UNIVERSITY

Abstract: This study analyzes the transnational success of Turkish television series. With their recent success around the World, they are called in many different ways such as soap opera, drama, telenovela, series or dizis (Turkish name already accepted by many) and this overcategorization is worth analysis alongside with the cause and effect of this global flow. This study aims to have a look at the current situation of the transnational spread of Turkish television series through case studies. The research is mainly conducted in Latin America which is a surprising location where Turkish television series has become a phenomenon. The main focus is analyzing television series within the cultural context with an emphasis on international communication, popular culture, and global media flow.

Id: 22111

Title: Understanding 'fake news' in three African countries: prevalence, causes and impact

Session Type: Individual submission

Authors:

Name: Herman Wasserman

Email: herman.wasserman -at- uct.ac.za

Country: ZA (South Africa)

Affiliation: University of Cape Town, South Africa

Name: Dani Madrid-Morales

Email: dmmorale -at- Central.UH.EDU

Country: US (United States)

Affiliation: University of Houston

Abstract: In recent years, questions around truth, veracity and deception have been receiving an 'extraordinary' amount of attention in journalism scholarship as well as in public debates. This can be attributed to their centrality in debates about the role of "fake news" in the 2016 US presidential election, as well as US President Donald Trump's use of the term to dismiss his critics. However, it would be erroneous to circumscribe issues of truth, veracity and deception to the United States. After all, according to the United Nations Educational, Scientific and Cultural Organization (UNESCO), disinformation is an "emerging global problem". Like elsewhere in the Global South, misinformation in Africa has often also taken on the form of extreme speech that have incited violence or spread racist, misogynous xenophobic messages, often on mobile phone platforms such as WhatsApp. Misinformation campaigns have been used to influence political agendas in African countries and governments have responded by restricting online spaces or embarking on other countermeasures. To date, there has been especially little scholarly attention paid to how African audiences actually engage with misinformation and disinformation, how prevalent the notion of 'fake news' is among African media users, and how African media users navigate notions of truth, mis- and disinformation and news.

With the aim of filling in this knowledge gap, this study uses data from a two-wave survey in Kenya, Nigeria and South Africa to offer an overview of the prevalence and impact of "fake news". The first wave (N = 752) was fielded in late 2017, while data for the second wave was collected (N = 750) in early 2018. Our data, the first to explore the issue using a cross-country comparative approach, offers evidence of the high prevalence of "fake news" in the three countries, as well as alarming levels of sharing dis- and misinformation deliberately. Based on existing literature that suggests the potential impact of high levels of perceived exposure on levels of media trust, we also explore how public's trust in different type of media is affected by the prevalence of "fake news". Not only, this is found to be true, but the impact appears to vary across countries and types of media. In a context where the mainstream media have long struggled to gain its independence and freedom, and where state control over media remains strong – either through ownership or suppression – these findings raise important concerns for the ability of the media to exercise its duties of truth-telling, dissemination of information and holding power to account. We conclude by

proposing ways forward in the study of dis- and misinformation in Africa, with a particular focus at understanding the cultural, social and political factors facilitating their prevalence.

Id: 22112

Title: "Knowledge'in Cross-Culture Contexts: How Frames shaped in Zhihu and Quora

Session Type: Individual submission

Authors:

Name: Fanchen Zeng

Email: 1243388495 -at- qq.com

Country: CN (China)

Affiliation: Tsinghua University

Name: Xin Yu

Email: yuxin1 -at- mail.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Abstract: the “knowledge” production in social media is affected by the user's knowledge contexts, logic, text, cultural differences and other factors. In order to explore the difference of "knowledge" in the cross-cultural context, this study adopted the grounded theory as the research method, and selected the 20 most agreed texts from the discussion on the Chinese website zhihu and the English website Quora about "German refugee policy". The open & axial coding includes defining the problem, diagnosing the cause, making moral evaluation and predicting results. The study found that zhihu users thought the "German refugee policy" was wrong and gave a pessimistic view on it. Quora users see it as an adjust policy and give a optimistic view on it. Zhihu users tend to criticize the liberal left of German and worried about German social security. Quora users are more concerned with human rights issues, and tend to praise on German political correctness and its international reputation.

Id: 22117

Title: Diseño nórdico: democratización, renovación y diferenciación. Las estrategias para combatir el agotamiento de un modelo exitoso

Session Type: Individual submission

Authors:

Name: Angel Luis Rubio Moraga

Email: angel.l.rubio -at- gmail.com

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: Andrea Donofrio

Email: adonofrio -at- ucm.es

Country: IT (Italy)

Affiliation: Universidad Complutense de Madrid

Abstract: En 2016 analizamos el impacto de las crisis sobre las empresas de diseño nórdico arraigadas en España, en el que una de las conclusiones fue que sus efectos variaron según el tamaño de la empresa, su capacidad de reaccionar y renovarse, sus cambios de estrategia comercial y de modelo de producción. Como consecuencia de la crisis, las empresas se vieron obligadas a aplicar diversas medidas para paliar los efectos de esta. El objetivo de esta nueva investigación sobre el tema es demostrar cómo el proceso de democratización ha ido en aumento, a la vez que las empresas han apostado por una diversificación de su marca. Las marcas han elegido apostar por una estrategia que por un lado contemplaba mantener un vínculo con su esencia y que, por otro, a la vez se centraba en ofertar productos novedosos. Las principales empresas han decidido renovar su oferta, incluyendo productos más acordes a los gustos y a los cambios que se están dando en la sociedad. Al mismo tiempo, las principales marcas del diseño nórdico, como Tiger, Ikea y H&M entre otras, están planteándose adoptar nuevas estrategias para contrarrestar el posible agotamiento de su modelo, exitoso hasta la fecha, planteando alternativas tanto de productos como de comercialización. Esta propuesta pretende, por lo tanto, reflexionar sobre los cambios que se están dando tanto en el diseño como en el modelo de negocio.

Id: 22125

Title: Changes in Content and Stance in South China Morning Post After Alibaba's Acquisition

Session Type: Individual submission

Authors:

Name: Yoyo Chan

Email: yoyochan1998 -at- yahoo.com.hk

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Yuki Chiu

Email: yuenki1_31 -at- hotmail.com

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Jasmine Jim

Email: jasminejim1228 -at- gmail.com

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Angela Ng

Email: nty.angela -at- gmail.com

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Nannerl Yau

Email: nannerlyau -at- link.cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Clement So

Email: clementso -at- cuhk.edu.hk

Country: CN (China)

Affiliation: Chinese University of Hong Kong

Abstract: In April 2016, Alibaba successfully acquired the South China Morning Post (SCMP), a well-known English-language newspaper based in Hong Kong. Alibaba announced that SCMP's new mission is to "lead the global conversation about China". The acquisition had sparked concerns around its editorial autonomy and objectivity. In March 2018, SCMP launched an online news site called Abacus with an aim to "unbox China," giving many the impression that Abacus is a tool for painting a positive picture of China's technological advancement. It is worth examining if there are changes in SCMP's news content and stance as a result of the acquisition.

The present study focuses on SCMP's recent change in coverage on China news and how Abacus works as a new branch to promote China. Changes in three aspects were analyzed, namely (1) the

number of China news covered, (2) the content about special events, and (3) the commentaries. We also read articles and watched videos in Abacus to decipher what impressions its content would give to the readers. By using data in “Factiva,” we located relevant articles in SCMP with the keyword “China” in the headlines and lead paragraphs from October 2014 to September 2018.

There were more short local spot news stories which had little to do with national issues or policies. SCMP had been covering more news on the relationship between China and the US after the acquisition and the news mostly mentioned US President Donald Trump. China’s diplomacy has also been another focus such as the “One China Policy” to Taiwan.

We analyzed two significant events over the recent years, namely Occupy Central and HKSAR establishment day (the handover). There were more news coverage on both topics since 2015, and the reports tend to be more pro-government. The year 2017 marks the watershed for SCMP’s coverage on the Occupy Central movement, as its voice changed from being neutral to framing the movement as “unrests” and put blames on the protesters. In 2018, there was a stronger focus on the celebration activities and positive evaluation on the performance of the chief executives.

There were more articles on China’s diplomatic relations and economy, but increasingly fewer articles on its domestic politics since the change of ownership. Even if there were negative comments about China, many of them put their foci on the Chinese financial market and suggest how China can improve.

Abacus can still uphold core news values such as objectivity, comprehensiveness and fairness. It has not refrained from reporting sensitive issues in China, and also reports on tech-related irregularities in China. Macroscopically Abacus is able to showcase China’s soft power to the world.

In conclusion, while the coverage adopted in SCMP’s stories might have shifted towards a more pro-China angle, it is unlikely that SCMP will play the role of a blatant mouthpiece for the Chinese authorities. Otherwise SCMP would lose its credibility and cannot fulfill its goal to lead the global conversation about China.

Id: 22288

Title: Repackaging Oriental frames in the coverage of Gaddafi's death by television news channels in India: a framing analysis

Session Type: Individual submission

Authors:

Name: Sweta Singh

Email: swetasingh2000 -at- gmail.com

Country: IN (India)

Affiliation: University School of Mass Communication, Guru Gobind Singh Indraprastha University, Kashmere Gate, Delhi

Abstract: This research attempts to analyse how 'Oriental Framing' got mediated by the two leading English private television news channels CNN-IBN and NDTV 24*7 in the representation of the death of Gaddafi by collecting stories from their respective websites. This research builds its arguments based on framing studies that have shown that the Western news agencies use the Oriental frames in the coverage of the Arab world. The research uses six interpretive packages: 'Gaddafi, the dictator'; 'Gaddafi, the eccentric'; 'Libya, a nation without democracy'; 'Protesters as revolutionaries'; 'NATO as positive interventionist' and 'Death of Gaddafi, a nemesis'. Employing qualitative framing analysis, this research inductively employs the six packages using semantic and reasoning tools. The research argues that 'Oriental' frames of the West that define the East in 'disparaging' tone were used in the narratives of the stories from both the channels. This was due to the dependency on Western news sources. Though both channels show similarity in the use of Oriental frames, there are differences as well owing to origin and ownership of the two channels. Gaddafi as a leader was depicted as a dictator who was potentially dangerous for Libya and the world. The comparison of Gaddafi with Saddam Hussien constructs an appropriation that justifies militant protests by Libyans and military interventions of NATO. The representation of Gaddafi's rule as a dictatorial regime has been used as a justification for ousting and eventually killing of Gaddafi. Democracy has been pitched as the only alternative to the regime and the eventual solution to all things ailing Libya.

Id: 22293

Title: On-demand television flows: European series on SVoD platforms

Session Type: Individual submission

Authors:

Name: Celina Navarro

Email: celina.navarro -at- uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: With the global consolidation of on-demand audiovisual consumption, the international SVoD players have become one of the main cultural intermediaries of audiovisual flows. With commissioning and acquisition decisions across the world, they influence which local television content is available for consumption. Therefore, their role in media flows has become more relevant than the international purchasing decisions of traditional broadcasters due to the scope of their decisions. This is especially relevant for serialized fiction titles, the main genre of their catalogues.

At the same time, local broadcasters attempt to use these platforms to sell a second exploitation window for their fiction titles and benefit from international impact. However, the largest portion of the SVoD services libraries are still produced in the United States, the hegemonic player of television flows since the beginning of the media. The European Union is trying to counteract this with the establishment of a European minimum works quota of 30% of the catalogue for programmes either directly commissioned or acquired by the service, legislation that it is set to be approved during 2019. This measure has been actively opposed by the SVoD platforms, especially Netflix, claiming that they already have a diverse catalogue from around the world.

The main objective of this study is to analyse the presence of European serialized fiction on the European catalogues of the main SVoD platforms which are Netflix and Amazon Prime Video, distinguishing between those series commissioned directly by the SVoD platform and those titles firstly aired on linear television. Since the catalogues from the services differ slightly in each market and time periods, the Spanish catalogue from the beginning of 2019 has been chosen. The quantitative content analysis of all series available on these two catalogues is focused on the origin, the production companies, the genre, the year of production and the original language of the titles.

The preliminary results show that original productions on the platforms coexist with titles previously broadcast, but particularly produced in the UK, the main European market in canned television flows. Nevertheless, to a lesser extent there is also the presence of titles produced in regional European markets in minority languages. In addition, there is a growing tendency by Netflix of commissioning new seasons of already popular European series directly for its platform. This paper also concludes on the importance of the alliances among European markets and these international digital players due to their role as cultural intermediaries to promote and diversify the flows even among European countries.

Id: 22494

Title: Influencia cultural en la comunicación para la sostenibilidad: análisis en empresas ecuatorianas, colombianas y chilenas

Session Type: Individual submission

Authors:

Name: Jaime Alberto Orozco-Toro

Email: jaime.orozco -at- upb.edu.co

Country: CO (Colombia)

Affiliation: Universidad Pontificia Bolivariana

Name: Ana María Durán González

Email: aduran -at- uazuay.edu.ec

Country: EC (Ecuador)

Affiliation: Universidad del Azuay

Name: Pablo Matus

Email: pmatus -at- uc.cl

Country: CL (Chile)

Affiliation: Universidad Católica de Chile

Name: Caroline Ávila Nieto

Email: cavila -at- uazuay.edu.ec

Country: EC (Ecuador)

Affiliation: Universidad del Azuay

Name: Melita Vega

Email: mvvega -at- uazuay.edu.ec

Country: EC (Ecuador)

Affiliation: Universidad del Azuay

Abstract: El propósito de esta investigación es analizar la gestión de comunicación y los procesos de sostenibilidad en un grupo de organizaciones ecuatorianas, colombianas y chilenas para establecer relaciones entre el trabajo que se desarrolla en tales disciplinas y la influencia de las culturas nacionales en esos resultados. Se trata de un estudio descriptivo, basado en una metodología cualitativa y cuantitativa, desarrollado en tres fases: en primer lugar, una indagación bibliográfica y documental que permita, por un lado, discutir el modelo de convergencia propuesto por Durán y Mosquera (2016) para fundamentar la relación entre la gestión de la comunicación y el avance de los procesos de sostenibilidad y, por otro, describir el entorno cultural y legal del sector empresarial en los tres países.

En una segunda fase se aplicará la encuesta propuesta dentro del modelo, basada en características observables y tangibles de la organización que permiten identificar la orientación teórica que tienen los procesos de sostenibilidad, según lo propuesto por Garriga y Melé (2004) y el modelo de relaciones públicas que aplican, según la teoría de la excelencia de Grunig y Hunt (2000). La muestra será de 48 organizaciones pertenecientes a los distintos sectores empresariales,

seleccionadas entre las empresas mejor ubicadas en el ranking empresarial de los tres países y la aplicación se hará a través de la plataforma Survio. En una tercera fase se trabajará sobre los resultados de las encuestas, detectando convergencias y complementariedades entre el ejercicio de las Relaciones Públicas y la gestión de la sostenibilidad y se efectuará un análisis comparativo entre los tres países para establecer diferencias y analizarlas a la luz de los factores culturales particulares que diferencian al sector empresarial de Ecuador, Chile y Colombia. Las conclusiones y recomendaciones que se propongan contribuirán a una gestión efectiva de la comunicación para afianzar los procesos de sostenibilidad de las empresas para su propio beneficio, el de los distintos sectores involucrados con ellas y la sociedad en general.

Id: 22545

Title: Long-distance mothering and companionship: managing close relationship between Chinese Migrant students and their left-behind mother through mobile instant messaging

Session Type: Individual submission

Authors:

Name: Christina Zhang

Email: juehongzhang -at- gmail.com

Country: NZ (New Zealand)

Affiliation: Auckland University of Technology

Abstract: As globalization continuing at strength, student migration have also intensified world-wide. International students and their left-behind mother face the challenges of maintaining close relationship with each other from a long distance. Mobile communication technologies, in particular mobile instant messages, provide ‘connected presence’ as a new mode of interpersonal communication assist the management of the relationship between migrant students and their geographically distant mother.

Focusing on the WeChat, the most popular mobile instant messages application in China which integrated with multimedia instant messaging and a social network service called Moments, this study investigated the patterns of mobile instant messages interactions for managing close relationships in transnational settings through communicative behavior records and semi-structured in-depth interview. Communication behavior contains the use of all WeChat functions, such as text messaging, voice messaging, emoji and photo sharing, voice call, video call, and interactions ‘likes’ and comments within the Moments. With contextualized accounts of 10 Chinese migrant students’ phone use over one semester (14 weeks), research data also include continued 14 interviews (every two weeks): 7 interviews with these students who have lived in New Zealand for at least one year and 7 interviews with their ‘left-behind’ mother who stay in China.

This study proves that WeChat’s wide functionality enabled multimodal communication in varying situations. Nine modes of WeChat interaction were identified: general information forwarding, check-in, performance, cross-checking, money transfer, experience articulation, emotions display, technical support, and sympathetic companionship. The study also analyzes how user construction attaches social meaning to certain communicative practices between mother and children on WeChat. It revealed that WeChat could sustain more diverse communication modalities, with varying levels of cue richness and need for synchronicity.

Findings also confirm the interaction patterns of ‘connected presence’ and further suggest an emerging ‘panoptic-presence’ consciousness among the young adults, leading to a performative mode of interaction with their parents. Meanwhile, though individualism prevails among the younger generation, family values and norms rooted in traditional Chinese culture are found to be both explicitly and implicitly practiced. Overall, this study enriches our understanding of the impact of mobile communication technologies on the management of family relationships.

Id: 22550

Title: Reflections on the African Digital Ecosystem

Session Type: Individual submission

Authors:

Name: viola milton

Email: miltovc -at- unisa.ac.za

Country: ZA (South Africa)

Affiliation: University of South Africa

Abstract: This paper introduces an Afrokology approach to the Internet, focusing on Africa's emerging digital communication practices as a gateway towards analysis of the complexities and contradictions of the digital ecosystem in local contexts. For example, while Africa leads the world in the use of mobile phones for money transfer, it is simultaneously notorious for politically motivated Internet shutdowns and censorship. Hence, it should come as no surprise that discussions on Africa's digital ecosystem tend to focus on issues of access, digital divides and communication rights. This paper addresses the question of who has access to the African digital ecosystem but also asks a critically important second question, i.e. what happens after people get access to technology and broadband? It is indisputable that digital divides remain an ongoing concern for African people of the world, for even though it is bridging the gap quite rapidly, Africa still lags the rest of the world in Internet penetration. Yet its ability to meaningfully participate in and benefit from the Internet in future will likely be determined by more than the sheer ability to connect. If the Internet is to fulfil the potential towards intensified audience participation, African audiences, users and communities should gain understanding in the unique capabilities and affordances of technology and broadband. This paper argues that, while the increasing connectivity and reach enabled by the Internet and its associated digital media has great democratic potential, in Africa deep divides remain between those who have resources, skills and education to reap the benefits of the information technologies and those who do not. The digital ecosystem concept will be unpacked from an Afrokology perspective, focussing on the ability of digital ecosystems to help build connections between people, communities, municipalities and governments. Establishing a digital ecosystem can help members of a community interact with each other, those outside the community and hold municipalities and governments accountable. While the phenomenal growth in ownership and usage of mobile phones in Africa means that even the continent's poor can potentially engage ICTs, there is still a "digital divide," especially when we consider that divide as encompassing both access to technology and the opportunity to create digital media. To truly understand this phenomenon, it will be argued that we must reexamine the digital divide to focus not only on issues of access but also on issues of content creation and digital literacy (Clark, 2017, p.252). Here, it will be argued, a focus on a so-called "have-not" Africa as primarily end users in closing the digital divide, is insufficient. Instead, invoking Afrokology theory, the paper argues that it would be useful to cast an eye towards Africa's emerging digital communication practices both in relation to Africans as consumers and producers. As such, the paper will unpack the African digital ecosystem in relation to three issues, i.e., (1) access to technology, (2) opportunity to create digital media and (3) digital connectivity and acts of social exchange, which links creation to production and the exercise of power.

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Clark, K. (2017.) Practical applications of technology as a key to reducing the digital divide among African-American youth, *Journal of Children and Media*, 11:2, 252-255, DOI: 10.1080/17482798.2017.1306369

Id: 22824

Title: Rethinking impact in ICT4D through the lens of the Sustainable Development Goals

Session Type: Individual submission

Authors:

Name: Franz-Ferdinand Rothe

Email: rothe.franz-ferdinand -at- vub.be

Country: DE (Germany)

Affiliation: Vrije Universiteit Brussel (VUB) - imec-SMIT

Abstract: The field of Information and Communication Technologies for Development (ICT4D) is being driven by the conviction that ICTs can foster development and improve the lives of people around the world. However, critical research points out a large variety of detrimental effects, indicating that ICTs are indeed harmful for international development, as they are closely linked to issues such as economic inequalities or environmental pollution. Clearly, the two sides do not represent a techno-deterministic dichotomy of whether ICTs themselves are good or bad for development. Much rather, we must discuss how we can actually utilize ICTs for development, meaning that they are more help- than harmful for the international development agenda. In order to do so, however, we must holistically conceptualise ICTs potential impact taking into account their positive and negative implications alike.

This article argues that the Sustainable Development Goals (SDGs) present a framework that can be a basis for holistically conceptualising impact in ICT4D, wherein potential effects and side-effects of ICTs on the various integrated development objectives can be mapped and juxtaposed. Based on a literature review, we translate the novelties of the SDGs, in particular their network architecture of interdependent targets, onto the field of ICT4D. Acknowledging the complex interdependencies between the various areas of sustainable development allows us to apply a cost-benefit approach towards ICT4D's positive and negative effects. This would include not only a project's impact on its target area, but at the same time its various secondary impact fields, such as the environmental harm resulting from the technology's production and eventual disposal or the labour conditions along its value chain.

After outlining the scope of implications that the use of ICTs can have for the holistic landscape of sustainable development, this article accordingly analyses to which extent the impact assessment (IA) frameworks commonly used in ICT4D take account of these complex interrelations. Identifying the shortcomings and mismatches between IA frameworks and the nature of sustainable development, this article discusses how our conceptualisation of ICT4D impact should adapt in order to do justice to the multidimensional impact areas of ICTs in the framework of the environmental, economic and social dimensions of sustainable development.

Id: 22913

Title: Framing Social Protest: A Comparative Content Analysis of the Coverage of the "Yellow Vests Movement" in the French and German Press

Session Type: Individual submission

Authors:

Name: Susanne Merkle

Email: susanne.merkle -at- fau.de

Country: DE (Germany)

Affiliation: Friedrich-Alexander University Erlangen-Nürnberg

Name: Melanie Radue

Email: melanie.radue -at- fau.de

Country: DE (Germany)

Affiliation: Friedrich-Alexander University Erlangen-Nürnberg

Abstract: Rising diesel fuel prices initially sparked the gilets jaunes (yellow vests) movement in France in November 2018. Since then, hundreds of thousands of people took part in massive street protests across France, wearing yellow vests to demonstrate their anger at economic and social inequality and political immorality. The movement draws international attention due to some of the most violent street clashes the country has witnessed in decades. Unlike other populist movements spreading recently in Europe, the yellow vests phenomenon is neither party nor elite driven and can be considered a truly grassroots movement. The yellow vests' rejection of leadership and its decentralized organization reflects the mistrust in the capability of the government, parties, unions and other organizations to solve economic and social grievances.

Comparing German and French media coverage of the yellow vests seems pertinent under various aspects. Germany does not share France's deep tradition of revolutionary uprisings and both countries differ in their journalistic culture and journalistic role perceptions (Hanitzsch, Steindl & Lauerer, 2016; Mercier, Frost & Hanitzsch, 2017). This leads to our assumption of a differing media coverage of the yellow vest movement. At the same time, the German media generally show great interest in French politics, which seems to have heightened since Macron became president, promising to break with the old structures of the traditional party system and bringing in fresh ideas. The violent revolt of the yellow vests against his politics and the classic clash of citizens vs. elite represent strong news factors. This might explain the vivid discussion of the protests in the neighbouring country by German media. Some German politicians even warned of the possibility of a similar movement in Germany relating to the current discussion on fuel prices and bans of diesel vehicles. Finally, the fact that the yellow vests' anger is aiming not only at politics but also at the established media, (who they see as part of the system they are fighting) represents another reason to study the movements' media coverage.

In a two-level content analysis, our study examines the coverage of the yellow vest movement in German and French newspapers. At the first level an automated content analysis delivers the basis for the content analysis which identifies frames based on Entman's (1993) approach. The comparison shows how the German and French press frame the ongoing social unrest in France to promote "a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (Entman, 1993, p. 52, emphasis in original) for the yellow vests' movement. By

means of his concept we evaluate whether the German and/or the French press use negative framing to “weaken the influence of social protests in public opinion” like Xu (2013, p. 2412) finds for the coverage of the 2011 Occupy Wall Street (OWS) movement. The demands and the structure of the yellow vests’ movement are very similar to the OWS movement. Therefore, we take the coverage of OWS as a reference to test if similar negative frames lead to a marginalization of the yellow vests’ protest.

Id: 22927

Title: Globalising China's National Media under the Belt and Road Initiative

Session Type: Individual submission

Authors:

Name: Xin Xin

Email: x.xin1 -at- westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: Despite the fact that the Belt and Road Initiative (BRI) has attracted enormous public and media attention since it was unveiled by president Xi Jinping in 2013, there is surprisingly little research examining its implications for China's evolving media and communication sector, especially in relation to the country's other eye-catching yet controversial initiative, namely the "Going out" project, also known as China's "soft power" project. The latter has since early 2000s prompted a number of leading state-owned national media organisations, such as Xinhua News Agency and China Central Television, to go global with the state's generous financial and policy support. Is China under the BRI initiative aiming to further stimulate the globalising tendencies of China's state-owned national media? If so, are there any other driving forces behind this process? And what are the main implications for China's national media? This paper will discuss these issues based on the evidence derived mainly from policy analysis and documentary study in combination with interviews with media executives and journalists based in Beijing.

The paper also aims to engage with a deeper academic issue concerning how Chinese media in general and its state-owned leading national media in particular should be conceptualised under the two ongoing initiatives. The Chinese state's efforts to project its soft power through state-owned central media has become a popular research subject in recent years (Zhao, 2015). It seems that every step that a central media institution like Xinhua takes towards conglomeration, marketisation and globalisation can now be explained and justified in relation to the Chinese state's soft power ambitions. However, the "soft power" concept itself is not without theoretical flaws. Thus, I would argue, alongside scholars such as Yuezhi Zhao (2013) and Colin Sparks (2015), that looking at contemporary developments exclusively through the soft power theoretical lens has prevented us from gaining a more nuanced understanding of the changes happening to Chinese media and journalism. This "soft-power-for-all" approach, though popular, certainly does not help gain a full picture of the Chinese media, consisting of "a huge and complex set of institutions" (Sparks, 2012: 65). Instead, it tends to oversimplify the functioning of China's media system and policy decision-making in the country. In order to advance our understanding of the ongoing transformations of China's national media, we need to move beyond seeing it through the narrow lens of soft power. Instead, we need to critically examine it from a historical perspective as well as in relation to ongoing processes of media marketisation, conglomeration, financialisation and digitalisation within and outside China. This paper will do so as a starting point for such an academic endeavour.

Id: 22948

Title: Does Internet Contribute to Cosmopolitanism' Evidence from European Data

Session Type: Individual submission

Authors:

Name: Yang Bai

Email: ymb5037 -at- psu.edu

Country: US (United States)

Affiliation: Pennsylvania State University

Abstract: As the Internet has made cross-broader communication much easier, its impact on the users' perception of the world has attracted considerable attention. On one hand, the wide adoption of algorithm and use of social media create an online space where people are more likely than ever to be exposed only to information they like to see and interact only with people who share same ideas and interests (Just & Latzer, 2017). Thus, users of Internet are consciously or unconsciously being segmented into different "worlds". On the other hand, however, the connectivity enabled by the Internet is global in nature. With the free flow of information about distant places, it is easier for people to realize that "local happenings are shaped by events occurring many miles away and vice versa." (Giddens, 1990, p.64) Therefore, many studies (Verboord, 2017) have emerged which explore whether the Internet has contributed to the rise of cosmopolitanism – the worldview and ideology that all humans belong to a single community (Appiah, 2007).

This study joins the discussion about the role of Internet on the perception of the world. The research question it seeks to answer is: does the use of Internet contribute to the worldview that all humans are part of the same community? To answer this question, an empirical analysis will be conducted using 3 years of data (1990, 1999, and 2008) from the European Value Surveys. The percentage of the respondents who believed that they first belonged to the world as a whole rather than their own countries will be calculated for 26 participant countries as an indicator of the country's cosmopolitanism orientation. Based on previous studies about nationalism and cosmopolitanism (Steenkamp, 2009; Lan & Li, 2015; Verboord, 2017), several socioeconomic, demographic and cultural factors will be identified as control variables. The impact of Internet penetration, the data of which will be obtained from ITU databank, on the cosmopolitanism orientation will be analyzed. In order to tackle the potential endogeneity issue, fixed effect estimation and the generalized methods of moment technique will be used in the regression. Given that large differences exist among the surveyed countries, cluster analysis will be conducted to show if the effect of Internet varies across countries.

Although the discussions about Internet use and cosmopolitanism abound, to the best of the author's knowledge, there are very few studies which examine the relationship empirically using national level data. Therefore, this study can provide the much-needed empirical evidence to further the discussion. Also, since the study will conduct cluster analysis, the result will shed light on the non-uniform and complicated impact of Internet on the forming of worldviews.

Id: 23327

Title: The communication practices of big data science and the globalized 'post-truth' environment, and the call to observe social control (re)definitions by communication and media scholars

Session Type: Individual submission

Authors:

Name: Wagner Piassaroli Mantovaneli
Email: wagnermantovaneli -at- hotmail.com
Country: AT (Austria)
Affiliation: University of Vienna

Name: Gert Tomita
Email: gert.tomita -at- gmail.com
Country: AT (Austria)
Affiliation: University of Vienna

Abstract: Big Data specialists claim that we are experiencing a new stage in science, which finally announces the “end of theory”: “The big data enterprise claims that rather than testing a theory by analyzing data, the new analytics seeks to gain insight ‘born from the data’” (Završnik, 2018, p. 5). Therefore, there would be no need for a priori theories anymore. At the same time, we live in a post-truth environment, where new community of practices based on “tribalist” beliefs (see Crawford, 2018) create speech acts (which turn out to be securitization processes), reaching digital media, public opinion by steering, e.g. sentiments like hatred. Based on this recent context, what are the consequences of these “new” communication practices, both in science and in society in general, for social control practices in an information era? How social control, their forms, possibilities and limitations, may be impacted and affected by the practices of this new stage in science claimed by big data scholars and, at the same time, by the social communicative practices of speech acts which might gain the status of truth and real policies just by their continuous replication through social media? Based on Chriss’ (2016) framework for a social control theory, a tripartite division of social control types, we seek to theoretically understand how each of these communication practices of this new era are connected to (re)definitions of kinds of social control in the current information society ranging from the most informal to formal ones (Chriss, 2016). We are also based here on Beniger (1986), who understands that no control works separately from communication in societies. Our claim, however, is that much is talked about social control, but little is done in Communication and Media Research to directly identify, within a theoretical framework, the types of social control that communicative practices create. This is based on the fact that social control has become a catch-all phase with no meaning and content throughout social sciences, and especially in Communication Science (Chriss, 2016). We know, however, that concepts are the building blocks of theories (Shoemaker, Tankard and Lasorsa, 2003) and by taking for granted old sociological concepts like social control we might be losing much of the accumulated knowledge about it, specially when we talk about types of social control, many thoroughly theorized since the foundations of the American Sociology (see Ross, 1901) and Criminological studies. Our understanding is that the observation of communicative practices, which are the constant object of research of communication and media scholars, have much to

contribute to the theorization of new forms of social control colonizing science, digital media and the sociopolitical world. And it is through the identification of forms of social control that we might contribute to think of steering social change and reaffirming human rights.

Id: 23331

Title: Writing online novels to deliberate on environmental change and citizenship and social change

Session Type: Individual submission

Authors:

Name: Ingrid Volkmer

Email: ivolkmer -at- unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Name: Anthony Fung

Email: anthonyfung -at- cuhk.edu.cn

Country: CN (China)

Affiliation: The Chinese University of Hong Kong

Abstract: This paper examines one of the most popular forms of youth entertainment in China, namely, online fiction. For this new form of literature, netizens are not only readers or fans; they can be amateur or full-time professional writers. Based on in-depth interviews with writers and fans and the study of text of online novels, this paper focuses on a particular genre of online novel that reflects social and environmental change in China. The analysis of the cultural production and consumption of online fiction not only reflects how the authors and readers co-create their identities, but also reveals narratives of their perceptions of social change in a related closed political and social environment, yet, a globalized risk environment. These readers, through active reading, adopt cultural content that exhibits rich imagination and occasionally goes beyond the confined hegemonic discourse of the Internet and official media, which are closely monitored by the state. For writers, they narrate their perception of China relatively freely to express their personal frustration, imagination, utopia and ideals as they enjoy a degree of creative freedom. In theoretical terms, this project will examine the new digital habitat of online fiction as a deliberative dimension to possibly challenge and change the social reality, and it can be regarded as an alternative form of protest and citizenship to engage with globalized climate issues.

Id: 23378

Title: [Panel] Climate change communication and approaches to deliberative practices - outlines of dimensions for transnational comparative research, Panel description

Session Type: Panel Submission

Authors:

Name: Ingrid Volkmer

Email: ivolkmer -at- unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Name: Anthony Fung

Email: anthonyfung -at- cuhk.edu.cn

Country: CN (China)

Affiliation:

Abstract: Globalized 'risks,' such as climate change, are emerging as new conceptual and empirical domains. For example, approaches in sociology and political science begin to conceptualize the globalized dimension of climate change to define the emerging fine lined transnational axes of democratic structures, for example in terms of globalized 'geopolitical democracy' (e.g Eckersley, 2017). However, compared to social sciences, theoretical and methodological debates of globalized 'risk' communication are only on the periphery of media and communication scholarship. While some studies exist, these are situated (1) on the periphery of the discipline and assess climate change through (2) a focus on one country or adopt a (3) transnational comparative approach, yet, compare these national perspectives. Furthermore, most studies investigate climate change communication in (4) mainly Western countries while research in non Western/ developing regions is still rare.

However, discursive dimensions addressing globalized risks can no longer be investigated through such a national focus. Climate change communication is no longer 'just' about addressing climate 'issues' within bounded publics but we need to conceptualize climate change communication in broader terms as transnational 'risk discourse,' including developing and developed countries, conveying the cosmopolitan reality of climate crises., enabling to assess new deliberative practices. In this sense, climate change communication needs to be conceptualized as cosmopolitanized risk discourse in order to assess the complex processes of civic deliberation across countries which is necessary for the legitimacy and accountability of no longer just national but sustainable global risk governance. We argue that new methodologies are required to assess climate change discourse in the perspective of dense 'risk' interdependence, unfolding in digital civic interaction across developing and developed world regions. This panel outlines five approaches for a much needed methodological debate of transnational research of risk discourse.

Reference:

Eckersley, Robyn (2017) 'Geopolitical Democracy in the Anthropocene,' Political Studies 65(4) 983-999.

Id: 23386

Title: Writing online novels to deliberate on environmental change and citizenship and social change

Session Type: Panel Submission

Authors:

Name: Anthony Fung

Email: anthonyfung -at- cuhk.edu.cn

Country: CN (China)

Affiliation: The Chinese University Hong Kong

Abstract: This paper examines one of the most popular forms of youth entertainment in China, namely, online fiction. For this new form of literature, netizens are not only readers or fans; they can be amateur or full-time professional writers. Based on in-depth interviews with writers and fans and the study of text of online novels, this paper focuses on a particular genre of online novel that reflects social and environmental change in China. The analysis of the cultural production and consumption of online fiction not only reflects how the authors and readers co-create their identities, but also reveals narratives of their perceptions of social change in a related closed political and social environment, yet, a globalized risk environment. These readers, through active reading, adopt cultural content that exhibits rich imagination and occasionally goes beyond the confined hegemonic discourse of the Internet and official media, which are closely monitored by the state. For writers, they narrate their perception of China relatively freely to express their personal frustration, imagination, utopia and ideals as they enjoy a degree of creative freedom. In theoretical terms, this project will examine the new digital habitat of online fiction as a deliberative dimension to possibly challenge and change the social reality, and it can be regarded as an alternative form of protest and citizenship to engage with globalized climate issues.

Id: 23399

Title: Global risk citizenship - climate change deliberation in dimensions of civic identity

Session Type: Panel Submission

Authors:

Name: Wendy Li

Email: wenil1 -at- student.unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Abstract: Citizens' engagement with climate change is mainly addressed in a national focus and in the context of the Western world. The majority of research on public deliberation about climate change considers deliberation as a 'mechanism' for democratic policy-making to sustain national risk governance.

The national focus is also used when assessing climate debates in digital spheres. Processes of civic deliberation (1) in the global South but also (2) cross-national deliberative talks around the globe are left unnoticed. However, this paper argues that nation-state-centred research tends to overlook the specifics of unprompted, transnationally powerful deliberative action, emerging in a 'fluid' transnational digital sphere. However, a focus on globalised digital risk communication, transcending nationalistic presuppositions allows to identify emerging communicative forms and practices, arising in globalized public spheres, including spontaneous deliberation on climate change. Comparative research on public deliberation about climate is needed to assess civic interaction in spheres of fine lined transnational dimensions of "reflective interdependence" (Volkmer 2014). Such an assessment allows to identify deliberation on climate change no longer in national terms but in contexts of subjective civic risk identity. This paper argues that comparative analysis of transnational 'fluid' civic interaction could reveal the commonalities and specificities of citizens' self-identification in relation to global climate risks - from a globalised communication perspective. Overall, this paper proposes a conceptual outline for 'global risk citizenship' in contexts of climate change as the existential threat to each member of the global citizenry.

Reference:

Volkmer, I. (2014). The global public sphere: public communication in the age of reflective interdependence. Cambridge, UK; Malden, MA: Polity.

Id: 23413

Title: Stories of Protests against global climate change ' the environmentally networked self in the age of digital media: the case of chinese environmental NGOs

Session Type: Panel Submission

Authors:

Name: Xiao Han

Email: han.xiao -at- cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Abstract: After the enactment of Law of the People's Republic of China on Administration of Overseas Non-Governmental Organisations in the Mainland of China, in April, 2016, the number of international NGOs began to decrease in China. International NGOs had to now find a 'supervisory unit' within the institutional system, register with the police and be under constant surveillance. Domestic grassroot organisations, engaging with international environmental issues were unable to receive funding from unregistered international groups. The Chinese authorities' crackdown on international NGOs further worsened the conditions for China's environmental civic associations addressing transnational climate issues. They are left fragile with insufficient resources in terms of financial support, staff, volunteers, and members. Yet, these environmental civic associations did not choose to keep silent and withdraw from public life; rather, they continued to use their social media platforms to 'tell stories' of their suppression, angry, and 'fighting-against' activities. In this context, environmental civic associations can be seen as storyteller, using social media to express their emotions, affect sentiments of followers, and seek for solidarity with supporters. More importantly, it seems that environmental civic associations have, to a larger extent, realised the potential of social media to share their stories to promote an action for maximal effect; i.e., to have appropriate rights to give voice in the online public realm.

Drawing on outcomes of my ethnographic study, this paper investigates digital storytelling practices before and after the new foreign NGOs law to shed light on how 'old' and 'new' media characteristics blend, overlap, and coevolve for green movement in the Chinese society. The empirical data is mainly derived from in-depth interviews with core organisers of representative environmental civic associations, as well as critical discourse analysis of the groups' posts in their both public and private social media accounts. Irrespective of whether or not storytelling needs to be seen as 'new' communicative practices, this paper specifically focuses on the design, format, and display of the groups' selected posts and the contexts where the international environmental issues, values, and beliefs can be properly circulated through Chinese online spaces, albeit accompanied by censorship.

Id: 23418

Title: Risk journalism and the role of journalists as cosmopolitan actors

Session Type: Panel Submission

Authors:

Name: Ingrid Volkmer

Email: ivolkmer -at- unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Abstract: It is surprising that still today, at a time of advanced climatic transformation, climate change journalism has still a marginal role. Despite the urgent need to communicate implications of climate change on all sectors of societies, climate change journalism is marginalized in most countries. For example, journalists who cover climate change are forced to 'squeeze' the issue into the traditional 'foreign' and 'domestic' news agenda. Furthermore, as journalists rarely have a science background they are left alone to develop their own subjective 'logic' of producing climate change stories. This is also a reason why - despite the globalized interdependent scope of climate change - journalism mainly adopts a national angle in most countries, framed along the – again - national policy agenda by governments.

In consequence, climate change is only vaguely seen as globalized dimension by citizens but mainly perceived as a national phenomenon. Studies show that, for example, in Sweden climate change is related to the melting of polar caps, in Germany associated with national industrial emissions while in Australia and the USA, the issue is addressed by journalists, yet, politically neglected. In Indonesia and Pakistan, climate change issues are assigned to junior journalists, while senior journalists cover more 'serious' newsbeats, such as 'terrorism' or the 'economy' and – in consequence – climate change is rarely included in the news agenda. In today's advanced stage of climate change with implications on all continents, journalists across societies need to take on new active roles not only in a national context but also as transnational 'cosmopolitan actors' to open the perspectives of citizens towards an understanding of climate change no longer in national boundedness but within increasingly dense globalized 'interdependent' risk spheres. Overall, we require a new paradigmatic approach to understand journalistic practice vis-a-vis globalized 'risks' within a globalized sphere of globalized interdependence. This paper outlines a new transnational dimension 'risk journalism' and defines journalists cosmopolitan actors addressing globalized risks. Risk journalism is suggested as a third dimension of journalistic practice, besides traditions of 'domestic' and 'foreign' journalism which are insufficient for engagement in globalized climate change.

Id: 23451

Title: Third Culture Kids and Doing Family: Communicating Across and Through Generations

Session Type: Individual submission

Authors:

Name: Manisha Mishra

Email: manisha.m86 -at- gmail.com

Country: DE (Germany)

Affiliation: Heidelberg University

Abstract: It is estimated that roughly 244 million people (or 3.3% of the world's population) reside outside their countries of origin (UNFPA, 2016). In an increasingly interconnected and transnational world, it now means that more people are scattered across the globe under different circumstances, facing voluntary or forced migration. In many cases, those migrating are often separated from some members of their family, losing their ability to “do family” and physically maintain a sense of community with them. However, in order to communicate with these physically separated family members and maintain a sense of community across borders, migrants have to use certain technological tools. Such methods of keeping in touch have not only become common but have also shaped the communication systems in migrants' countries of origin (Vertovec, 2009). Today's increasingly inexpensive and widely accessible forms of communication technology have allowed individuals to “do family” and be co-present in spaces aside from the physical; a process that was both expensive and difficult earlier. Although there has been a great deal of literature about labour migrants and how they communicate with their families physically separated from them (Baldassar, 2016; Madianou, 2016; Constable 1997; Nedelcu, M. and M. Wyss, 2016), not much has been written about financially well-off mobile family units, and especially migrant children from such families (henceforth called “Third Culture Kids”).

“Third Culture Kid” (TCKs), a term coined in the 1950s by Ruth Hill Useem refers to “a person who has spent a significant part of his or her developmental years outside the parents' culture” (Pollock & Van Reken, 2009). TCKs often move several times in their lives, shuttling from country to country. As children of voluntary short-term migrants, they are also financially well-off, which changes the way they communicate with family members they have left behind in their countries of citizenship. In order to understand the communication practices of former TCKs who are now adults (aged 25 to 35), this paper analyses various levels of “doing family” by drawing from first-person interviews. It firstly focuses on generational aspects by understanding how the communication practices of the interviewees differ presently from the time they were highly mobile children (both pre-new media and post-new media). This represents not only a generational shift in the understanding of technologies but also access to such technology. Secondly, this study maps the change in communication technologies themselves: their accessibility and cost (for example, pay phones versus mobile technologies). Thirdly, the study draws from the physical location and situations under which the interviewees practised “doing family” with their extended family members (their countries of residence and citizenship, political situations, etc).

The study found that various factors affected the interviewees' ways of “doing family”, such as age of access (which impacted their means to communicate), cost (the higher the cost, as in decades

ago, the more infrequent the communication), as well as physical location (the further away from major cities, the more difficult to find appropriate communication technology).

Id: 23467

Title: Digital development imaginaries, informal business practices and the platformisation of digital technology in Zambia

Session Type: Individual submission

Authors:

Name: Wendy Willems

Email: w.willems -at- lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: Digital development imaginaries continue to vest much hope in the ability of technology to transform economies in the Global South. Tech hubs and start-ups are presented as key to promoting innovation, investment and wider economic growth on the African continent, reflected by terms such as Kenya's 'Silicon Savannah', Nigeria's 'Silicon Lagoon' and Cameroon's 'Silicon Mountain'. Digital technology is not only treated as a crucial growth sector in its own right but is also seen as a means to transform existing businesses, entrepreneurs and economic practices. Mobile phones are considered to be vital in the business practices of farmers, small-scale traders and market vendors. For some, they have enabled small businesses to communicate more effectively with customers or suppliers or made it possible for farmers to access market price information on livestock or agricultural commodities.

However, in focusing attention on the contribution of digital technology to economic change, scholars often fail to examine the way in which the internet itself is changing, slowly giving way to a space that is largely controlled by global social media platforms. This paper aims to situate informal business practices within the wider context of the growing 'platformisation' of the global mobile internet which does not only violate net neutrality but also raises concerns about the growing datafication of the Global South and threats to privacy. Against this background of global power relations which increasingly shape the nature of the internet, I examine how informal traders and vendors in New Soweto Market in Lusaka, Zambia make use of digital technology in their working lives and the extent to which smartphones have transformed their business practices.

Drawing on semi-structured interviews with informal traders and vendors, I argue that smartphones, mobile internet and social media offer a number of opportunities to small-scale informal businesses, such as the ability to efficiently communicate with customers, to cheaply and instantly share information (e.g. images of goods) with traders in neighbouring countries, or to quickly transfer money to suppliers. However, technology does not radically transform informal businesses as face-to-face contact as well as building trust remain important preconditions for the scaling up of informal business networks. Furthermore, the growing 'platformisation' of Zambia's mobile internet marginalises local technology firms, is likely to reinforce user dependency on global corporate platforms and poses risks to traders' and vendors' privacy.

Id: 23489

Title: Path dependency and critical junctures for Irish public service media

Session Type: Individual submission

Authors:

Name: Andrew Ó Baoill

Email: andrew -at- funferal.org

Country: IE (Ireland)

Affiliation: NUI Galway

Abstract: Since 2007, Irish public service broadcasting has encountered a ‘perfect storm’ of challenges. Encompassing economic, technological, and regulatory elements, these developments have weakened the long-term capacity of the sector to provide a distinct Irish cultural space, and tended to hasten media concentration within the sector.

2007/ 2008 marked a high point of the Irish economic boom, with a sudden crash following shortly thereafter. The paper examines the tension and interplay between market participants and state actors, offering a political economic analysis that examines industry data for Irish audio-visual media from 2007 through to 2017. Thus, looking at this period shows the previous high-water mark, as well as covering the period of the crash and subsequent ‘recovery’ to date.

The downturn in the Irish, and global, economy, coincided with a key period in audience fragmentation, as Irish audiences were targeted ever more directly by largely UK-based media conglomerates. Interventions, both by central government and sector-specific regulatory bodies, have been focused on short-term fiscal goals, and acted, in several instances, to weaken the long-term capacity of indigenous broadcasters, particularly in the not-for-profit sectors.

The findings included in this paper highlight the extent to which the Irish media market is tied into and subject to shifts in international markets, with, for example, shifts in international investment patterns having a significant impact on levels of activity in the domestic film production business, and on the threat provided by the development, by British broadcasters, of opt-out advertising streams (on pre-existing television channels) aimed at the Irish market. Government policy plays a key role. This may be most evident in the longstanding commitment, across several changes in government, to an essentially open economic policy, heavily reliant on foreign direct investment (FDI).

A key development identified in the project is the delay in implementing a free-to-air digital television (DTT) platform, which has had significant impacts on subsequent development of the broadcasting sector, and which looks likely to have long-term consequences for the efficacy of cultural interventions by indigenous public service operators.

This paper provides insights into the changing fortunes of Irish public service broadcasters over the past decade, coupled with a political economic analysis that identifies and teases out the key issues shaping that experience.

Id: 23522

Title: Young Adults' Attitude Toward Online Healthy Lifestyle: a comparative study between China and India

Session Type: Individual submission

Authors:

Name: shuhan chen

Email: sc463 -at- le.ac.uk

Country: GB (United Kingdom)

Affiliation: (0044)7741939962

Name: Deepti Ganapathy

Email: deepti.ganapathy -at- nmims.edu

Country: IN (India)

Affiliation: NMIMS

Abstract: China and India are developing countries in Asia- known for their large population as well as a larger share in the global digital media landscape. A young and growing population in China and India plays a significant role in the use of digital media for health-related information consumption. This paper provides a comparative study between Chinese and Indian young adults' in trying to explore their reflections on the popularity of health-related practices online which in turn has implications on their lifestyle in the offline lives that they lead.

The exploratory research includes two focus groups among six Indian University students and two in-depth interviews of two participants from China. All participants are between the age of 18-24 years old and active in searching for health-related information online. According to the participants, there is a rising interest in health-related activities among their peers in both online and offline environment. The most popular activities are the creation and consumption of fitness related online information, which include physical exercises, developing healthy-eating habits as well as pursuing a well-shaped body. Although digital media provides these youth with the convenience in online information sharing and consumption, they also raise different concerns. For instance, young Chinese adults' concern is primarily about the rising social comparison among peers which has implications on the possible financial cost of pursuing a healthy lifestyle in the offline environment, as well as the difficulties in identifying the credibility of online healthy-related information. Indian young adults are much more concerned about the negative influence of celebrity endorsements, for instance celebrities who blatantly endorsed health or hair-regrowth supplements. Despite of this is being a small-scale exploratory research, the research findings shed light on the popularity of health communication among youth through their use of social media. Therefore, future research as part of this study will focus on investigating the popularity of healthy lifestyle among Chinese and Indian youth from a socio-cultural and media perspective.

Id: 23523

Title: Going Global at Chinese Universities: A critical discursive analysis of Tsinghua and Peking Universities' online content

Session Type: Individual submission

Authors:

Name: Sophia Han

Email: shh10 -at- sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: This paper examines the changing value proposition of Asian universities as it is presented in the digital discursive space of the Internet. In an analysis of keywords and semiotic resources explaining what it means to “go global” at Chinese universities, I argue that concepts related to global connectedness, inclusivity and citizenship are marginalized by discourses built around market-framed needs and further contextualized by a uniquely Chinese definition of global participation. While the primary methodology was drawn from Norman Fairclough’s three-dimensional framework for critical discourse analysis, Zhang and O’Halloran’s “hypermodal” approach was extended and applied to an examination of the mediating influence of the web browser and search engine software on practices of digital production and consumption. At the micro-level, a social semiotics approach was applied to draw an interpretative reading of meaning-making practices embedded in the Internet.

Id: 23621

Title: International brand communication in the belt and road initiative: Chinese corporate's choices and dilemmas

Session Type: Individual submission

Authors:

Name: Yaxin Cao

Email: caoyaxinthu -at- gmail.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: As the second largest economy in the world today, China has made great progress in its economic development in the past 30 years. Especially after it launched the belt and road initiative, overseas investment and corporate development have made great growth. The issue of "Chinese corporate go global" has become a hot research topic in China corporate communication literature. Chinese corporate go global are not only capital go global, but also include the corporate brand go global. Under such a context, an increasing number of Chinese corporates are investing abroad and building subsidiaries and factories in other countries. In particular, the most significant development of Chinese corporates is found in Africa. For the time being, Chinese corporates focus more on economic interests and growth than on their "image" in the foreign audience. As a result, their reputation does not match the corporate's hard power, especially in corporate brand building. The strategy by some of Chinese corporates branding efforts by mergers and acquisitions of famous local brands have worked in some countries. This strategy, however, cannot always solve the problem. Therefore, how to promote their own brand overseas become Chinese corporate's opportunities and challenges.

The purpose of the paper is to provide recommendations and references for Chinese corporate go global in brand communication. Taking an in-depth analysis and study of a Chinese corporate in Ethiopia as a case, combined with interviews and analysis with other Chinese corporates in Ethiopia, to explore the problems encountered in corporate communications. It mainly includes the following aspects: 1) corporate ignore the brand building; 2) The corporate's own identity is not clearly defined; 3) Corporate communication lacks cross-cultural communication strategies and cannot tell one's own story with international discourse or local discourse. At the end of paper concludes author's opinions on how to brand communication and brand building. Including how corporate define core value; How corporate make brand slogan overseas; How corporate promote the management of public relation with local media and community.

Id: 23679

Title: Violence against journalists: A comprehensive definition of types and harms

Session Type: Individual submission

Authors:

Name: Sallie Hughes

Email: Shughes -at- miami.edu

Country: US (United States)

Affiliation: University of Miami

Name: Julieta Brambila

Email: jabrambila00 -at- gmail.com

Country: MX (Mexico)

Affiliation: Universidad de las Americas-Puebla

Abstract: In this paper we offer and justify an expanded definition of violence against journalists and journalism as an institution. The preferred approach in academic research has been to conceptualize violence against journalists narrowly as “attacks,” or verbal, psychological or physically intimidatory behaviours directed toward journalists, associated media workers and independent news bloggers. Arguably, physical attacks are the most visible and extreme form of violence, understood as deliberate harm inflicted upon an individual or a group. This type of violence hampers journalistic professional practice, produces a chilling effect upon colleagues and, ultimately, limits press freedom and the right to information. As important, the definition of violence as direct attacks misses indirect or diffuse forms of violence, including structural, cultural and symbolic violence, which also harm journalists’ occupational performance and wellbeing. Structural, cultural and symbolic violence manifest as economic inequality and vulnerability materializes as working in conditions of precarity or labor informality, both in economically developed and less-developed countries. Studies from health fields document that institutionalized racism and sexism, trauma from historical cultural marginalization, and economic vulnerability can produce significant physical and psychological harm. In journalism studies, abundant literature has shown that women journalists’ occupational status and wellbeing are harmed by these forms of indirect violence. While there is less empirical work on the harmful personal consequences of unequal newsroom structures and ideologies on ethnic minority and LGBTQ journalists, the results there are suggest the effects of indirect violence are similar. We thus propose an omnibus definition of violence against journalists and the press which encompass actions and conditions that injure or increase the risk of physical, psychological or occupational harm to journalists as human beings and as institutional actors. We define violence against journalists as both direct and indirect aggressions that may cause harm to journalists’ occupational performance or individual wellbeing. Besides encompassing the various dimensions of violence against journalists, this conceptualization highlights the deleterious effects of violence to journalism as a source of societal improvement and to journalists’ human rights.

Journalism Research and Education Section

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

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

Id: 19436

Title: "Ethnicity, Violence and Civil Disobedience": Coverage of the Wadi Salib Events in the Israeli Press from the Post-Colonial Perspective.

Session Type: Individual submission

Authors:

Name: Nissim Katz

Email: nisimkolota (at) gmail.com

Country: IL (Israel)

Affiliation: kinneret college

Abstract: This study analyzes the coverage of the Wadi Salib events from the perspective of postcolonial theory (Baba, 1994, Said, 2000). The premise of this study is that it is possible to analyze media coverage of events from the past, using theoretical and research paradigms developed in media research (Katz, 2015).

The events of Wadi Salib were a series of street demonstrations and riots that took place in 1959 in the Wadi Salib neighborhood of Haifa. The events were a social revolt against ethnic discrimination and discrimination against the "Mizrahim" Jews and against the "Mapai" party that ruled the State of Israel at the time. The "Mizrahim" Jews were Jews who came to Israel mainly from Arab countries and Islam (Shenhav, 2003). The postcolonialist approach to the discrimination of Mizrahi Jews has economic, political, social and cultural characteristics, all of which are intertwined (Haber, Mutzafi Halar and Shenhav, 2002).

At the methodological level, this study used the framework of grounded theory. In addition, framing processes and how they are reflected in the modes of coverage in two major newspapers: Yedioth Ahronoth (popular) versus Haaretz (qualitative) .

The methodology is done on two levels: the unhidden level and the hidden level. The unhidden level is intended to determine the main issues and the connections between them. It includes reading sample details and to develop concepts for the use of subsequent readings and more systematic data analysis. Sampling is done by searching for cases until they reach the "saturation point". The hidden level was performed on two levels: textual and textual. On a textual level, the goal is to identify the various messages implicit in all the narratives, myths and silences that are found in the text in an undisclosed manner. At the textual level, there is a linguistic-rhetorical analysis that focuses on metaphors, representations, context and content that create hidden messages in the text.

In the analysis, this study attempted to answer a number of questions arising from the coverage, such as: Who are responsible for the events? Why did the events occur (against a socio-ethnic or political background)? Who are the victims in the story and who is responsible? Who is the strongest and the weak? What is the solution to the riots, etc?

The study found that three prominent coverage frameworks were prominent throughout the media coverage: One, a framework of guilt - violence is not accidental, but is planned and caused by a group of political and non-socio-economic goals. The second, a framework of ethnic-violence, comes from a certain ethnic group - the immigrants from North Africa. Third, a framework of binary contradictions - the demonstrators are dangerous, criminals and have a criminal past, while the police and government is the defender of the public to those rioters.

Id: 19460

Title: The social utility of sharing fake news

Session Type: Individual submission

Authors:

Name: Andrew Duffy

Email: duffy (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Wee Kim Wee School of Communication and Information, Nanyang Technological University

Name: Edson Tandoc

Email: edson (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Wee Kim Wee School of Communication and Information, Nanyang Technological University

Name: Rich Ling

Email: rili (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Wee Kim Wee School of Communication and Information, Nanyang Technological University

Abstract: Fake news has been studied as it impacts on democracy (Allcott & Gentzkow, 2017) particularly following its disputed impact on the electorate in 2016 in the US and the UK. Its role in further polarising societies has been examined (Vargo, Guo & Amazeen, 2017) as people tend to more readily believe false information if it supports their existing views. Yet this big picture overlooks the impact of fake news on interpersonal relationships. In many cases, people share (fake) news not to destabilise a country nor to shore up their political credentials among likeminded peers, but to help, entertain, or inform their friends and family (Goh, Ling, Huang & Liew, 2017). This makes a crucial distinction between the motivations for creating and for sharing fake news which forms the basis for this study. The act of sharing moves news from the informational to the social. Ironically, this benefits fake news because when people share real news to enhance social cohesion, they may distribute fake among the true. Since fake news fits into an existing mechanism for social cohesion, it utilises benevolent sharing processes but to negative effect.

To examine this, we ran 12 focus groups of 88 adults who share news stories via social media.

Discussions concerned how they shared news, with whom, their reasons for sharing, and how they felt about news shared with them; and their reactions to fake news, the strategies they used to identify and check it, and its impact on relationships when they shared or received it.

We found that people share news to maintain social cohesion. Pressure to take part in this social activity can lead them to (often inadvertently) share fake news. This transgression can prompt negative feedback from recipients which can then lead the sharer to modify their news-sharing behaviour. The social utility observed in sharing real news extends into sharing fake news but it comes at a price, and this feeds back into news sharing behaviour. Many found fake news had an entertainment value regardless of its truth. Others disparaged those who shared fake news. Several

altered their news sharing behavior. Older participants who wished to be seen as a source of advice and wisdom were less critical of the stories they shared, while younger participants were more circumspect. These findings contribute to understanding of the impact of fake news on dyadic and small-group relationships; as well as on public attitudes towards the credibility of traditional news media; and on wider social cohesion.

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Id: 19507

Title: What's Really Real' Journalism in the Age of Angry Publics and Alternative Facts

Session Type: Individual submission

Authors:

Name: Ed Madison

Email: madison2 (at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: “The question ‘Is it real?’ is less important than is it newsworthy? ... We are threatened by a new and peculiarly American menace ... the menace of unreality,” wrote historian Daniel Boorstin in his prophetic 1962 book, *The Image*.

Boorstin likely never imagined “reality” would become a television genre, and that this source of entertainment would spawn an American president. This research paper investigates how social media, exemplified by Twitter, allows populist politicians to manipulate perceptions of reality by setting their own agendas and circumventing mainstream media gatekeepers — often bewildering the press. Specifically, it examines how political leaders around the world are emulating the tactics of Russian Vladislav Surkov, Vladimir Putin’s chief propagandist, to disrupt democratic norms and fuel mass confusion (Pomernatsev, 2014). It is a strategy that disregards traditional diplomacy and defies reasoning. A political perpetrator may promote a position or policy one day, only to repudiate it the next; backing all sides and then suddenly no sides, leading people to experience news fatigue and hopelessness (Pomerantsev, 2016).

“Truth isn’t truth,” Trump’s attorney Rudy Giuliani told Meet the Press host Chuck Todd (Stewart, 2018), exemplifying why several scholars fear that certain populist administrations and alt-right leaders are co-opting postmodern theory (Williams, 2017; Delton, 2017). A philosophy that sought to liberate people from the forces of regressive politics is being used to perpetuate it. The study uses critical discourse analysis (Fairclough, 2013) to discern how such politicians craft well-timed tweets as linguistic weapons deployed to shift news narratives in their favor. Potentially damaging stories are abandoned in favor of less significant “breaking news” that is often tantamount to a sideshow.

The research also explains the role of mainstream media in its own demise, and what it will take to regain public trust and return civility to public and political discourse. It cites how legitimate broadcast news organizations succumbed to entertainment strategies that won them ratings but cost them credibility. It presents a path forward, noting the significance of language and its power to reestablish the role of journalism.

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Id: 19566

Title: Feminism, development and online activism in the digital age

Session Type: Individual submission

Authors:

Name: Carolina Matos

Email: carolina.matos.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Sociology, City, University of London

Abstract: In the last decades, social movements and a series of NGOs working across the world for different causes have made wider use of new technologies in order to shape public opinion in the media and the public sphere with the intent of influencing the political arena, policy and decision-making. In the age of media saturation, research has shown that various NGOs face a series of political challenges and difficulties in creating awareness around their causes, particularly those working with human rights as well as in areas such as sexual and reproductive rights (SRHR), being forced to engage in competition for attention to their cause and overcome political resistance. New technologies are thus not always capable of assisting them (Thrall et al, 2016). Gender equality and sexual and reproductive rights have implications for democracy, whilst the potential offered by new technologies for change has a role in media democratization. Research has shown that Latin American NGOs have been crucial in advancing reproductive health rights, managing to make inroads internationally, shaping policy and criticizing the violation of women's human rights (Richardson and Birn, 2011).

Funded by the GCRF, the project Feminism, development and online activism in the digital age seeks to advance research on how the use of technologies by women's groups and feminist NGOs in the North and the South can empower women in developing countries to advance human rights and influence policy. A sample of NGOs based in the North and South, who work in Latin America and in large democracies such as India, have been selected. This is combined with questionnaires and in depth interviews with NGO representatives, communication specialists, experts and political leaders. It will explore their online communication activities, from their organizational websites to social media profiles, contributing to theoretical debates and empirical work on cyberfeminism, the role of NGOs in development, journalism and use of ICTs for social change. Research questions include how can online communications be used for gender development and how are feminist NGOs working with sexual and reproductive rights making use of online communication tools to reach out to the public, thus shaping policy globally and locally?

This research adopts a mixed methods approach and makes use of both qualitative and quantitative methodology. The core objective is to assess the information flows of a series of NGO organizations working with SRHR and women's rights, assessing the ways in which new technologies can be better used to their advantage. The methodology consists of content and discourse analysis of the online communication activities of a selection of NGO websites; the use of secondary data, which will include research into policy documents and legislation as well as media reports as a means of examining the clout, or the political and media impact of these NGOs, as well as the application of questionnaires and in depth interviews with NGO representatives and communication specialists, academics, experts and political leaders to assess the link between online and offline communication strategies and political activities.

Id: 19586

Title: Using GMG's News Game as a pedagogical tool for journalism students

Session Type: Individual submission

Authors:

Name: Jesse Hearn-Branaman

Email: justjeshb (at) hotmail.com

Country: CN (China)

Affiliation: Beijing Normal University-Hong Kong Baptist University United International College

Abstract: Like many other media-related fields, journalism education faces a challenge on how to balance practice-related skills education, required for students to procure employment, and the more theoretical and contextual knowledge required by modern higher education. Should we focus on writing, filming, copyediting, and other necessary real-world skills student require at the expense of social science, political economy, linguistic, and other academic subjects? How can we make students interested in the latter despite their preference to focus on the former?

This study will illustrate one such pedagogical practice that attempts to bridge the gap between these two positions, that is, using the students' practical work to better illustrate the theoretical knowledge they also need to acquire. This will be done by re-assessing the 'News Game' research method, often deployed in research by the Glasgow Media Group (i.e. Philo 1993, 2002), and examining its pedagogical implication.

The 'News Game' research method used by the Glasgow Media Group to "investigate how changes in the structure and content of programming might affect audience comprehension and levels of interest" (Philo 2002: 178). This has been used "to examine media effects and audience beliefs about a wide range of 'public knowledge' issues" (Devereux 2014: 235). Devereux points out this method was originally devised as a "teaching aid" (ibid), but later evolved in a research tool to examine audience reception and re-presentation of media messages. As Philo argued, this tool was developed "to establish what people already 'knew' and to show the processes by which they had arrived at their beliefs" (Philo 1993: 258).

Whereas this research method, wherein participants are given photographs of events and asked to write news stories, examines how audiences understand and frame events and how this is affected by their news consumption, I argue that this can easily be adapted as a classroom-based activity for more theoretical courses. It can, instead, be used to simultaneously analyze the framing practices of news texts produced by journalism students and to inform a discussion with the students of their framing practices in conjunction with lectures and seminars exploring framing theory. Examples will be given from activities performed with Chinese undergraduate journalism students in the Spring of 2018 and 2019.

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Id: 19638

Title: Viral Journalism: digital approaches and tactics of the professional media in the UK

Session Type: Individual submission

Authors:

Name: Anastasia Denisova

Email: a.denisova1 (at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: The rise of populist politics and accusation to the media of being elitist or ‘fake news’ has led to a shift in trust of established media resources. Only 44% of people in the UK believe the news in traditional media; a figure juxtaposed with the rising use of social media for news updates (Newman et al., 2018). Furthermore, audiences often do not recall the names of news sources as they receive news updates from search engine and social media platforms (Kalogeropoulos, Fletcher & Nielsen, 2018).

This presents a problematic media environment, where professional media have to identify new ways to connect with their audiences and deliver high-quality information fast and to many people. This paper provides a fresh account of how media professionals in the UK adapt to and adapt from the rapid social media environment, methods and practices of viral spread of information and ideas. The method is semi-structured interviews with social media editors and journalists from the leading respected UK publications, including The Economist, Telegraph, The Guardian, BBC, Financial Times, The Times and others.

Current research on viral media (Nahon & Hemsley, 2013; Berger & Milkman, 2010; Guadagno et al., 2013; Blommaert & Varis, 2017; Burgess, 2014) defines virality as fast-moving information flows that spread at a high speed due to being shared by masses of people. This fits in the logic of ‘accelerated society’ (Rosa, 2013), where technology, globalisation and pressures of economy have significantly pushed people to consume information at fast pace.

This paper on viral journalism is looking into whether professional media need to adopt such viral tools as memes, gifs, looped videos and hashtags in order to appeal to mass audiences; if it is necessary to convey serious information to the audiences in a jokey form; and whether this tactic helps to attract crowds to the professional, fact-checked reporting and analysis.

My study has identified a number of working and efficient tactics that quality media apply to compete with viral hits on the Internet: using videos or smart infographic, among others. However, the surprising finding is that quality media do not pursue viral techniques as a long-term strategy. They abide by the traditional principles of original reporting and belief that a strong story would find a way to the audience without any ‘viral’ decorations and those would only undermine the credibility of the media.

Id: 19662

Title: No country for old men and women: Journalism is a young person's job

Session Type: Individual submission

Authors:

Name: Beate Josephi

Email: b.josephi (at) ecu.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Name: Martin Oller Alonso

Email: martin.olleralonso (at) gmail.com

Country: CU (Cuba)

Affiliation: Universidad de La Habana

Abstract: Journalism has long been seen as a young person's occupation. While the average age of journalists has increased slightly in past twenty years, the Worlds of Journalism Study (WJS) data permits us to unpack this average. Analysing and comparing the journalistic and general workforce in age segments in 14 countries allows us to arrive at a more detailed picture of age distribution. Our findings reaffirm that journalism is still an occupation for the young, and underscore the fact that in many countries journalists do not stay in the job for long. This leads us to argue that journalism lives with large numbers of young and relatively inexperienced workers, which offers an important insight in the digital age when journalism is similarly created from many diverse sources and with workers of varying levels of experience.

Id: 19695

Title: Collaborative Journalism and Deliberative Democracy: News Production on WeChat

Session Type: Individual submission

Authors:

Name: Ruhan ZHAO

Email: zhao_ruhan (at) cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Name: Chen LUO

Email: scorpionlc (at) yeah.net

Country: CN (China)

Affiliation: Tsing Hua University

Name: Zixin CHEN

Email: chenzixinaini (at) 163.com

Country: CN (China)

Affiliation: Communication University of China

Abstract: In recent years, the emergence of social media has resulted in many structural changes in human life. These "platform media" features their convergence, sociability and openness, which bring new opportunities to the whole process of news production. A Collaborative Journalism model has become a crucial practice through social media.

With regard to social media, journalistic gatekeeping is in transition. (Francois Heinderyckx, 2015) Professional journalists appear to play less and less important role as gatekeeper. (Axel Bruns, 2006 & 2018) Meanwhile, citizen journalists begin to have more opportunities to participate in news production. In such process, the mechanism of Gatekeeping evolves towards Gate-watching. Algorithms also become one of the gatekeepers.

It is worth noting that, although collaborative journalism forms on social media, and provides a platform for public participation, they are trying to establish new regulations with strong market force by platformization.

In China, on February 18, 2014, the WeChat official account of People's Daily (overseas edition), which is called "knight-errant island", was launched. It was constructed by young journalists focusing on hard news, especially in-depth and investigative reporting. Because of the originality, objectivity, and globally oriented perspectives of their coverage, this news group has received wide popularity. The readership of "knight-errant island" are young, well-educated, active, rational, and have certain consumption ability. More importantly, the editorial team makes every decision on the themes of each coverage through Wechat group discussion. The group members consist of random netizens, intellectuals and publics, and the name list will be updated from time to time and closed automatically if there is a silly season. As the editorial decision has been made, members will proceed to participate in news verification.

Therefore, three questions generated from observation 1) How Chinese citizens have been involved in the process of news production conducted by People's Daily ? 2) How online presence

of party media played its role in the interaction between platform, publics and government ? 3)
Since Chinese citizens engaged in negotiation, how they identify themselves in democratic politics?

In order to response those questions, the research method of 3 months participative observation (from Dec. 2018) and 25 in-depth interviews (10 interviews have been done already) are in process.

In summary, this study will help us to understand the social and structural of contemporary Chinese in more comprehensive way, by analyzing and comparing the journalism on social platforms, as well as how collaborative journalism provide impetus for social interaction.

Id: 19834

Title: Robot Journalism and the 4IR: Implications for Practice and Training

Session Type: Individual submission

Authors:

Name: Abiodun Salawu

Email: salawuabiodun (at) gmail.com

Country: ZA (South Africa)

Affiliation: North-West University

Abstract: The Fourth Industrial Revolution (4IR) builds on the Digital Revolution (i.e. the Third Industrial Revolution) and it represents new ways in which technology becomes embedded within societies and even the human body. It revolves around robotics, artificial intelligence, nanotechnology, quantum computing, biotechnology, The Internet of Things, 3D printing and autonomous vehicles. In short, it affects every aspect of human endeavours including journalism. Scholars have asserted that the key to the viability of news media in the digital age is innovation. As such journalism has to be innovative in adapting to the world of artificial intelligence as a hallmark of the fourth industrial revolution. A few news media organisations (for example, Associated Press) have adopted the use of Artificial Intelligence (AI) for their journalistic operations. This paper attempts to look at the practice of robot or automated journalism, the challenges associated with it and its implications for general journalism practice and training. It also looks at what implications it has for jobs in the media industry and the new skills that will be required and developed in this automated brand of journalism. The paper provides answers to these inquiries through information gathered from document analysis.

Id: 19864

Title: "Shaping news waves' and constructing events: Why Iranian journalists embrace new communication platforms

Session Type: Individual submission

Authors:

Name: Banafsheh Ranji

Email: banafsheh.ranji (at) media.uio.no

Country: NO (Norway)

Affiliation: University of Oslo

Abstract: How do online communication platforms influence the Iranian journalists' struggle with the constraints? For what purposes do Iranian journalists resort to social media and mobile messaging applications in a restrictive context? This study, for the first time, addresses in what ways online communication platforms affect Iranian journalists' strength in the struggle for their journalistic ambitions in the restrictive setting of Iran.

This research applies Bourdieu's sociological framework and the concept of capital to explain how online media function as sources of power for Iranian journalists and influence their chance of success in their struggle with the political and organisational restrictions. I employ the concepts of social capital (aggregate of a network of connections that could be mobilized), symbolic capital (reputation, renown, and recognition), and symbolic power (the power to construct the reality with words) to make meaning of the journalists' use of online media.

The empirical evidence includes in-depth interviews with 26 journalists working in established state-owned and privately owned news outlets in Iran. The Interviews were analysed through a combination of thematic analysis and grounded theory.

The findings suggest that online communication platforms including social media and mobile messaging applications function as the resources (capitals) at the journalists' hands, and improve their position in their struggle with external and organizational restrictions. The findings of this study suggest that the journalists' social media accounts and related networks are a form of social capital. This includes the journalists' network of connections with various influential actors inside and outside the journalism field including other journalists, officials, activists, netizens, and citizen journalists. Online linkages with various actors contribute to a wider distribution of issues and making them public (in particular sensitive ones that are not publishable in established media). Furthermore, this study shows that online platforms are the sources of journalistic external reputation (outside the journalism field) and recognition among the public, and thus sources of symbolic capital.

The journalists' social and symbolic assets in online platforms, particularly Twitter, give them the chance to have leverage on issues (in particular sensitive ones), publicize an issue, stimulate the action of other actors (ranging from officials to ordinary publics) on the issue, which consequently increases the chance of covering the issue in established media. The journalists call the process of publicizing issues "shaping news wave". The findings suggest that the agenda behind creating "news wave" is to mobilize actions on sensitive issues by making people see and think about an issue. Put these findings in Bourdieu's words, the journalists attempt to construct events and employ symbolic power that is the power to construct reality. This practically means when an issue is

constructed as an “event” and wins the publics’ as well as officials’ attention; it can be covered in established media.

Id: 19869

Title: Transparency in Virtual Reality: Is it enough to ensure journalistic validity'

Session Type: Individual submission

Authors:

Name: Radwa Mabrook

Email: radwa.mabrook (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City, University of London

Abstract: Abstract:

Virtual Reality (VR) technology has brought many changes to the journalistic practice, causing numerous normative paradoxes related to accuracy, truthfulness, objectivity and autonomy. VR content creators are constantly looking for creative tools to address these paradoxes and demonstrate their journalistic validity. Transparency thus appears in VR journalism, taking different shapes and degrees. To date, the research literature about VR journalism examines empathy impact, narrative structures, production costs and content accuracy. This study explores the transparency concept in VR journalism in the light of similar discourses around narrative and digital journalism. The study aims to identify types and degrees of transparency, the creative ways of showing it, and its significance in VR journalism. The researcher used social semiotic analysis of VR content and semi-structured interviews with VR creators. The mixed-method approach provided a holistic understanding of how transparency appears in content, and how VR creators perceive its significance. For the social semiotic analysis, the researcher selected a purposive sample of eighteen fact-based VR pieces, created by established media organisations, including Al Jazeera, BBC, The Guardian, The New York Time and the US public broadcaster PBS. The sampled VR pieces were diverse in their content nature and interactivity level. The sample included CG, live-action and acted VR, ranging between 360° videos and highly interactive ones. For interviews, the researcher used purposive and snowball sampling techniques to recruit twenty-six fact-based content creators from production studios and media organisations as well as freelancers. The semi-structured interviews took place between November 2017 and May 2018. The findings showed that content creators actively make situation-based assessments to determine the type and degree of transparency needed to demonstrate rigor without undermining trust. Content creators look for creative ways to demonstrate transparency, however, they do not hold it superior to other journalistic ideals. Veracity and accuracy are still the determinant of journalistic validity. Transparency does not justify the breaches of veracity. It is a tool to show the already-existing journalistic rigor behind the VR experience. Content creators thus perceives their normative understanding of journalism as unchanged, despite the dramatic changes in their journalistic practices.

Keywords– journalism, normative ideals, semi-structured interviews, social semiotics, transparency, virtual reality

Id: 19950

Title: Multiplicity of Professional Cultures: Mapping Journalistic Roles around 67 Countries

Session Type: Individual submission

Authors:

Name: Thomas Hanitzsch
Email: thomas.hanitzsch (at) ifkw.lmu.de
Country: DE (Germany)
Affiliation: LMU Munich

Name: Tim Vos
Email: vost (at) missouri.edu
Country: US (United States)
Affiliation: University of Missouri

Name: Olivier Standaert
Email: olivier.standaert (at) uclouvain.be
Country: BE (Belgium)
Affiliation: UC Louvain

Name: Folker Hanusch
Email: folker.hanusch (at) univie.ac.at
Country: AT (Austria)
Affiliation: University of Vienna

Name: Jan Fredrik Hovden
Email: Jan.Hovden (at) uib.no
Country: NO (Norway)
Affiliation: University of Bergen

Name: Liesbeth Hermans
Email: l.hermans (at) maw.ru.nl
Country: NL (Netherlands)
Affiliation: Radboud University

Name: Jyotika Ramaprasad
Email: jyotika (at) miami.edu
Country: US (United States)
Affiliation: University of Miami

Abstract: In this paper, we present a comparative analysis of the interpretative repertoires journalists employ for articulating journalism's role in society. On a conceptual level, we argue that cross-national variation in journalists' conceptions of their roles can be meaningfully studied with regard to four central dimensions: monitorial versus collaborative roles, and interventionist versus accommodative roles.

The empirical analysis is based on a survey of more than 27,500 journalists in 67 countries. Together, these societies cover almost three-quarters of the world's population. The interviews were conducted through the Worlds of Journalism Study (WJS), a collaborative framework for comparative journalism research open to scholars from around the world.

Our results indicate that journalists' professional roles still coalesce around key traditional values addressing journalism's function in the political domain. Among the four role dimensions mentioned above, the monitorial role, broadly grounded in the ideal of journalism holding the powerful to account, enjoyed the strongest support globally (although it was more dominant in the Western than in the non-Western world). The collaborative role, which is about journalists acting as partners of the government, has received the least support, albeit valued more strongly in the non-Western than the Western world.

The collaborative and interventionist roles were found to be meaningful descriptors of difference in the way journalists around the globe construct their roles. A collaborative role was associated with lower levels of democracy, while the interventionist role (characterized by a strong disposition of journalists to pursue a particular mission and promote certain values) was more strongly supported in less developed societies and countries facing disruptive changes. The accommodative role, which is about providing orientation for the management of self and everyday life, received greater support in more developed and stable countries.

Global diversity is also apparent within the bounds of seemingly similar journalistic traditions. While journalists in the Western world are strongly supportive of the monitorial role, they are nevertheless divided by orientation into the accommodative versus the interventionist role. Likewise, development journalism is refracted through differing orientations toward the collaborative, interventionist, and monitorial roles. Overall, democratic conditions and the strong presence of emancipative values favor journalistic cultures embracing a monitorial role. Lower levels of democracy, meanwhile, are associated with a collaborative role. These results provide further support for the importance of the political context as a major source of cross-national variation in journalistic cultures.

Id: 20014

Title: What is journalism innovation? Thoughts on initiatives from the European news industry at Google DNI Fund

Session Type: Individual submission

Authors:

Name: João Canavilhas

Email: jc (at) ubi.pt

Country: PT (Portugal)

Affiliation: University of Beira Interior

Name: Ana Cecilia Bisso Nunes

Email: nunes.anacecilia (at) gmail.com

Country: BR (Brazil)

Affiliation: PUCRS University (Brazil) and University of Beira Interior (Portugal)

Abstract: The development and spreadability of technology as well as its consequent media market changes has made innovation a central theme for news industry survival. Innovation became even more crucial when new incumbents started to steal significant profits from legacy media groups, described by Bower and Christensen (1995) as the disruption theory. Christensen, Skok, and Allworth (2012) comment that what is happening today in the news industry is not much different from what has been seen in others markets, with new actors entering and taking advantage of their digital born nature, without a legacy to worry about. The fact is that it disrupted the media market, running all news industry into an innovation no-way-back road.

In this new and digital context, despite media innovation becoming a decisive topic, academic research is still very diffuse and recent. It is a fact it experienced significant growth over the past 10 years (García-Avilés, Carvajal-Prieto, Arias, & De Lara-González, 2018), but we are still in need “for innovation-oriented journalism research that provides clear, foundational definitions of ‘innovation’ in reference to journalism” (Posetti, 2018, p. 12).

Considering these premises, this paper proposes a discussion around journalism innovation through the analysis of 17 Google Digital News Innovation Fund initiatives highlighted in its three-year report (Google, 2018). The Fund is a European project with a €150 million commitment to support and kick-start innovations, which help journalism growth in the digital age. The projects are divided into four categories: (1) Battling misinformation, (2) Telling local stories, (3) Boosting digital revenues and (4) Exploring new Technologies.

Based on this classification, we reflect on: a) innovation aims, b) innovation types (Lindmark, Ranaivoson, Donders, & Ballon, 2013; Storsul & Krumsvik, 2013), c) replicability degree and d) expected outcomes (García-Avilés et al., 2018). The analysis sets ground to discuss what could really mean innovation in the news industry nowadays, based on Lindmark et al. (2013, p. 130) reflection on the difficulty in defining media innovation: "Where to draw the line between media innovation and routine media production is not obvious." Hence, we seek to identify the main aspects that will differentiate the more punctual innovations, in a daily context, sometimes present in the newsrooms, from the innovations focused on a medium to long term impact, such as those analyzed here.

As for journalism, the need to understand its innovation particularities and, indeed, to propose a clear concept of what is journalism innovation and how it has been addressed by different social actors to influence the future of the news industry is not exclusively an academic and theoretical demand. It is also a need to the professional field to develop more innovative initiatives in the market industry.

Id: 20069

Title: Obsessive-Activist Journalists: Between Professionalism and Involvement

Session Type: Individual submission

Authors:

Name: Zvi Reich

Email: zreich (at) bgu.ac.il

Country: IL (Israel)

Affiliation: Ben Gurion University in the Negev

Name: Avshalom Ginosar

Email: avshalomg (at) yvc.ac.il

Country: IL (Israel)

Affiliation: The Max Stern Academic College of Yezreel Valley

Abstract: This study explores a new breed of professional journalists, that develop an "obsession" (Quartz, 2019) addressing a social problem in activist ways, in addition to or as a substitute for their regular reporting job, mostly inside traditional news organizations. We named this breed "obsessive-activist journalism".

Their obsessions, that were turned into micro-beats, range from fighting tobacco companies, to crusading sexual harassment, criticizing the Prime Minister, fighting the occupation of Palestinian territories and its humanitarian effects, enhancing the transparency of public institutions and confronting market concentration.

This paper tries to identify the new breed and tracing its relations to familiar species of journalism. Using in-depth semi-structured interviews with fifteen such journalists, we focused on their motivations, practices and norms, the type of expertise they reflect, and the extent to which they have an impact on individual cases and public policies.

Initial analysis indicates that:

- (1) Obsessive-activist journalists are motivated by a sense of justice that shapes their agenda and professional work;
- (2) Most of them adhere to traditional news standards such as accuracy and verification, however, they adopt additional practices, such as the use of quasi-academic research methods;
- (3) They abandon the values of professional detachment and impartiality in favor of personal involvement and a crusading tone;
- (4) Some of them became public figures with a celebrity status that adds impact to their coverage;
- (5) Newsrooms reactions to obsessive-activist coverage shift from support, through indifference to open objection, especially in early stages of obsessions.

We found that obsession journalists are "lonely wolfs". On the one hand, they deviate from the dominant professional-neutral journalistic model; on the other hand, they represent neither of the known journalistic species that were so far documented in the research literature, nor do they reflect an explicit journalistic manifesto. And yet, obsessive-activist journalists share some similarities with Advocacy Journalism (Janowitz, 1975), Civic Journalism (Waisbord, 2009), Constructive / Solutions Journalism (McIntyre & Gyldensted, 2017), Activist Journalism (Ashuri, 2012) and even with journalist-bloggers (Domingo & Heinonen, 2008).

Hence, we suggest to consider "obsessive-activist" journalism as a distinct species, that absorbed various attributes of other species of journalism that were mentioned above, however constituting a unique mix that is not identical with any of them.

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Id: 20141

Title: The Influence of Journalists through the Personal Branding in the Digital Age: Exploring the journalism students' perceptions

Session Type: Individual submission

Authors:

Name: Laura Alonso-Muñoz

Email: lalonso (at) uji.es

Country: ES (Spain)

Affiliation: Universitat Jaume I de Castelló

Name: Amparo López-Meri

Email: meri (at) uji.es

Country: ES (Spain)

Affiliation: Universitat Jaume I de Castelló

Name: Andreu Casero-Ripollés

Email: casero (at) uji.es

Country: ES (Spain)

Affiliation: Universitat Jaume I de Castelló

Abstract: The difficulties faced by the journalism sector that is still seeking a profitable business model in the digital age, force journalists to manage new skills and competences to personal branding on social media. It has been said that the future of journalism depends on improving self-branding on social media. Despite the lack of an agreed definition of journalistic personal branding, literature has identified some benefits of having a personal brand in terms of influence.

On the other hand, previous research has shown some practices that seem to promote journalistic branding, especially on Twitter. For instance, it has been found that sharing private life details can impact on the brand, but there is no consensus about how much journalists should show about themselves. Moreover, mostly decisions related to the personal branding affect the classic norms and principles of journalism.

In this context, learning how to build and manage a personal brand in the digital environment appears as a decisive competence for the future generations of journalists. To the best of our knowledge, there is no specific research about this issue in the field of journalism education. In this sense, the methodology uses a quantitative approach based on surveys done to the students of Journalism Degree from the Universitat Jaume I of Castelló (Spain), with the aim to delve into the future journalists' perceptions about branding implications in terms of influence. This study also contributes to identify the skills, practices and personality features most strongly associated with self-branding by journalism students.

Results show a close relation between branding and influence. The increase of the ability to influence both public opinion and media agenda is indeed the most valued implication of having personal brand, according to the respondents. Moreover, polyvalence, interaction and regularity in

updating posts would be the most efficient skills to journalistic branding on social media. In contrast, humanization, in terms of being close, using an informal tone or sharing private life, is the lowest valued skill by students. Paradoxically, being accessible is considered one of the most useful personality features to personal branding. Regarding practices, in line with literature, comment, criticize, take sides, discuss and respond to any type of user are the routines to promote the personal brand most supported, followed by correcting fake news or rumors.

This work is included on the research project CSO2017-88620-P funded by the Ministry of Science, Innovation and Universities of the Government of Spain

Id: 20160

Title: Using statistics in financial news in Saudi Arabia and United Arab Emirates: between normative professional aspirations and practice

Session Type: Individual submission

Authors:

Name: Faisal Alaquil

Email: faisal.m (at) gmail.com

Country: GB (United Kingdom)

Affiliation: PhD researcher University of Leeds, UK

Abstract: In this article we consider the use of statistics in journalism, financial journalism and journalism in the Arabian Gulf – three areas which remain under researched. In doing so, we explore how journalists in two countries – Saudi Arabia and United Arab Emirates – engage with, and use, statistics and numbers to develop financial news and how this reflects upon professional practice.

This study is based on empirical research in these two countries conducted by using mixed methods, including: content analysis, close reading and semi-structured interviews with journalists. Our data suggests that, contrary to common assumptions about journalistic approaches and practices that claim exceptionalism, financial journalists in these countries tend to follow similar normative aspirations and implement comparable approaches as their counterparts operating in Western liberal democracies.

These results of course are not surprising as similar findings around normative aspirations have been found in other regions of the world despite the fact that many of these journalists operate in non-democratic and even authoritarian regimes. Indeed, one of the most remarkable findings from the Worlds of Journalism Study research project (2016) is the overall convergence in normative claims and deontological aspirations around news values and journalistic ethics among journalists from all over the world.

In fact, our analysis confirms that statistics used by journalists in these countries are valid, tend to come from reliable sources. Moreover, journalists in these countries seem to interpret statistics in an appropriate manner, achieving accuracy in their reporting. Furthermore, statistics are used by journalists in Arab countries to frame financial news stories in similar ways to journalistic practices in the West; specifically, they were balanced between positive, neutral and negative tones in the aftermath of the world financial crisis of 2008.

However, as our research also indicates, the engagement of these journalists with statistics is one in which they seem mainly ‘to be ticking the boxes of professionalism’. By this we mean they follow procedures set by the canons of professionalization but without really exercising critical scrutiny of the subject in a way that they would fulfil their duty of being a watchdog of society.

The evidence underpinning the lack of critical engagement with the statistics in ways that normative models of professionalization would demand, is robust. Over-dependency on official sources and lack of criticality only serve to highlight the difficulties that these journalists face. While our results echo those of other scholars (Sakr, 2007, Rugh, 2004, Mellor, 2005, Mellor, 2007) who have also argued that it is difficult for journalists in the Arab world to practise their role as watchdog under their particular contexts (that is, the political and media systems), the reasons for the lack of fulfilment in terms of professional expectations seem, however, to differ from those in the West.

One particular difference is the ability and willingness to engage with statistics from other sources and the lack of professional training and specialisation.

Id: 20198

Title: A Discursive Encounter at Roxham Road: Reporting US-Canada Irregular Border Crossings

Session Type: Individual submission

Authors:

Name: Saumava Mitra

Email: mitrasaumava (at) gmail.com

Country: CR (Costa Rica)

Affiliation: University for Peace

Abstract: With the anti-‘migrant’ rhetoric and policies of the current United States administration under Donald Trump, Canada has been receiving people leaving the US at irregular border crossings. In an exploration of the relationship of news media discourses of migration with gender in this context, the paper will focus on a certain video news story produced by the Canadian Broadcasting Corporation about the movement of people across the US-Canada border. Broadcast in late September 2017 – at a time when political rhetoric emanating from the Canadian government sought to emphasize its ‘Feminist’ credentials to differentiate itself from the United States – the news story in focus reported on one popular crossing point for people arriving in Canada from US: the border at the end of Roxham road in New York state. Among the many different ways that CBC edited, packaged and broadcast this news story filmed at the Roxham road border, the paper will analyze an 11 minutes 35 seconds long video news story shown on the nightly national news of the public broadcaster. The paper focuses on this particular news story because – rather than allow for the usual criticisms of anti-‘migrant’ discourses in Western media representations – the example helps exploring how solidarities between peoples may be built through “visibilities of self-reflexivity” for potential identification of ‘migrants’ as ‘people like us’ (Chouliaraki & Stolic, 2017). The paper will show how the news story discursively built recognisability of the shared intersectionalities of identities between the Canadian women present in the story and the non-Canadian women crossing the US-Canada border. Based on the comparability of these female agents’ interpellations of identity discourses within the dominant discourse of the news narrative of ‘Feminist Canada’ as opposed to a ‘male-centric US’, the paper will argue that the news story provides an example how conditions of solidarity between the host societies and people arriving can be created in Western media representations of migration.

Id: 20340

Title: News about China's soft power in European media: a quantitative content analysis

Session Type: Individual submission

Authors:

Name: Jingwen Qi

Email: Qi.jingwen (at) UGent.be

Country: CN (China)

Affiliation: Ghent University

Name: Sarah van Leuven

Email: Sarah.VanLeuven (at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Name: Stijn Joye

Email: Stijn.Joye (at) UGent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: The concept of soft power was introduced in 1990 by Nye who defined it as “the ability to affect others to obtain preferred outcomes by co-option and attraction rather than coercion” (Nye, 2010, p.216). The notion and practices of soft power resonate well with the official strategy of the Chinese Communist Party to discursively establish China’s “peaceful rise” worldwide while simultaneously reducing the international concerns related to a fear of a perceived Chinese threat to other countries. Therefore, scholars have been increasingly investigating China’s soft power in the global media context. Most studies are, however, geographically focused on the US (e.g. Metzgar & Su, 2017), as well as on selected African or Latin American countries where China has gained substantial economic influence (e.g. Estupinan, 2017) while Europe remains an under-researched area of study. Hence, we aim to close this gap by studying European online news coverage of China’ soft power.

We have conducted a quantitative content analysis of The Economist, Politico.eu, Euronews.com and The Financial Times for four months (June. September-November 2018). In total, 1130 news articles about China were retrieved.

The results show: first, China’ soft power is insufficiently covered. Most articles just mention China on the side (N=797, 70.5%). 248 articles (22.0%) had China as the main subject, whereas direct references to China’s soft power are rather scarce (N=85, 7.5%). Second, the latter is mainly focused on issues as economy and development. This follows well with previous studies on soft power (e.g. Estupinan 2017) as these have demonstrated that the topic of economic success attracts more attention of Western media and is one of the most prolific areas in which China is respected by other nations. A second confirmation was found in the analysis of the represented actors (e.g. Chinese companies) top the charts as well. Third, our result contradicts previous studies which indicated that foreign coverage on China mainly adopted a negative tone (Estupinan, 2017). A large

section of the articles adopts a neutral tone (N = 212, 63.6%). The remainder of the news stories features a negative tone (N=101, 30.3%) while manifestations of a positive tone (N = 20, 6.1%) are rare. However, a biased approach can still be detected by comparing the proportion of negative and positive reports in the sample which can lead the audience to think in a critical way about China's soft power expansion.

This study argues China's soft power is under-represented in the European media mainly under economic consideration. Though China invested billions of dollars on its soft power initiatives, it has not resulted in positive news coverage in European media yet.

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Id: 20343

Title: The Selfie Sit/de of Power: Instagram in Political Communication in Germany

Session Type: Individual submission

Authors:

Name: Thomas Eckerl

Email: mail (at) thomaseckerl.de

Country: DE (Germany)

Affiliation: University of Passau

Name: Oliver Hahn

Email: oliver.hahn (at) uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Abstract: At least since the campaign that led to the federal elections to the Bundestag in Berlin in 2013, social media have extensively entered German parliaments. For campaigning, politicians and their PR managers no longer use only 'classic' social media such as Facebook and Twitter, but more and more also services for which more background knowledge of how to use and manage them is required. By doing so in political communication, particularly younger target groups such as first-time and young voters are aimed at. Furthermore, relatively young digital media services within ubiquitous mobile communication such as the app Instagram offer manifold opportunities to politicians to market their own political personality and programme. Following the US model to further extent campaigning from offline to online, the use of social media has become interesting also for German actors of political communication (Burgard 2012).

This exploratory pilot study conducted during the campaign that led to the German federal elections to the Bundestag in Berlin in 2017, analyses to what extent Instagram is useful as a tool for political communication. Methodologically speaking, we conducted 8 qualitative semi-structured in-depth interviews with German members of parliaments on regional and national levels and with social media managers of political parties. These interviews were qualitatively content-analysed.

This study provides answers to research questions such as (1) on which grade of professionalisation political communication with users of the free of charge visual service to share photos and videos takes place and (2) which strategies – if any – are applied. Moreover, this study examines whether or not special advantages offered by this app are taken into consideration and are exploited to what extent. Beside contents and strategies of political communication using Instagram, this study also analyses the target groups aimed at as well as the suitability of Instagram for 'mediating politics' between political actors, media and journalists, and audiences.

Particularly journalists seem to more and more rely on social media as political sources. This trend, of course, raises new questions about the credibility and authentication of sources as well as about the identification of originators of sources.

Research findings give empirical evidence for the fact that only a fraction of the interviewees pursues a concrete strategy by using Instagram as a tool for political communication. Oftentimes, it is paid only very little attention to younger target groups such as first-time voters in particular. Potentials inherent to the app are oftentimes exploited very differently or even disregarded in parts, such as e.g. the adequate (keyword) indexing by hashtags. However, nobody seems to be willing to

refrain from Instagram as part of the social media instruments for political communication: many political communicators and journalists alike appreciate the value of this app – apparently because of an inherent predominantly ‘positive tonality’ in the ‘culture of debate’ there, which they seem to consider of more human dignity and mutual respect in contrast to other more hate speech-dominated platforms.

Id: 20358

Title: El estado del periodismo narrativo en Internet. Luces y sombras extraídas de un estudio Delphi entre expertos internacionales

Session Type: Individual submission

Authors:

Name: Itsaso Manias-Muñoz

Email: itsaso.manias (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country UPV/EHU

Name: Gabriel Corral-Velázquez

Email: corral (at) uaq.mx

Country: MX (Mexico)

Affiliation: Autonomous University of Queretaro

Name: Miren Manias-Muñoz

Email: miren.manias (at) gmail.com

Country: ES (Spain)

Affiliation: University of the Basque Country UPV/EHU

Abstract: Objetivo

Esta investigación analiza la opinión de 28 expertos y expertas internacionales, sobre el estado actual y perspectivas de futuro del periodismo narrativo en Internet. Se pretende averiguar el alcance real de dicha práctica, la valoración que les merece su ejercicio, así como conocer hasta qué punto el slow journalism puede contribuir a detener el deterioro de la calidad y credibilidad que afecta a los medios a nivel global. El estudio realiza un diagnóstico de la realidad y viabilidad de los medios que practican el periodismo narrativo digital, analizando sus prácticas, estructuras empresariales y evaluando el grado de novedad que aportan a un panorama mediático dominado por la frenética pugna en pos de la instantaneidad. El estudio Delphi, además de realizar un diagnóstico, esboza también un pronóstico, indagando sobre el futuro de esta práctica (tendencias y oportunidades) preguntándose —por último— por el porvenir de la prensa escrita.

Enfoque teórico y metodología

El estudio Delphi ha demostrado ser una metodología apropiada para la prospección y evolución de los factores del entorno social y sus interacciones (Landeta, 1999). El objetivo de dicha metodología es obtener una opinión consensuada de expertos en una determinada materia y predecir u ofrecer una solución a un problema (Mitroff & Turoff, 2002). En junio de 2018 iniciamos un estudio Delphi cualitativo entre 28 expertos (académicos y profesionales) en Periodismo Narrativo (42.85% Mujeres y 57,14 Hombres) procedentes de distintos países (Australia, N=1; Europa, N=20, Norte América N=5 y Sudamérica N=2) para debatir sobre 10 ejes temáticos entorno al Digital Slow Journalism. El estudio consiste en dos rondas de cuestionarios que han sido administrados a través de un software digital. El primer cuestionario Delphi (concluido) consistía en 10 preguntas abiertas y, el segundo cuestionario (en proceso) está compuesto por 10 ejes temáticos combinados con escalas Likert (1-5).

Las 10 preguntas buscan diagnosticar los problemas y retos del periodismo actual, reflexionar sobre las transformaciones tecnológicas, el consumo, las audiencias, y ahondar en los nuevos modelos reposados que suponen una alternativa al periodismo superficial y descontextualizado. Durante todo el proceso se ha mantenido el anonimato de los participantes, asignándoles un código numérico para evitar revelar identificadores personales.

Originalidad/Relevancia

Este es el primer estudio Delphi que analiza el estado del periodismo narrativo digital desde una perspectiva global. Consideramos que los resultados de la investigación pueden aportar algo de luz a los turbulentos tiempos que vive el mundo del periodismo. Las reflexiones de las personas participantes arrojan luces y sombras sobre la práctica slow, destacando sus potencialidades, pero siendo, al mismo tiempo, conscientes de sus limitaciones. Los expertos detectan que existe una necesidad imperiosa de información verídica y de calidad y que ello es valorado por la audiencia. ¿Tendrá el Slow journalism la capacidad de reverdecer los valores históricos que siempre ha defendido el periodismo y que hoy parecen estar más en crisis que nunca? Es la incógnita que tratan de responder los 28 académicos y profesionales de reconocido prestigio de todo el mundo que han respondido a este inédito estudio Delphi.

Id: 20363

Title: News from the Future: News narratives, Temporality and Newsworthiness in the Age of Acceleration

Session Type: Individual submission

Authors:

Name: Motti Neiger

Email: motti.neiger (at) gmail.com

Country: IL (Israel)

Affiliation: School of Communication, Bar-Ilan U. (Israel) & The Truman Research Institute for the Advancement of Peace, The Hebrew U. of Jerusalem

Abstract: Previous research emphasized that important share of news items refers to the development of processes or future occurrences (e.g., Neiger, 2007). This study endeavors to use time and temporality as a vantage point in order to contribute, both empirically and theoretically, to the ongoing discussion on newsworthiness and thus to shed light on the shifts in journalistic practices in the age of accelerated news cycles of the digital era.

A connection between the news cycle and news values was indicated by Galtung and Ruge (1965) through designating “frequency” (how well occurrences fit with the news organization's time constraints and schedule) as the most prominent of the news values. From a different angle, the findings of my recent researches point to a relation between the temporal structure of the news story and the type of media. e.g., we pointed out that online news stories have a tendency to put the emphasis on the past while print items tend to focus on future-oriented temporality (Tenenboim-Weinblatt & Neiger, 2015).

The proposed paper wishes to elaborate on the function of the future temporality in the news by combining the two strands of research in journalism studies – news values and media temporalities – and thereby to investigate the interrelations between the technological platform, newsworthiness, and the manifestation of time in news narratives.

The methodology is based on previous studies categorization of the temporal stratum of news narratives into 11 layers ranging from the far past to the unknown future (Neiger & Tenenboim-Weinblatt, 2017). The paper examines items in both print and online outlets by observing these 11 temporal layers and analyzing the news values that predominate in each. This allows to compare how each platform defines “news” and they use their “temporal affordances” (Tenenboim-Weinblatt & Neiger, 2018) while producing it. The study employs a combination of qualitative and quantitative cross-media (print and online) and cross-cultural content analysis of news items published in prominent media venues in Israel and the US.

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Id: 20414

Title: What is press freedom? A study on journalism students' perception of press freedom and its conditions around the world.

Session Type: Individual submission

Authors:

Name: Elsebeth Frey

Email: Elsebeth.frey (at) oslomet.no

Country: NO (Norway)

Affiliation: Oslo Metropolitan University

Name: Jacques Araszkievitz

Email: j.araszkievitz (at) gmail.com

Country: FR (France)

Affiliation: University Nice-Côte d'Azur

Name: Farid Abdel-Fattah Abdel-Latif Abudheir

Email: drfaf321 (at) hotmail.com

Country: PS (Palestinian Territory, Occupied)

Affiliation: An-Najah National University

Name: Charlotte Ntulume

Email: charlotte.ntulume (at) gmail.com

Country: UG (Uganda)

Affiliation: Makerere University

Abstract: Some journalists convey news in countries where press freedom is taken for granted, and – although debated – journalism is seen as a carrier of information and a mean to democratic rights. Other journalists struggle with access to information, or censorship and safety for their sources and themselves. Five days into 2019, an Afghan citizen journalist, Noori Javid in Radio Neshat, was killed, and on January 16, journalist Ahmed Hussein-Suale was shot down in Accra, Ghana (RSF, 2019). International Federation of Journalists states that, “There can be no press freedom if journalists exist in conditions of corruptions, poverty or fear” (IFJ, 2019). However, the concept of press freedom includes a variety of aspects besides safety and good working and living conditions. There are reports of a decline in press freedom, whether one looks at aspects such as impunity, fake news, repressive laws or commercialisation leading to less diversity. The conditions for press freedom apply to journalists and editors, as press freedom is the foundation for journalism. That is not only true for journalists working in countries where press freedom is denied or threatened, but also applies for journalists who feel the pressure of downsizing of news staff or polarized opinions from the echo chambers of a globalized, digitalized world.

The aim of this study is to explore how journalism students define press freedom, and what they found out regarding the conditions of press freedom through a pedagogical tool. In order to teach journalism students the meaning and significance of press freedom, the pedagogical tool – called the rig on press freedom – was created. This study takes its point of departure in the rig on press

freedom, where bachelor students in journalism in Palestine, France, Norway, and Uganda investigated the conditions of press freedom around the world. After working journalistically and connecting with sources in other countries, searching for information and the stories to tell about the conditions for press freedom, the 188 students were given a survey, and 72 per cent answered. With the use of quantitative and qualitative methods, we studied for instance the learning outcomes, and found that 41 per cent of the students ranked their learning outcomes as excellent and 43 per cent as good. Based on the students' answers, we identified several dimensions of the concept of press freedom, the three main ones being journalists' rights and duties, freedom to publish and the autonomy of the media. The students' definitions were analysed up against theoretical approaches from John Milton until contemporary research contributions, for instance Timothy Garton Ash, John William Tate, Katrin Voltmer. Altogether, the students from the four departments looked into 24 countries, and we also analysed their main findings.

Id: 20497

Title: Journalist Students' Achievement of Silent Knowledge in the Newsroom

Session Type: Individual submission

Authors:

Name: Anders Gjesvik

Email: anders.gjesvik (at) hioa.no

Country: NO (Norway)

Affiliation: Oslo Metropolitan University

Abstract: Journalist Students' Achievement of Silent Knowledge in the Newsroom

Journalism is both a craft and a profession and journalism education resides between the two poles editorial practice and theoretical subjects (Willig 2016). Journalism is as well a professional identity based on silent knowledge about e.g. etic boundaries and personal characteristics like curiosity, assertiveness and a critical view. The strength of these values might vary between different newsrooms, but I will argue that the journalistic identity has a shared core of values. This knowledge and these characteristics are achieved through socialisation in professional environments. The students are socialised by experiencing which values that are appreciated and which are not in the newsroom. Important arenas for the socialisation might be the evaluation meetings and the general conversation between colleagues during the day.

The students are partly socialised in the class room, but the deeper socialisation is achieved by the students in the newsrooms (Nygren 2016). Nordic journalist students are young compared with other students and fewer and fewer have any editorial experience when they attend the study (Hovden and Ottoesen 2016). A study of the journalist students at Oslo Metropolitan University shows that they identify with the teacher's values in the beginning of the study but develop an ever stronger identification with the performing journalists through the study (Krøvel 2016).

My research question is: How do the journalist students experience this socialisation and which values is it representing for them?

Our students write a personal report about their experiences through their external practice. I will do a content analysis of these reports to see what kind of silent knowledge and personal characteristics they experience that they have achieved through the socialisation in the news room and how they have achieved them.

Id: 20512

Title: True or false' The difficult art of political fact-checking in Norwegian and Swedish journalism

Session Type: Individual submission

Authors:

Name: Sigurd Allern

Email: sigurd.allern (at) ims.su.se

Country: NO (Norway)

Affiliation: University of Oslo

Name: Ester Pollack

Email: ester.pollack (at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: “Respect for the truth and the right of the public to truth is the first duty of journalists”, according to the Declaration of Principles from International Federation of Journalists. To fact-check statements from sources is therefore one of the basic norms of journalism, characterized by Kovach and Rosenstiel (2007) as “a discipline of verification”. Ideally, fact-checking procedures should be embedded in a news organization’s editorial routines and practices. However, verification procedures demand competence, knowledge and investigations, efforts that take time and consume resources. Therefore, the practical editorial solution is often limited to check that sources are cited correctly, without any serious attempt of evaluating the truth content in their claims, resulting in the false ‘balance’ of he-said/she-said-journalism.

During the last two decades fact-checking has got another and extended meaning, which in many ways represent a new and independent journalistic genre. While traditional fact-checking has been part of editorial processes before publication, the new genre of fact-checking represents a critical evaluation of claims after they have been published (for example in news stories, speeches or social media postings). The result is a conclusive, public judgement, telling us if a statement is based on a fact that is verifiable. Although fact-checking can be applied to any societal and journalistic field, the new genre is primarily linked to political fact-checking, and got its breakthrough in the US in the first decade after the millennium. These initiatives have been characterized by Lucas Graves (2016) as a journalistic reform movement, which today has spread to other parts of the world. In 2015 Poynter Institute in Florida launched the International Fact-Checking Network (IFCN), based on a declaration of principles concerning non-partisanship, fairness, transparency and a commitment to open and honest corrections (IFCN, 2019).

In 2017 several Nordic news organizations started fact-checking groups and some of them have joined the IFCN, often with a reference to the international, US-inspired debates about “fake news”, “alternative facts” and “post-truth”. This paper (based on interviews with fact-checkers and analyses of fact-checking sites) discusses such initiatives in Norway and Sweden. A distinctive feature in the Norwegian case is the establishment of fact-checking as a free public service, organized by a common, independent editorial organisation, financed and backed by both the state-owned public service broadcaster (NRK) and large commercial media enterprises. In Sweden the same kind of cooperation only lasted for a short period of time. The paper describes the types of

fact-checking that characterize Norwegian and Swedish initiatives, and discusses both the strengths and of fact-checking in political debates and processes.

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Id: 20547

Title: Regulation, routinization and standardization: Challenges to the professionalism of financial journalism in the context of IPO news

Session Type: Individual submission

Authors:

Name: Ming Hang, Brian So

Email: brianso (at) hsuc.edu.hk

Country: HK (Hong Kong)

Affiliation: The Hang Seng University of Hong Kong

Name: Mei Fung, Meily Cheung

Email: meilycheung (at) hsu.edu.hk

Country: HK (Hong Kong)

Affiliation: The Hang Seng University of Hong Kong

Name: Shu Yan, Benson Lam

Email: bensonlam (at) hsu.edu.hk

Country: HK (Hong Kong)

Affiliation: The Hang Seng University of Hong Kong

Abstract: Financial journalism has experienced tremendous growth over the past two decades along with the rapid expansion and the increasing complexity of the global financial market. Scholars have documented the effects of financial news on financial markets. Yet, financial policies, market infrastructure, role and expectation of stakeholders have also evolved rapidly and induced numerous challenges to financial journalists. By adopting the gatekeeping theory, concepts of information subsidies and news routines, this paper examined how the professionalism of financial news workers are threatened by government regulations, news routines and the spinning of news sources. We focused on the context of initial public offerings in the world's top IPO market, Hong Kong which has hit a record high in term of the number of new listings and fund raised in 2018.

Shoemaker and Reese proposed a comprehensive and hierarchical model of news influences by forces at five levels, including individual, routines, organizational, extramedia and ideology. It is argued that government's policies at the extramedia level play a crucial role in shaping news production. In the case of IPO, a change of listing rules may provide journalists with more information but may also hinder journalistic practices if the rules confine the room of information disclosure. In addition, previous studies have also proposed that corporations which play the role of dominant sources can induce a critical influence on financial news agendas through their strategic PR efforts. On the other hand, news routines may encourage such an asymmetrical relationship between news sources and journalists. Through routinization, financial journalists follow certain ways to produce news reports about IPOs and facilitate PR people to provide standardized information subsidies for setting the news agendas.

The current research used content analysis and in-depth interviews to assess how the journalistic practice of financial news workers were influenced by the above-mentioned factors. 60 press conferences held by IPOs listed on the Main Board of Hong Kong Stock Market in 2018 were recorded and audio transcribed. The questions asked by journalists at the conferences were analyzed for types, similarities and differences. In addition, 30 financial journalists and PR people who have worked on IPOs were interviewed to investigate how the source-reporter relationship, implementation of regulations, journalistic routines have shaped the production of financial news.

The results suggested that questions asked by journalists at IPOs' press conferences were quite standardized and repetitive. They still rely heavily on information subsidies from financial PR professionals even the new listing rule implemented by the regulatory body requires a higher level of information disclosure from companies. Reasons for such a heavy reliance include time constraint, availability of alternative sources, journalists' experience, changing news ecology, and routines. The standardized information subsidies provided by financial PR fit the highly routinized news practice well. The government regulation which confines information disclosure has become a reason or an excuse for pre-listing companies for not giving extra information to news enquiries, thus restricted the scope of financial news reports.

Id: 20640

Title: La inserción laboral de los graduados en Periodismo en el contexto de la economía digital. Análisis del caso español

Session Type: Individual submission

Authors:

Name: Manuel Martínez-Nicolás
Email: manuel.martinez.nicolas (at) urjc.es
Country: ES (Spain)
Affiliation: Rey Juan Carlos University

Name: María del Carmen García-Galera
Email: carmen.garcia (at) urjc.es
Country: ES (Spain)
Affiliation: Rey Juan Carlos University

Name: Mercedes Del Hoyo-Hurtado
Email: mercedes.hoyo (at) urjc.es
Country: ES (Spain)
Affiliation: Rey Juan Carlos University

Abstract: Marco teórico

El mercado de trabajo viene experimentando en los países desarrollados una radical transformación desde finales del siglo pasado, principalmente por la modificación de los procesos productivos debida a la revolución digital, la globalización de la economía y la adopción de nuevas formas de organización laboral (Jiménez-Vivas, 2009). En este contexto, la noción de empleabilidad ha irrumpido en el debate académico, presionando a las universidades para adaptar sus programas a las necesidades del mercado laboral. En una de las definiciones más influyentes del concepto, Hillage & Pollard (1998: 2) entienden la empleabilidad como “la capacidad de desenvolverse con autosuficiencia en el mercado laboral para desarrollar el [propio] potencial por medio de un empleo sostenible”. En el ámbito universitario europeo, esas demandas acabaron concretándose en la Declaración de Bolonia (1999) y la instauración del denominado Espacio Europeo de Educación Superior (EEES), que colocó “las competencias profesionales y la empleabilidad como motor de cambio hacia el nuevo sistema” (García-Manjón & Pérez-López, 2008: 4).

Objetivos de investigación

En este trabajo se valora la capacidad de los programas universitarios sobre Periodismo en España para formar a sus estudiantes en las competencias y habilidades necesarias para afrontar los retos de la profesión en el contexto de la economía digital. Con este objetivo, se analiza la satisfacción de los graduados con la formación universitaria recibida, la percepción que tienen de esa formación como un factor que ha contribuido a incrementar sus posibilidades de empleabilidad, y el éxito que han tenido para acceder y mantenerse en el mercado laboral hasta tres años después de su egreso.

Método

El trabajo se basa en los datos recogidos por el sistema universitario español (universidades y agencias de evaluación universitaria) mediante las encuestas de satisfacción y empleabilidad que realizan a los egresados universitarios en el marco del Sistema de Garantía Interna de Calidad implantado en todas las universidades españolas tras su adaptación generalizada al EHEA a finales de la primera década de los 2000.

Resultados

Los resultados muestran una baja satisfacción de los graduados españoles en Periodismo con la formación universitaria recibida y su adecuación al nuevo contexto laboral, lo que indicaría un cierto fracaso de los Planes de Estudios a la hora de mejorar la empleabilidad de sus graduados. Sin embargo, los datos relativos a la inserción laboral efectiva en el sector de periodismo, o en otros sectores de la comunicación afines, no son insatisfactorios, de manera que en torno al 50% de los egresados tiene un trabajo adecuado a su formación universitaria transcurridos tres años tras el egreso.

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Id: 20719

Title: Politics, Professionalism and Power in an Online Newsroom

Session Type: Individual submission

Authors:

Name: Angela Wang

Email: wangdan1119 (at) yahoo.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University School of Communication

Name: Colin Sparks

Email: sparksc (at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University School of Communication

Abstract: This paper reports a case-study of the impact of digital media on editorial decisions in a Chinese “commercial” paper. It demonstrates that the introduction of digital media has provoked a re-orientation of the mechanisms of control in the overall newspaper. Control in the Chinese newsroom has been extensively studied but the introduction of new media created problems which demanded significant adjustments to established patterns,

In common with most of the Chinese press, this newspaper has been suffering from declining circulation and falling advertising revenues and has been under pressure to adopt a stronger online presence. The paper launched a New Media Department in 2014. In order to produce online material, they hired new staff, most of whom were recent journalism graduates who possessed the necessary technical skills. The Department was headed by a small number of experienced editors.

Despite strict regulations about suitable sources of news stories, the new journalistic cohort made several “mistakes” of a journalistic, political and commercial character, resulting from their limited tacit knowledge of practical Chinese journalism. They also lacked political experience and knowledge about the economic situation of the paper. Although they were able to avoid obvious errors, they lacked sufficient knowledge to make fine distinctions about what should and should not be covered.

The newspaper’s leadership reacted negatively to these errors. They demanded changes to the material published in online. They wanted some articles taken down and others to be published at once. They insisted on the reworking of other articles. These conflicts became so serious that the leadership intervened in the online newsroom. They sent experienced journalists from the offline edition to lecture the staff and instructed journalists from the offline newspaper to submit articles directly for unedited publication online.

These interventions provoked resistance, but the online editors were unable to defend their staff. While these measures produced a greater degree of conformity, they proved insufficient to ensure complete adherence. Eventually, the group management decided upon re-organization. They introduced a new editorial layer of experienced journalists from the offline edition, as “gatekeepers” between the young journalists and the online outlets.

These findings illuminate a number of points both about the transition to online journalism and about the socialization of journalists. Firstly, they confirm the findings of other studies that

editorial control in the “mixed” media environment remains vested in the printed newspaper. Secondly, contrary to arguments that new technologies are transformational for journalism, they suggest that journalistic cultures exert a strong “conservative” influence on news production. Thirdly, they cast doubt upon the adequacy of the world-wide trend towards the educational certification of entrants to journalism in preparing them for the practical realities of the occupation. Finally, they demonstrate the adaptability of the “Chinese model” of journalism to changing circumstances.

Keywords: China, newspapers, journalists, online, control

Id: 20745

Title: Technology-Enabled Objectivity' Assessing the Spread of Data Journalism in the Light of Datafication, Misinformation and Contested Truths

Session Type: Individual submission

Authors:

Name: Markus Beiler

Email: beiler (at) uni-leipzig.de

Country: DE (Germany)

Affiliation: Leipzig University

Name: Felix Irmer

Email: felix.irmer (at) uni-leipzig.de

Country: DE (Germany)

Affiliation: Leipzig University

Abstract: While relying on different skills, epistemologies and socialization than traditional reporters, data journalists are said to enable new forms of journalism and to change the journalistic trade from the inside (Coddington, 2014; Hermida & Young, 2016; Usher, 2016).

In times of misinformation and 'fake news', data journalism's ability to enable truthful, objective and authentic reporting has come into spotlight. One paradigm of the practice has been described as "reporting through the articulation of quantifiable evidence" (Borges-Rey, 2016, p. 841). On a content level, notions of fact-checking (Borges-Rey, 2016; Cohen, Hamilton, & Turner, 2011) as well as transparency and open source (Aitamurto, Sirkkunen, & Lehtonen, 2011) resonate with data stories. Practitioners are furthermore said to aspire to scientific ideals such as transparency and reproducibility (Weinacht & Spiller, 2013). Considered together, data journalism could be imagined to be an effective enabler of truthful, objective and authentic reporting.

Do such assumptions hold true when surveying data practitioners? To what extent do data journalists associate themselves and their reporting with notions of objectivity and transparency? How far has the practice spread since its initiation in the early 2000s? Using a standardized computer assisted telephone survey, the paper seeks to explore such questions and validate existing insights on the practitioners and their perception of the trade (Baack, 2017; Parasie & Dagiral, 2013), the characteristics of data journalistic coverage (Loosen, Reimer, & De Silva-Schmidt, 2017; Stalph, 2017) as well as used organizational setups (Boyles & Meyer, 2017; Hermida & Young, 2016).

A population of 305 German newspapers and public broadcasters was surveyed between July and August 2018 for conceptualizations, contents, structures and processes of data journalism. The survey's response rate was 36% for newspapers (105 out of 293) and 100% for public broadcasters (12 out of 12), with overall 75% of the respondents holding executive or supervisory editorial positions.

Among others, the results indicate that data journalists demonstrate a strong believe in the craft's ability to transform journalism towards more transparency (66% among newspapers, 70% among public broadcasters). At the same time, they are not convinced that data-based reporting is more objective than other forms of journalistic representation (28% among newspapers, 22% among public broadcasters). On a sourcing level, accountability-functions of journalism are traceable with practitioners frequently or occasionally requesting data from authorities via e.g. freedom of information requests (80% among newspapers, 90% among public broadcasters). However, such efforts are outnumbered by the frequent or occasional reliance on freely available and ready-made datasets by e.g. federal offices (88% among newspapers, 100% among public broadcasters). Structurally, data journalism in Germany is well established (75%) and mostly practiced by individuals (51%) or teams of 2-4 journalists (45%).

With the above approach, the paper seeks to inform the theory-building and scholarly understanding of data journalism's ability to enable truthful, objective and authentic reporting. It furthermore validates existing insights from previous studies and contributes the first representative quantitative assessment of data journalistic activities, contents and practitioners in Germany - one of the most diverse media markets in the world.

Id: 20778

Title: [Panel] Biased or Beneficial' Cross-border lessons on journalists' safety, Panel Description

Session Type: Panel Submission

Authors:

Name: Saumava Mitra

Email: mitrasaumava (at) gmail.com

Country: CR (Costa Rica)

Affiliation: United Nations mandated University for Peace

Abstract: Since the UN published its research agenda on the safety of journalists in 2015, research focused on threats and dangers faced by journalists in different parts of the world, has become an important area of investigation. Country and region based academic studies on threats faced by journalists are being conducted in ever-increasing numbers (e.g. Asal et al., 2016; Cottle et al., 2016; Høiby & Ottosen, 2017). However, the focus on cross-national data in this context has also been criticized for its bias towards treating nations as a whole (Hughes & Marquez-Ramirez, 2018) instead of understanding socio-cultural and political-economic particularities at the sub-national level that affect the safety of journalists. In response to this recent criticism, this panel will address whether learning lessons across borders to understand safety issues faced by journalists is indeed a worthwhile endeavor. The panel will focus on how data and learning from one country or regional context can help understand, and even perhaps mitigate, safety issues faced by journalists elsewhere. In addition, the panel will also address methodological challenges presented in cross-border studies on journalists' safety. The panel will include contributions by researchers engaged in identifying trends and finding commonalities within cross-border and cross-regional studies on journalists' safety through a variety of methodologies and disciplinary perspectives. The goal of the panel is to identify and inform the academic and practitioner communities how internationally comparative foci can be of benefit to practice and research surrounding journalists' safety.

Discussant: Dr. Chris Paterson, Senior Lecturer, University of Leeds

Id: 20781

Title: Bridging the gap between local and global monitoring of journalists' safety

Session Type: Panel Submission

Authors:

Name: Diana Maynard

Email: d.maynard (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: Sheffield University

Abstract: Collecting and monitoring accurate data on attacks against journalists is imperative to further our understanding of the complex nature of safety threats, and to ensure that effective measures are taken to prevent them. However, limitations in this data currently impede any comprehensive understanding of violations and of shifting trends. Our previous research analysing commonly recorded incident categories (Torsner, Maynard & Harrison, 2018) shows that similar data challenges exist in both local and international datasets, namely: lack of conceptual consistency; varying incident category coverage; vague categorisation schemes; discrepancies in different reports about the same event; and the incorporation of uncategorised information found in free text. This results in information silos where wildly disparate feral spreadsheets roam: information from different sources cannot be compiled and analysed. However, cultural and contextual issues mean that local studies cannot be simply extended to a universal representation, nor can this be currently achieved by combining the existing information from different sources. We describe a pilot study based on the findings from a survey of information from local organisations, which we use as the basis for mapping the wider picture. Through the use of text mining techniques, we investigate the development of ontological categorisation schemes able to capture the wider picture while incorporating existing individual databases, through the use of concept mapping, the merging of related information, and the introduction of reliability indicators. Through the use of standardised information representation schemes, disparate information recorded by different organisations in different countries can thus be assimilated and compared, leading to better understanding of the whole picture and without the need for individual organisations to make major changes to their practices.

Id: 20786

Title: Fear, trauma and local journalists: cross-border lessons in psycho-social support for journalists

Session Type: Panel Submission

Authors:

Name: Michelle Betz

Email: michellebetz (at) yahoo.com

Country: US (United States)

Affiliation: International Media Support

Abstract: Increasingly, reporting of conflicts, such as those in Syria and Afghanistan, is being done by local journalists. Foreign news bureaus have been closed and fewer international correspondents report on these conflicts as they are deemed simply too dangerous to send in internationals. This comes at a price. Globally, around 95 per cent of journalists killed in armed conflict are locally based journalists (UN News, 2015). In Syria, for example, 90 per cent of journalists killed have been local (Dlewati, 2016). While there has been increasing attention paid to the physical and digital safety issues these journalists face, less has been done with regards to psycho-social support. But addressing the psycho-social needs of local journalists, and the support available, are imperative for the well-being of local journalists who are impacted directly by psychologically traumatizing events happening around them. These needs also vary from context to context. This paper will discuss the cross-country lessons, as well as the challenges, on addressing psycho-social issues faced by journalists. Researchers have shown how journalists, particularly war correspondents, are affected by the work they do (Feinstein et al., 2002). But there has been little examination of the effects on local journalists or fixers for international media who live amidst, and report on, violence, conflicts or disasters that impact them directly (for exceptions see Feinstein, 2012; Feinstein et al., 2015). This paper will define how psycho-social support is provided to journalists in first world countries and how these concepts may not readily apply to local journalists. The paper will look at how trauma support might be adapted for local journalists in the Global South and compare examples of such support that have been used in different contexts such as the Middle East, Asia and Latin America.

Id: 20790

Title: Apples, oranges and other methodological challenges: Lessons from a study on threats to local journalists in Philippines, Afghanistan and Venezuela

Session Type: Panel Submission

Authors:

Name: Saumava Mitra

Email: mitrasaumava (at) gmail.com

Country: CR (Costa Rica)

Affiliation: United Nations mandated University for Peace

Name: Mariateresa Garrido

Email: mgarrido (at) upeace.org

Country: CR (Costa Rica)

Affiliation: United Nations mandated University for Peace

Name: Marte Høiby

Email: mahoib (at) oslomet.no

Country: NO (Norway)

Affiliation: Oslo Metropolitan University

Abstract: Comparing notes from our independent studies on threats faced by radio journalists in the Philippines, photojournalists in Afghanistan and digital journalists in Venezuela, we found that the threats were often related to the very medium they used for their journalism. Working in the audio, visual or digital formats presented specific ways by which, and reasons for which, the journalists faced threats. We also noted that discussion of this interrelation of journalistic medium with safety issues was missing from existing studies on journalists' safety, perhaps stemming from the general lack of in-depth comparison of different country contexts within the Global South. We embarked on a comparison of our findings to add this perspective to the larger discussion surrounding anti-press violence around the world. While methods of cross-country comparisons of quantitative data on journalists' safety are well-established, our efforts in presenting together the findings of these three disparate qualitative investigations presented significant theoretical and methodological challenges. While facing the usual, and expected, criticism that we were trying to compare apples and oranges, we were also aware of the recent challenge that cross-country studies on journalists' safety obfuscate local and sub-national particularities in favour of macro-level data that do not help in-depth understanding or mitigation of the very safety issues they highlight (Hughes & Marquez-Ramirez, 2018). In this paper, we will discuss how we sought to address these two issues by approaching our cross-country qualitative comparison with an inductive theoretical lens (Bryman, 2016). We will show how building knowledge upwards from real-life contexts, as the inductive approach prescribes, helped us argue for the importance of the common thread we found among the different contexts, while not sacrificing discussions of the role played by the respective political-economic and socio-cultural factors and forces in Philippines, Afghanistan and Venezuela. Based on this, we will present a case for future meso-level qualitative cross-country studies on journalists' safety issues as a way to complement macro-level quantitative cross-country studies on the topic.

Id: 20821

Title: News Journalism's Conflicting Claims for Truth: The "Jenin, Jenin" Controversy in Israel

Session Type: Individual submission

Authors:

Name: Oren Livio

Email: olivio (at) com.haifa.ac.il

Country: IL (Israel)

Affiliation: University of Haifa

Abstract: Contemporary society has been described as one pervaded by "epistemological insecurity" – a cultural climate of "not knowing what is true or who can be trusted to have access to the truth and tell it" (Van Zoonen, 2012). This zeitgeist has been linked to various sources, including critical/postmodern theory, populist anti-intellectual rhetoric, and the decentralization of knowledge brought upon by the internet (Lynch, 2016). It has been particularly challenging for institutions that have traditionally been associated with authoritative claims to truth, such as news media. Examining how media negotiate the question of what is true and battles between conflicting "truths" is thus extremely important, since the public service function of journalism relies on its perceived authority as disseminator of accurate information and resulting public trust (Coleman, 2012).

In this study I examine how Israeli media constructed struggles over what is considered true in the case of a prolonged crisis involving the documentary film "Jenin, Jenin". Made by Palestinian-Israeli director Mohammad Bakri, this 2002 film accused the Israeli military of committing war crimes during its invasion of the Jenin refugee camp. It became a center of controversy in Israel, as Bakri was accused of presenting falsified evidence as documentary truth. In the following years, legal and cultural battles over the film persisted, including attempts to ban its screening and defamation lawsuits filed against Bakri.

Based on a critical discourse analysis of a media texts dealing with the film and the subsequent legal battles, I identify three complementary justifications for claims to truth made by media, associated with different epistemological regimes: (1) "correspondence" involves the claim that the description of events corresponds objectively and factually with the real world events portrayed; (2) "morality" involves the claim that truth is primarily a moral concern and that focusing on the moral meaning of the story is most important; (3) "subjectivity" involves the claim that truth is subjective and that media must pragmatically present what is considered true for individual participants or for society as a whole, rather than aim for overarching objectivity.

The analysis demonstrates that while all three justifications were present in media discourse, they were deployed flexibly in different contexts to maintain the media's cultural legitimacy and privileged status with regard to the right to tell the truth. Thus, claims of correspondence, morality, and subjectivity as the basis of truth were alternately emphasized to simultaneously display the media's obligation to factuality and their "patriotic" conduct. This coexistence of different truth claims complicates normative arguments regarding the media's role in the creation of a "post-fact society" or a culture of "truthiness" (Lynch, 2016) to highlight how news journalism's claim to truth

is largely a pragmatic achievement, differently employed in different circumstances associated with different power dynamics.

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Id: 20833

Title: What is news to the audience' Comparing professionals' and audiences' news values

Session Type: Individual submission

Authors:

Name: Pablo Capilla

Email: pablocg (at) blanquerna.url.edu

Country: ES (Spain)

Affiliation: Facultat de Comunicació i Relacions Internacionals Blanquerna (Universitat Ramon Llull)

Name: Pere Masip

Email: peremm (at) blanquerna.url.edu

Country: ES (Spain)

Affiliation: Facultat de Comunicació i Relacions Internacionals Blanquerna (Universitat Ramon Llull)

Name: David Puertas Graell

Email: davidpg5 (at) blanquerna.url.edu

Country:

Affiliation: Facultat de Comunicació i Relacions Internacionals Blanquerna (Universitat Ramon Llull)

Abstract: Empirical research (Boczkowski & Mitchelstein, 2013; Bright, 2016) confirms an old suspicion of journalism: the disconnect between what journalists propose as news and what kind of news audiences seek and share. This disconnect questions the ability of media to set the agenda (Tandoc, 2014), but also points towards a discrepancy between media and audiences about what is news (Harcup & O'Neill, 2017), questioning the traditional news values (García-Perdomo et al, 2018), and what journalism is (Steensen & Ahva, 2015; Sherwood & O'Donnell, 2018).

The objective of this paper is to identify the differences in news values among the content prioritized by journalists and those news which are most read, most commented and most shared by readers. In order to fulfil this objective news published by the four most read news sites in Spain (two pure players and two online media with print counterpart) have been analysed, as well as the most read, most commented and most shared news (n=1200). The analysis was carried out in two different timeframes of fifteen days each.

The news values were identified using Harcup & O'Neill's taxonomy. Results confirm divergences between what media and audience consider newsworthy, but also detect changes in news values depending on the use given to the information by audience. The results suggest the need to change the classic perspective of news values, focusing on institutional and professional criteria of media, to move to a perspective that takes into account what the audience considers newsworthy, as a previous step for a review of the news concept.

Id: 20896

Title: [Panel] Human Dignity Beyond Boundaries: Revisiting Global Journalism Ethics, Panel description

Session Type: Panel Submission

Authors:

Name: Herman Wasserman

Email: herman.wasserman (at) uct.ac.za

Country: ZA (South Africa)

Affiliation: University of Cape Town, South Africa

Abstract: What are the ethical duties of journalism in a globalized world? Can we agree on ethical values for the media that have relevance and resonance beyond the boundaries of nation-states, regions and cultures? These questions have been at the heart of scholarship into global journalism ethics over the last two decades. As global geopolitics increasingly retreats into nationalism and populism, the need to think about journalism's ethical responsibilities across boundaries continue to rise in importance. What ethical principles can guide the global media towards dialogue, peace-building and social justice, with human dignity as its foundational norm?

Journalism ethics has been subjected to criticism for being founded on epistemological foundations that are Northern in origin but universalizing in their claims. Normative frameworks developed in the North have historically been exported globally through textbooks, training programmes or development assistance organisations. In recent years, media ethicists have responded by searching for a global ethical framework that would articulate and critique communication networks and practices that are now global in content, reach, and impact in order to develop aims, principles, and norms of practice appropriate to a world that is increasingly interlinked through communication technologies and characterised by complex flows and counterflows of media.

The search for ethical frameworks that could have relevance and legitimacy across borders arose from the idea that the rapid and disorienting change that communication infrastructures, content and practices globally have been undergoing has had the effect of blurring geographical, cultural and temporal boundaries. Global journalism requires an ethical underpinning applicable to the plurality of religions, traditions, ethnicities and lived experiences of practitioners and consumers around the world. Some of the concerns in these debates relate to the deterritorialisation of local cultural values and power relations, a perceived incompatibility between different traditions, and the amplification of incursions into private grief to a global stage.

At a time where journalism is undergoing significant disruption and reformulation, this panel provides an opportunity to examine the current state of journalism ethics from a range of different international perspectives and foci. Key questions that the panel will address include: to what extent are the recent ideological challenges to globalization shifting the ethical and normative parameters of journalistic forms across cultures? How might transnational approaches to journalism ethics transcend current international flux and disruption? To what extent have new (old) political formations affected the ethical landscape for journalists and news-workers and how might they respond? How might interdisciplinarity contribute to the development of new ethical considerations? How might non-traditional journalism practices and actors intersect to curate new ethical frameworks for global journalism ethics in 21st century? And finally, what methodologies

and approaches can be developed to forge new, innovative and meaningful ethical norms for news-workers and wider civil society?

Discussant: Changfeng Chen, Tsinghua University, China

Id: 20898

Title: The Problem Of Pluralism And Universal Principles

Session Type: Panel Submission

Authors:

Name: Clifford Christians

Email: cchrstns (at) illinois.edu

Country: US (United States)

Affiliation: University of Illinois

Abstract: When establishing universal principles of ethics, monism is unacceptable. Rationalist absolutes in the Western tradition of Kant have been discredited for a global imaginary of multiculturalism and competing politics. But the problem is to eschew monism while not being trapped in philosophical relativism. Pluralism is the alternative and this paper develops that concept. The focus is on theoretical pluralism in terms of the one-many problem in the history of ideas. But aspects of properly understood pluralism can be clarified when the viability of people-groups constituted by history and geography is considered non-negotiable.

Id: 20901

Title: Protonorms in context: South African perspectives on truthtelling, human dignity and non-malefeasance

Session Type: Panel Submission

Authors:

Name: Herman Wasserman

Email: herman.wasserman (at) uct.ac.za

Country: ZA (South Africa)

Affiliation: University of Cape Town, South Africa

Abstract: If we accept that there are broad principles like Human Dignity, Truthtelling, and Nonviolence (Christians & Nordenstreng, 2004, p.21) that are common to global humanity, a crucial question remains: how will these principles take shape in different contexts? In order for these protonorms not to become reified into absolutes, they should remain open-ended and receptive to local conditions, cultural dynamics, and global shifts in media platforms and practices. This paper investigates what the values of Human Dignity, Truthtelling, and Nonviolence might look like in a highly unequal, transitional democracy such as South Africa. What does dignity mean in a place where millions of people live in dehumanising poverty? How does the media engage in the ethical duty of 'truthtelling' in a context of cultural difference and vastly divergent lived experiences? How do the media uphold the ethical duties of 'nonviolence' and 'care' in a transitional setting marked by conflict?

Id: 20903

Title: Defining Freedom of the Press: Understanding the approaches to freedom of the press in five European countries

Session Type: Panel Submission

Authors:

Name: John Steel

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Martin Conboy

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Charlotte Elliott-Harvey

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Jane Mulderrig

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Julie Firmstone

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Name: Carl Fox

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Name: Paul Wragg

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Name: Joe Saunders

Email: j.steel (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Durham

Abstract: The project, Defining Freedom of the Press, aims to identify a definition of “freedom of the press” as a normative principle in contemporary media ecologies. The paper will present findings from a qualitative analysis of the codes of ethics and in-person interviews with journalists and stakeholders from five countries that are at the top of the 2018 RSF press freedom index: Norway (1), the Netherlands (3), Finland (4), Switzerland (5), and Denmark (9); with a view to identify how they operationalise press freedom, and how they relate comparatively to the eight other countries in the study.

Id: 20905

Title: Journalistic Ethics: Between Globalization and Anti-Globalization

Session Type: Panel Submission

Authors:

Name: Jairo Lugo-Ocando

Email: jairo.lugo-ocando (at) northwestern.edu

Country: QA (Qatar)

Affiliation: Northwestern University Qatar

Abstract: Journalism Ethics have been widely debated within journalism and media studies in recent years. However, it is only relatively recently that a number of scholars have engaged with journalism ethics in a cross-national comparative manner. This paper argues that such a relative lack of work has tended to reinforce the notion that there are universal principles and values which should be applied to journalistic practice. Yet, one of the key questions remaining is one that concerns the extent to which journalistic deontology can be applied or gauged through the prism of 'western' universality. This paper therefore critically engages with the concept of universality and asks how we may gain an understanding of journalism ethics and practice within this globalized context via perspectives orientated towards reacting against the forces of globalization. In doing so, the paper challenges common assertions about ethics in journalism practice and offers a more comprehensive assessment of the range of ethical frameworks from the Global South.

Id: 20929

Title: Revitalizing Framing Research: A Critical Evaluation of Framing Scholarship

Session Type: Individual submission

Authors:

Name: Kevin Carragee

Email: kcarragee (at) suffolk.edu

Country: US (United States)

Affiliation: Department of Communication and Journalism, Suffolk University, Boston, MA. USA, 02108

Abstract: Abstract

Revitalizing Framing Research: A Critical Evaluation of Framing Scholarship

Since the 1980s, framing research has expanded rapidly. In its full scope, it explores the construction of frames by political actors, the sponsorship of frames, how journalists construct meaning through framing processes, how news stories articulate frames, how audience members interpret frames, and the influence of frames. Researchers have provided useful overviews of this research tradition.

Although framing research has expanded significantly over time, researchers have advanced recurring critiques of this perspective. Paradoxically, framing research remains robust and troubled.

This paper provides a critique of framing scholarship, seeking to revitalize this perspective. It particularly highlights weaknesses in how framing research has assessed the interaction between social movements and the news media. While contemporary movements increasingly employ digital activism to reach publics with their ideas, the relationship between social movements and the news media remains significant given journalism's continuing role in defining movements.

Recent calls to abandon framing as a perspective or to significantly narrow its focus fail to recognize the tradition's valuable contributions and represent an overreaction to the weaknesses that characterize some approaches to framing. Framing research has been and will remain fractured given the theoretical commitments of scholars to different paradigms - post-positivist, interpretive and critical - that inform social science research (D'Angelo, 2002). Despite its fractured nature, we should address limitations within and across these perspectives.

Despite the quality of considerable scholarship within the framing tradition, significant problems plague this perspective. This paper initially examines conceptual difficulties in defining frames. It, then, discusses the failure of studies to analyze frame sponsorship and the centrality of resources in the ability in advancing frames, shortcomings that neglect how power inequalities inform framing contests (Carragee & Roefs, 2004; Vlieghart & van Zoonen, 2011). Subsequently, the paper explores the lack of attention to framing processes in most of the research literature, and the failure to consider emotions as an influence on framing. It concludes by examining how engaged or activist-oriented research linked to framing can help address the shortcomings in framing research,

devoting attention to scholarship associated with the Media Research and Action Project and Communication Activism Research (Carragee & Frey, 2016).

Addressing limitations in framing research assumes added significance given contemporary political trends. Well organized disinformation campaigns, fake news, declining confidence in the news media and threats to democracy now increasingly characterize our political environment. Historically, framing research has been a primary means to explore the ideological diversity of news coverage. Systemic weaknesses in framing research, therefore, compromise our ability to examine this significant issue.

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Id: 20943

Title: Exploring journalistic tech through design workbooks

Session Type: Individual submission

Authors:

Name: Skye Doherty

Email: s.doherty (at) uq.edu.au

Country: AU (Australia)

Affiliation: The University of Queensland

Name: Peter Worthy

Email: p.worthy (at) uq.edu.au

Country: AU (Australia)

Affiliation: The University of Queensland

Abstract: One of the challenges for journalism education is how to accommodate emerging technologies and prepare graduates for future jobs. The emergence of social and mobile computing has impacted journalism curriculum: universities now offer digital production and social media theory alongside more established journalistic topics. However, there is an ongoing debate about where the emphasis should lie. Some argue for equipping students for existing jobs, others prioritise critical skills or emphasise the need to learn to coding (see Creech & Mendelson, 2015 for an overview). Yet, ongoing technological change means there is a risk that traditional skills that are losing currency (Wall, 2015) and that graduates need to be equipped to deal with continual change (Pavlik, 2013). While companies such as Facebook currently dominate and define the design of news for social distribution, tangible interfaces will require a different approach.

In response to this challenge we have drawn on interaction design methodologies as a way to explore the boundaries of journalism (Deuze & Witschge, 2017) by developing conceptual skills regarding technology. Interaction design is a design discipline focused on the intersection of people and technology. Rather than focus on teaching proficiency in computational tools and languages, which will change as technologies evolve, we have sought to introduce students to processes for understanding the potential of new platforms and how to develop journalistic interactions for them.

A key tool in this approach is a design workbook. Design workbooks are collections of sketches, notes and reflections that facilitate creative thinking about complex or novel situations. They are both a method for design and a design methodology (Gaver, 2011). In this paper we outline a learning module in which students used design workbooks to respond to a series of provocations centred on tangible technologies. Over three weeks students are introduced to novel contexts for journalism: in the home; to wear; in a public space. The workbooks are used to capture their thinking about how journalistic goals and values might be realised in these new forms. Analysis of entries and interviews with students reveal the value of the workbooks as a way of understanding existing configurations of journalism and technology, and then speculating on new configurations. We suggest exploratory approaches such as sketching (Buxton, 2007) can complement more established journalism curriculum with the aim of encouraging a pro-active view of journalistic tech (Doherty, 2018).

Id: 20982

Title: How Media Remember: Recycling and Reframing Iconic News Photographs

Session Type: Individual submission

Authors:

Name: Sandrine Boudana

Email: boudanasandrine (at) gmail.com

Country: IL (Israel)

Affiliation: Tel Aviv University

Name: Akiba Cohen

Email: akiba (at) tauex.tau.ac.il

Country: IL (Israel)

Affiliation: Tel Aviv University

Name: Paul Frosh

Email: paul.frosh (at) mail.huji.ac.il

Country: IL (Israel)

Affiliation: Hebrew University of Jerusalem

Abstract: Our paper deals with the recycling and reframing of “iconic” news photographs by Israeli news outlets from the 1940s to the present. The study builds on literature that foregrounds the significance for collective memory of news images in general and particularly iconic photographs that are treated as symbolically powerful images, widely replicated and circulated, attracting public attention, giving rise to public discussion, and contributing to shaping the collective mood. Subsequently, they become widely recognized collective mnemonic devices, representing events and eras. Their presumed public recognition encourages their republication, recycling and reframing by journalists and editors – on anniversaries and other occasions – thereby enhancing their recognizability and becoming symbolic templates for the creation of transgenerational and transnational publics, and for memory “echoes” from one event, period or group to another.

The study is based on our previous cross-generational investigation – using 13 focus groups and an online survey with over 1,100 respondents – in which we determined the 30 specific iconic news photographs (domestic and foreign) most recognized by the Israeli public. Through intensive archival research we located and are analyzing the institutional and cultural processes that underpin the republication these photographs, thereby delineating the journalistic practices and news frames that may have legitimated and routinized their repeated selection. Furthermore, through textual analysis of the articles in which the photographs were recycled and visual analysis of iconographic variations in their appearance, we are investigating the potential shifting meanings of these images following their continual reinsertion into public discourse in changing contexts.

Our research questions are:

RQ1: How often and in what manner or patterns are iconic photographs republished in major Israeli news outlets following their original publication?

RQ2: What are the dominant visual and verbal frames that accompany the recycling of the photographs, and to what extent do they change over time?

RQ3: Is there a correlation between the intensity of recycling (frequency, salience etc.) and the extent of public recognition of the photographs measured in our previous study?

RQ4: What are the main professional, organizational and institutional factors shaping the recycling of the photographs, and how have these changed over time?

Using multiple keyword searches we located over 1,000 instances in which the 30 photographs were republished in four major Israeli newspaper and news websites since each appeared for the first time.

Each located item – the photo and its accompanying text – is subjected to a textual and visual analysis focusing on several quantitative and qualitative variables, such as: location in outlet, size of image and text, layout features, caption, relationship to any accompanying headlines, other images and story text, and particular framing themes. The paper will report on initial findings of these analyses as well as relationships between parameters of “supply” (e.g. frequency and types of media frames of the photos) and the public’s recognition of the same images in the earlier study (e.g. level of recognition accuracy and detail, as well as the types of response to the images and their interpretation).

Id: 20984

Title: Beyond the 'refugee crisis': how the UK news media represent asylum seekers across national boundaries

Session Type: Individual submission

Authors:

Name: Glenda Cooper

Email: glenda.cooper.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City University of London

Name: Lindsey Blumell

Email: lindsey.blumell (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City University of London

Name: Mel Bunce

Email: melanie.bunce.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City University of London

Abstract: Migration is one of the most pressing and divisive issues in global politics today. In the past decade, the debate around refugees, asylum seekers, immigrants and migrants has become increasingly charged and heavily politicised and the media play a crucial role in how communities understand and respond to the challenge. This study examines how UK newspapers (n = 974) and popular news websites (n = 1044) reported on asylum seekers throughout the year 2017.

It contributes to previous literature in two important ways. First, it examines the 'new normal' of daily news coverage in the wake of the 2015 'refugee crisis' in Europe – how this subject is addressed outside of a crisis situation when normal journalistic routines are usually interrupted. Second, it looks at how asylum seekers from different regions of the world are represented in the news media. The content analysis finds significant variations in how asylum seekers are reported, including terminology use and the topics they are associated with.

We conclude that two years on, when the numbers of refugees had slowed significantly, asylum remains a topic where boundaries are still being mediated and mediated in the UK press. By looking over the space of a year, and coding for geographical location and origin, we attempted to nuance more carefully how different asylum seekers are represented. While economic concerns were dominant when considering different geographic regions and origins of those mentioned in stories about asylum, the data clearly showed that those originally from the MENA region were far more likely to be associated with terrorism, violence and crime in the media, despite some research that suggests terror crimes perpetrated by asylum seekers was a very small percentage. We also identify important commonalities in how all asylum seekers are represented - most notably, the dominance of political elites as sources across all media content. We argue that Entman's 'cascade network model' can help to explain this news content, with elites in one country able to influence transnational reports.

Attempts to counter these narratives of security – as well as ones around social issues and culture – were limited, in part because of the very low number of stories in which refugees, asylum seekers, immigrants and migrants actually speak. Only one in five stories featured such a voice—compared with four in five, which featured a politician or a public official. While refugees, asylum seekers, immigrants and migrants voices are excluded from the mediated debate, there can be an absence of empathy and understanding about the migrant experience, which is urgently needed – particularly given the influence of transnational elites on terminology in UK media coverage.

Id: 20986

Title: Facing problematic content on semi-closed platforms. User's approach to the use of WhatsApp for news consumption

Session Type: Individual submission

Authors:

Name: Pere Masip

Email: peremm (at) blanquerna.url.edu

Country: ES (Spain)

Affiliation: School of Communication and International Relations. University Ramon Llull

Name: Carlos Ruiz

Email: carlesrc (at) blanquerna.url.edu

Country:

Affiliation:

Name: Jaume Suau

Email: jaumesm (at) blanquerna.url.edu

Country:

Affiliation:

Name: Klaus Zilles

Email: klausz (at) blanquerna.url.edu

Country:

Affiliation:

Name: Sue Aran

Email: suear (at) blanquerna.url.edu

Country:

Affiliation:

Name: Pablo Capilla

Email: pablocg (at) blanquerna.url.edu

Country:

Affiliation:

Name: Ester Almenar

Email: esterat1 (at) blanquerna.url.edu

Country:

Affiliation:

Name: David Puertas

Email: davidpg5 (at) blanquerna.url.edu

Country:

Affiliation:

Abstract: Internet and social networks have contributed to creating a new public sphere for political and social discussion; however, the use of social media for news has started to fall in a number of key markets (Newman et al., 2018). Several reasons can explain this fact, but different researches have shown how social networks sites have become spaces of incivility and impoliteness (Ruiz et al., 2011); others state that social sites like Facebook or Twitter have got so much bigger that users do not feel comfortable sharing content openly (Newman et al. 2018). As a result, they are moving the discussions to messaging apps, such as WhatsApp and Telegram, where interactions between users are mostly private in an enclosed ecosystem of friends and acquaintances. Frequently discussions are linked to news (24%), indeed, news organizations' audiences are increasingly moving from public social media to closed or semi-closed platforms like WhatsApp, Discord, and Facebook Groups (Frankel, 2018). In these "private public spheres" users feel more comfortable than in open platforms. They are surrounded by friends and acquaintances with whom they share news and reliable information and they feel protected from algorithms, hashtags and technological manipulation. However, some studies conclude that fake news and other problematic contents are increasingly spreading on WhatsApp each day (Khurana and Kumar, 2018; Newman et al 2017). Internal features create in users a false sense of confidence in the information shared and makes users more resistant to moderation and change their beliefs and values (Sharot, 2017). Hence, the relationship between problematic content and closed platforms they see is twofold. Firstly, users become central in defining the generation and dissemination of (mis)information, and secondly, the safe space as a retreat from hostile views that characterizes WhatsApp, makes it difficult for users to adopt a critical approach to problematic and antagonistic content, particularly when the content questions one's beliefs and values.

The main aim of our research is to analyze the role of WhatsApp as a space to discuss news content in Spain, and particularly it is guided by three major research questions: 1) To what extent are WhatsApp's users concerned about the truth or falsehood of messages and news spread on WhatsApp? ; b) How do users manage problematic content when it is at odds with a core identity belief (i.e. pertaining to ethnicity, gender, morals, religion, ideology), and 3) To what extent do audiences adopt normative principles to evaluate the credibility of news stories and content spread on WhatsApp?

To address these research questions, we employ an exploratory sequential approach. The qualitative phase is based on 6 focus groups (n=48), which are aimed at stimulating participants' expression of their "latent thoughts" and show how they construct their own personal meaning on the use of WhatsApp. The quantitative approach is based on a nationwide survey (n=1000), aimed to address and measure some of the topics described in the research questions. (i.e. credibility judgments, awareness of social and political influence, resistance/acceptance generated by messages that challenge, slight, or threaten core identity beliefs, misinformation and fake news...).

Id: 20996

Title: Journalists under time pressure

Session Type: Individual submission

Authors:

Name: Halliki Harro-Loit

Email: halliki.harro (at) ut.ee

Country: EE (Estonia)

Affiliation: Professor of Journalism, University of Tartu

Abstract: Journalism represents a sector of society that is at the forefront of technology driven social acceleration. According to the acceleration theory “the inhabitants of rich industrial states do feel themselves increasingly pressed for time” (Rosa 2005, 79). Time pressure in contemporary journalism has also to be seen in the context of some aspects that generally influence acceleration in working life and working conditions: reduction in workforce; work intensification; tighter deadlines, the need to accomplish more tasks in the same period of time, multitasking and increase in up-skilling requirements (e.g. Green 2004; Ulferts, Korunka and Kubicek 2013; Korunka, Kubicek, Paškvan, Ulfers 2015; Schöneck 2018).

The first aim of the present analysis is to capture the global picture on temporal acceleration in the news media sector. The second aim is to provide data on how journalists on an individual level generally perceive time pressure? The third aim is to discuss what could be the main reasons of increasing time pressure and how it would affect journalists’ profession?

This study presents the data based on the second wave of Worlds of Journalism Study, encompassing 63 countries and 26,514 replies. For this study I used three variables from the WJS 2012-2016 questionnaire: how much time limits influence their work (C15 L). This question was asked of all participants in the study. The subsequent sub-questions were required only of those participants who had worked more than five years as a journalist. These questions asked to what extent the average working hours of journalists have increased or decreased (C19 B), and to what extent time available for researching stories has increased or decreased (C19 C).

46,1% of respondents perceive that their working time has increased a lot or somewhat increased while their time for researching stories have decreased notably. 16, 7 % of respondents perceive less working time but also less time for researching stories; 16,4 % journalists perceive either no change in working hours (or the working time has increased somewhat), also more time for researching stories. 15,4% perceive no changes; 5,5 %of journalists’ working hours have not changed or decreased; they have got more time for researching the stories or it has not been changed.

The perception of time pressure is strongest in technologically advanced market oriented democracies (figure 1 presents data comparing different countries) is in line with the general on acceleration of working time speed in technologically advanced western countries. Due to changes in the business model and cost-cutting policies specific to journalism, fewer journalists are required to sort through and interact with a large volume of digitally delivered materials and sources in order to file stories. This, and the continuous deadline of the 24/7 news cycle, has fuelled a distinct awareness of increased work load and time stress.

Id: 21019

Title: Legitimation and authority building in the news: the case of the economic crisis in Greece

Session Type: Individual submission

Authors:

Name: Vaia Doudaki

Email: vdoudaki (at) gmail.com

Country: CZ (Czech Republic)

Affiliation: Charles University

Name: Angeliki Boubouka

Email: a.boubouka (at) gmail.com

Country: GR (Greece)

Affiliation: Independent researcher

Abstract: This paper focuses on the analysis of news related to the economic crisis in Greece, in order to identify the struggles over legitimation and authority building, since news is a privileged terrain where these struggles are represented and take place. The research focuses more specifically on the periods and events related to the signing of the three memoranda between Greece and the Troika (EU, ECB, IMF) (2010, 2011-2012, 2015), which were presented as ‘necessary for the salvation’ of the Greek economy, and the period around the completion of the terms of the third memorandum (2018), which typically signifies Greece’s ‘exodus’ from the bailout agreement’s harsh terms and the stabilization of its economy.

The study incorporates: a) the systematic analysis of 150 news articles from the two Greek daily newspapers with the highest circulations during the periods of research –Ta Nea and I Kathimerini– for the identification of legitimation mechanisms through the presence of news sources, b) the analysis of the journalistic practices that relate to the construction of these news texts, and their legitimation discourse, c) the contextualisation of the analysis in its specific socio-political environment.

Using the analytical toolbox of critical discourse analysis (Fairclough, 1992; 2015), it is explained how the elite news sources that appear in the domestic mainstream Press legitimate or delegitimate policies and measures related to the bailout agreements, and their implications, but also how, through their privileged presence in the news, are given ample opportunities by the journalists to legitimate their own positions and establish their authority. With the help of cultural studies (Zelizer, 1992; 2004), it is also discussed how these practices and processes allow journalists to legitimate and reconfirm their own professional identities and authority positions, and how the two main discourses of legitimation that have been identified, those of objectivation and naturalisation, serve the dual logic of news as facts and as stories.

Id: 21043

Title: [Panel] The journalism 'crisis' in the Arab World and its emerging alternatives, Panel description

Session Type: Panel Submission

Authors:

Name: Zahera Harb

Email: zahera.harb.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: Senior Lecturer in International Journalism City University London Journalism Department

Abstract: When assessing the state of Arab Journalism, questions of freedom, safety and economic sustainability come to the forefront. While much optimism was expressed following the Arab revolts that dominated the political scene in the region in 2011, this optimism has been challenged, not only by the political instability the region continues to witness over the last seven years, but also by international trends that have put journalism at risk of becoming a liability to public affairs rather than a medium of trust. Similar to other contexts, populism and disinformation have affected Arab countries at large as well as in more specific ways in post 2011 countries – leading to partisan Journalism and renewed authoritarianism, as is the case in Egypt. Disinformation has become a tool which is used by authorities to undermine political opposition and silence calls for political, economic and social change. Economic hardship has led to the closure of several newspapers across the Arab region. Broadcast journalism is struggling as well with numerous broadcast journalists being made redundant. From Iraq to Morocco, many journalists are finding it harder and harder to keep their jobs, forcing them into a position where abiding by the political message their organisations stand for offsets the fear of losing their jobs.

A lack of trust in traditional media has seen citizens turn to social media and online news sites as alternatives, which has proven to be problematic in a region where media literacy is not widespread. Users have become susceptible to “fake news” traps and their ability to be fully informed of the political, economic and social order they live within has been limited. In many cases, users are acting as tools for spreading hate speech against individuals or groups, might they be political, religious or social.

Within this context, this panel engages both theoretically and empirically with the notion of crisis in the context of Arab journalism. It draws on interviews with journalists and first-hand experience and knowledge of the Arab politics and media to address the idea of crisis in Arab journalism. While, the panel sheds light on the pressures Arab journalists face, it also investigates alternative journalism frameworks, emerging as through bottom-up civic values and via user generated content, whether emanating from local contexts in the region or practiced in exile.

The panel asks: What can we learn from a region where journalism is often dismissed as dictated by the state? Is there really a “crisis” or is this a Western-centric notion? As academics, how can we highlight the plight of journalists to challenge authority? What are the differences between the roles

of activists and journalists? And finally how can we theorize the struggle for freedom between those who want to speak out and the powerful structures that silence them?

Moderator: Dina Matar, Centre for Media Studies, SOAS, University of London

Dm27 (at) soas.ac.uk

Id: 21045

Title: Beyond the digital question: challenges facing journalists in Egypt and Lebanon

Session Type: Panel Submission

Authors:

Name: Zahera Harb

Email: zahera.harb.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: Senior Lecturer in International Journalism City University London Journalism Department

Abstract: The Arab world was taken by surprise when mass protests erupted in Tunisia in December 2010, followed by mass protests in Egypt in January 2011. Much optimism was expressed towards a new era for journalism freedom in the Arab world, in Egypt specifically with the fall of Hosni Mubarak and the long reign of his authoritarian regime. The influx of private media mainly TV channels following his demise was remarkable. This paper begins with the assumption that changing socio-political contexts may not only have been a factor in the increase in the number of media organisations in the region, but may have a direct impact on the state and wellbeing of the journalists and their role in society. Eight years on from the Egyptian revolt and the state of journalism in Egypt has transferred from a state of hope to one of despair. The prosecution of journalists and social media activists has become a regular occurrence. There are more than 35 journalists in detention right now for ‘publishing offences’.

In Lebanon authorities, owners and editors are quick to clamp down on journalists who cross both un-stated and stated boundaries on sensitive topics. There always existed an interwoven relationship between the media and Lebanese politicians. Politicians had a strong appetite for owning and even running media organisations. Political affiliation, thus self-censorship, remains a problem. Most media organisations in Lebanon live on funding supplied by political actors in the form of individuals or foreign states comprising mainly Arab gulf countries. The constant shift in the political alliances in the region means less ‘political money’ for the media (the phrase used in Lebanon to indicate money given to dictate and disseminate certain political messages). Several Newspapers have gone out of print, with some not even continuing their online presence. TV channels have made many journalists redundant.

This paper draws upon 30 in-depth interviews conducted with journalists across platforms in Egypt and Lebanon. It argues that in certain political and socio-economic context, journalists fearing for their safety or for their job security, will be more inclined to adopt an activist role to foster change in society, in an attempt to maintain their journalistic integrity.

Id: 21046

Title: Journalism crises and opportunities: alternative practices and platforms.

Session Type: Panel Submission

Authors:

Name: Joe Khalil

Email: jkhalil (at) northwestern.edu

Country: QA (Qatar)

Affiliation: North Western University in Qatar

Abstract: Since the Arab Uprisings, journalism in the Arab world has been struggling with multiple crises of credibility, viability, and relatability. After a brief reclamation of their freedoms, traditional broadcast and print media are increasingly subjected to government direct and indirect restrictions. The regressive state policies include but are not restricted to new media laws, overtaking of media organizations, censorship directives, and attacks on journalists. The very few relatively independent media organizations are facing financial losses and forced to adapt different business models. Even partisan organizations are struggling with restricted state or political party patronage. At the same time, the largest demographic group, the millennials, are accessing news and information in non-traditional ways from peers to social networks. In line with global trends, Arab millennials feel that their politics are misrepresented or underrepresented in mainstream media. But there seems to be an opportunity in every crisis. This paper engages with three cases of alternative news practices in different localities across the Arab world. The boycott of Qatar by its Gulf neighbours has allowed twitter to play a significant role in information and disinformation. The distribution of certain news content is state sanctioned and violators could have jail time, yet opinion and information sharing remains high. In overcoming the limited access to Lebanese highly partisan media, social commentators have used Facebook to disseminate exclusive eyewitness reports. In the process, they forced changes in mainstream media's news agenda setting, and their reporting practices. Finally, Tunisian bloggers who were integrated in mainstream media have returned to their blogs preferring freedom of expression over financial rewards and publicity. Using a combined methods approach, this paper argues that these crises are, and can be, amenable to fundamental changes in media practices and lend to a range of alternatives to traditional journalism. If anything, these crises reveal the continuing need for reliable information and any changes in platforms or revenue streams should aim at increasing access to and faith in journalism.

Id: 21047

Title: Pockets of media civiness in a conflictual political landscape: A case study of Iraqi media

Session Type: Panel Submission

Authors:

Name: Aida Kaisy

Email: aida.kaisy (at) gmail.com

Country: GB (United Kingdom)

Affiliation: The Centre for Global Media and Communication, School of Interdisciplinary Studies, SOAS, University of London

Abstract: The Iraqi media landscape has been characterised by partisan ownership, in the main based on political and religious affiliations. Comparative ethnographic research has revealed highly irregular practices and the struggles of Iraqi journalists to adhere to the norms of professionalism, suggesting that these practices are contributing to and fuelling the on-going context of conflict and violence in Iraq. Using the concept of liminality, my own research has shown that despite many Iraqi journalists in state and privately funded media battling with the concept of professional identity, there are, nonetheless, 'pockets of civiness' within this landscape. This project seeks the positive in an arena defined by the negative, exploring opportunities for enabling Iraqis to carve out spaces which can contribute to better journalism and, ultimately, better local and national governance.

This paper is based on fieldwork that will take place in Iraq in early 2019, as part of a project for the LSE Conflict Research Programme. Interviews with media producers, will explore to what extent, in spite of the challenging environment, one might expect to see 'pockets of civiness' emerging from within a media environment that echoes the political context of conflict. The concept of civiness will be fleshed out with reference to the relationship between media and governance. It will map out the media landscape, identifying actual and potential 'pockets of civiness', and examine the drivers behind their development. Recent examples of 'pockets of civiness' in the media world include: the blog, Mosul Eye; the work of journalist, Assad Al Zalzali, winner, Global Shining Light Award, Global Investigative Journalists Network 2017. Mapping and interviews with key media and political stakeholders will provide the empirical basis from which to build on these examples. Further interviews and engagement with the chosen identified examples of 'civiness' will then provide some insight into the complex interaction between political and social conditions, structure and agency.

Id: 21048

Title: The temporality of activism, journalism & exile at times of conflict

Session Type: Panel Submission

Authors:

Name: Omar Al-Ghazzi

Email: O.Al-Ghazzi (at) lse.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communications London School of Economics and Political Science

Abstract: Exile is a spatial condition that connotes an expulsion from a place as a way to prevent witnessing, silence critical voice and end political activism. But what is the role of temporality within this spatial exclusion? And how is it related to voice and power? In this paper, I argue that the power of a dissident's voice, whether as a journalist or activist, is shaped not only by physical distance to their place of engagement but also temporal distance from being on the ground. Empirically drawing on the case of Syria, including interviews conducted with Syrian media practitioners, I argue that in Syria, media engagement was shaped by the temporal boundaries of lived and perceived events. In 2011, when protests broke out in Syria as part of the Arab uprisings, a belief in the unfolding of a revolution determined media practice and merged the roles of activists and journalists. However, with the militarization and internationalisation of the conflict, the tensions between the role of activist and journalist diverged in parallel to the different media practices involved in each endeavour. By 2014, many of activists and journalists either left the country or lost their lives.

The paper calls for an approach that centres the human experience in media theorisation. It makes the case that temporality is a key factor within the logics of media practice and in conceptualising media roles. It concludes with reflecting on the potentialities and limitations of voices of dissidents exiled from their countries.

Id: 21049

Title: Situated journalistic practices in times of flux

Session Type: Panel Submission

Authors:

Name: Dina Matar

Email: Dm27 (at) soas.ac.uk

Country: GB (United Kingdom)

Affiliation: The Centre for Global Media and Communication, School of Interdisciplinary Studies, SOAS, University of London

Abstract: The boundaries between what counts as journalism, partisan journalism and disinformation order are becoming increasingly blurred worldwide, leading to concerns about the crisis in journalism or the crisis over journalism. In the Arab world, such boundaries have also been radically impacted by unstable political contexts that have contributed to the rise of fake news, disinformation, propagandist discourses and hateful speech, among other phenomenon. These contexts and emerging trends point not only to disruptions in emerging spaces for free speech and public expression post-Arab Spring, but also to the breakdown of trust in media institutions, exacerbated by the alignment of major media actors with political elites, and, in the case of transnational actors, such as Al-Jazeera Arabic and Al-Arabiya, also with financial backers. Grounded in these concerns, this paper challenges the presumed assumptions in the general discourses around “journalism in crisis” that remain situated in Western-centric approaches dominated by the presumed coherence of communication flows between journalists, institutions and publics as well as by news frames, their effects and role in public engagement. Drawing on case studies from Palestine and Syria, this paper suggests that more in-depth studies of ‘situated’ journalistic practices that takes into account their political contextualisation in particular historical contexts are needed to clear the conceptual and methodological confusion around the presumed crisis.

Id: 21085

Title: State capture and journalism capture in South Africa

Session Type: Individual submission

Authors:

Name: Anthea Garman

Email: a.garman (at) ru.ac.za

Country: ZA (South Africa)

Affiliation: Rhodes University

Abstract: South Africa has just emerged from a major attack on the country's democracy. This attack was spearheaded by the Gupta family who relocated from India in 1993 and who already had a global empire spanning media, mining and IT. Their close ties to President Jacob Zuma and his family resulted in the removal of Cabinet ministers and directors of key institutions and their replacement with a network of cronies. This enabled the looting of state enterprises, the disabling of the Revenue Service's investigative unit which was alert to their money laundering, and the corruption of governance. The Guptas also controlled the television station ANN7 and The New Age newspaper (both now closed).

Media scrutiny of the Guptas dates from 2013 when they used South African taxpayer money to fund a family wedding and flew their guests into South Africa using a military airbase. To offset the bad publicity, the Guptas enlisted the help of Bell Pottinger, the notorious (and now defunct) British public relations company, to generate a counter news agenda and to conduct Twitterbot attacks on journalists.

Against this backdrop of "state capture" (Hellman and Kaufman, 2001), two major developments have happened in investigative journalism in South Africa. The first is the series of dogged investigations into the Gupta empire led by the independent journalistic unit Amabhungane. This consortium effort resulted in two whistleblowers releasing emails (#Guptaleaks) from within the Gupta empire which named those involved. This journalistic endeavour is thought to be the primary reason why President Zuma was removed and two commissions of inquiry set up to identify and prosecute conspirators ("Uncaptured", Mail&Guardian 20 December 2018, pp 22-29).

The second development is much more sobering. It also became clear that journalists at one of the country's largest newspapers, The Sunday Times, had been complicit in enabling state capture to take place. The editor Bongani Siqoko revealed that his specialist investigative unit had been so manipulated by captured intelligence sources that they had manufactured stories which discredited those investigating the Guptas and that the many front-page scoops over a period of years had contributed to the overthrow of accountable governance. In short, journalism itself had been captured.

This research has two parts: the first focuses on the successes of the amaBhungane unit. Interviews with the journalists who created the unit show that they have refined particular strategies that enhance their investigative work which is a meld of investigative journalism strategies honed under the apartheid regime with the affordances of the digital era. The second part focuses on structural arrangements (and defects) within the Sunday Times print newsroom and takes into account financial stress, political uncertainty and major challenges to the credibility of journalism because

of the prevalence of fake news and bot-fuelled social media (Beckett and Ball, 2012; Mabweazara et al, 2014; Schudson 2018; Zelizer 2017).

Both situations highlight important issues for a Global South country struggling to find its feet in a world beset by new strategies of disinformation and manipulations of the online and social media environment.

Id: 21093

Title: Struggling for epistemic authority: algorithmic news-valuing at Swedish public service

Session Type: Individual submission

Authors:

Name: Torbjörn Rolandsson

Email: torbjorn.rolandsson (at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: One aspect of journalism's increased digitization, is the accelerating automation of its processes (Dörr, 2016; Weber & Kosterich, 2018). As digital platforms become the main sites of news-publishing, media companies have started experimenting with algorithmic structuring of their front pages. This affects news valuation, since how front pages are ordered, is the result of estimations of news worthiness. News deemed as more valuable, are placed higher on the page, for a longer duration. When creating an algorithm that orders news items in accordance with their perceived value, these values, which often are tacit (Carlson, 2018), need to be made explicit to the developers creating the algorithm.

However, developers are also actors who shape and structure algorithms, according to their own values. This can be a source of conflict, since research has shown that journalists and developers tend to adhere to different values (Bucher, 2017; Deuze, 2004; Gynnild, 2014; Linden, 2017; Royal, 2010; Stavelin, 2014; Usher, 2016). Since creating an algorithm means creating a metric for how to assign value to news items (Klinger & Svensson, 2018), I propose that something which is at stake during such a process, is epistemic authority: who gets to decide, through which metrics, the value of news?

Even though the number of studies of the convergence of developers and journalists is growing, most studies have been conducted in commercial media settings. This leaves a gap regarding how innovation and valuation negotiations happen in public service media, which are said to hold different values than commercial media (Bolin, 2011).

The aim of my paper, is therefore to study how journalists and developers construct a news-sorting algorithm for the front page of Swedish public service radio (SR). My research questions are 1) what types of values are called upon, in deliberating on how to build the algorithm 2) what perceived benefits and risks do journalists and developers associate with the algorithm?

Data was collected during observations at SR, and consists of observations of two meetings between developers and journalists, as well as two qualitative interviews with participants in the process of developing the news sorting algorithm.

As a theoretical point of departure, I use valuation theory, a transdisciplinary perspective that aims to examine the social practices of valuation (Helgesson & Muniesa, 2013). As Fourcade (2011) points out, processes of valuation are sensitive to socio-political context, so certain types of arguments will carry greater weight in some contexts, and lesser in others.

And indeed, my results show that, values adhering to normative ideals of public service were prominent in arguments made by journalists and developers alike, albeit in competing senses. Developers perceived the algorithm as a means to counter intra-organizational power structures regarding center-periphery, whereas journalists were sceptic that an algorithm would be able to recognize some of the “softer” values of public service, such as minority reporting. Implicit in these arguments, is the struggle for epistemic authority between developers and journalists over who gets to decide what counts as news, and in what way.

Id: 21095

Title: The role of televised electoral debates in the diffusion of candidates' policy proposals: The part played by journalists

Session Type: Individual submission

Authors:

Name: William Porath

Email: wporath (at) uc.cl

Country: CL (Chile)

Affiliation: Full ProfessorSchool of CommunicationsPontificia Universidad Catolica de Chile

Name: Constanza Ortega-Gunckel

Email: cortega1 (at) uc.cl

Country: CL (Chile)

Affiliation: School of CommunicationsPontificia Universidad Catolica de Chile

Abstract: Studies on the content of televised electoral debates reveal that candidates prefer to address policy issues, rather than discussing character traits (Benoit & Benoit-Bryan, 2014). Studies of media coverage of campaigns, however, show that journalists opt for personalization, focusing on personal characters aspects of the politicians (Zeh & Hopmann, 2013) or campaign strategies (Schmuck et al., 2017). These findings may result from televised debates being a platform for candidates to more freely transmit their messages to audiences, bypassing the filter established by journalists (Maier & Jansen, 2017). Nevertheless, it is not clear whether that holds true for debates in which journalists conducting them play a more active role in determining discussion.

Given the importance of televised debates in electoral campaigns, and their impact on campaign news coverage (Maier & Faas, 2011; Luengo, 2011; Birdsell, 2014) and public opinion (Benoit, Hansen, Verser, 2003), it is important to understand the role that journalists play in determining the content of debates (Turcotte, 2015; Isotalus, 2011; Stromer-Galley & Bryant, 2011; McKinney & Carlin, 2004). This is specially the case of debates that use the so-called “panel of journalists,” in which interviewers lead the discussion, introduce topics, and question the candidates (Eveland et al. 1994). This format was abandoned in the U.S. in the 1990s, with the following decay of the academic interest for studying their role (Lehrer, 2011). However, this format is still in use in many Latin American countries. In Chile, the “panel” format has been maintained since 1989, so studying it can be paradigmatic in determining the role of the journalists in defining the content of electoral debates.

We conducted a content analysis of the questions and interventions of journalists in the main debates in the last seven presidential campaigns. We want to examine whether journalists in the debates replicate the routines of the media when covering politics, or if it represents something different, enabling politicians to discuss their policy proposals, given the special nature of this type of television programs (Schroeder, 2000). We study the Chilean case from the logic of "the most likely case," to then establish a comparison parameter with other models or countries.

Despite the occurrence of some of the phenomena identified for media coverage of politics (e.g., increase mentions of personalization or strategic issues; see van Aest et al., 2017), we found that the logic of journalists is closer to that of the public service, moving away from the usual logic of political coverage of the media and the commercial logic and the negative consequences of the

mediatization of the politics (Mazzoleni & Schulz 1999). In short, we find that the journalists themselves have made possible the discussion of public policies by the candidates and that, then, the debate represents a special moment of journalistic coverage. These results are analyzed by looking for the factors that could favor or hinder this decision of journalists, which are discussed in the context in which each election takes place.

Id: 21106

Title: Fragments of history. The rhetoric of the past as a bridge to the fantastic in American journalism

Session Type: Individual submission

Authors:

Name: Diana Garrisi

Email: Diana.Garrisi (at) xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'An Jiaotong Liverpool University

Abstract: This paper explores the deployment of history in American newspapers, focusing on the relationship between journalism and the imaginary. Newspapers may engage with the past to ensure continuity to their editorial identity and a connection with their audiences in the present (Conboy, 2011; Kitch, 2014). History can have an epistemological function, providing the audiences with resources to navigate the present (Pöttker, 2011); it can reinforce national narratives (Griffen-Foley, 2011); or it can be employed to legitimate political activities (Lugo-Ocando, Guedes and Cañizález, 2011), or to foster a sense of community and national identity (Commager, 1965). This paper situates the uses of history in journalism within an imaginative and poetic dimension. Drawing on the concept of history as an aesthetic representative form, and as a result of a poetic act (White, 1973), I will conduct a narrative and rhetorical analysis of a selection of case studies, out of a sample of 150 articles taken from the winners of the American Pulitzer Prizes of the past fifty years for the categories 'public service', 'investigative reporting' and 'feature writing'. We will see that these articles often included historical references, for example, the first American Indian settlements, famous natural disasters, exploratory expeditions, and epistolary exchanges between artists or celebrities of the past. However, these references rest against an unknown background and should be treated, using the words of Rhian Atkin (2010), as a form of "textual wandering". They can take the form of a brief interruption or an extended digression, as a way of departing from the main subject of a story through analepsis (flashback). The reconfiguration of the past, through the inclusion of fragments of history that lack any contextual information, is a literary device that appeals to the readers' ability to linger on fantasies about possible scenarios. The fragment of history works as an invitation to think about the missing whole and make predictions for the future, expressed in the articles through the use of prolepsis (flash forward). The narrative strength of these references lies in their partiality: it is their fallibility that empowers the imagination of the reader. Journalism about what is known to have happened in the past paradoxically aligns well with the news value of 'novelty' where the element of novelty is subjective, and borne out of the relationship between the journalist, the article, and the reader's imagination. Rather than raising awareness of the past, the uses of history in journalism stimulate a human attitude to think in an imaginative way about present events, and to speculate about the future. Fostering the human ability to recreate images in the mind, through the deployment of history in journalism, may have a political implication, as imagination is often a prelude to social action.

Id: 21117

Title: Caribbean Journalism Advancing Democracy Through Advocacy Journalism

Session Type: Individual submission

Authors:

Name: Juliette Storr

Email: jms1015 (at) psu.edu

Country: US (United States)

Affiliation: Pennsylvania State University

Abstract: Media scholars and practitioners have an ongoing debate on the need for journalistic objectivity in news reporting (Schudson, 2001; Kovach & Rosenstiel, 2001; Anderson, C., Bell, E. & Shirky, C., 2015; Deuze, M. & Witschge, T., 2018). Subjective journalism, the category media advocacy often falls into, is restricted to opinion columns and commentary sections of the news. However, over the last 20 years there has been more acceptance of the role of advocacy in journalism practices (Christians et al. 2009) but many journalists and journalism scholars cling to the tradition of objectivity as the core principle of journalism. This debate plays a significant role in understanding the growing practice of media advocacy in journalism in the Caribbean. Media advocacy is the strategic use of media to openly support and advance community issues or public policy. Advocacy journalism deliberately employs a non-objective stance for political or social purpose. Journalists and media organizations in the Caribbean are employing a variety of media to advance social causes and public policy—from a protest movement created to raise awareness of street harassment and sexual abuse of women to woman's rights organizations that use social media to mobilize online communities for public protest and educational campaigns like domestic violence, homophobia to public protest to expose lapses in accountability by the government. Agenda setting media theory and development media theory are used in the analysis of this work. This paper examines the growing use of media advocacy in news media organizations and journalism in the Caribbean in a 24/7 news information cycle. It attempts to answer the following questions: Is subjective journalism better than objective journalism in upholding democratic ideals of liberty and justice? Is Caribbean journalism becoming a platform for advocacy and is that a good thing for journalism and democracy? This research uses mix methods—interviews, archival documents and content analysis to answer these questions. The researcher examines the content of four newspapers in four countries, Jamaica, Bahamas, Barbados and Trinidad and Tobago and interviews media practitioners and owners in the Caribbean to understand the growing practice of media advocacy in journalism in the English speaking Caribbean to advance social issues and public policies.

Id: 21141

Title: Audience Engagement with Sport TV Content across Twitter: A Transmedia Storytelling or a 'Catch-All' Strategy'

Session Type: Individual submission

Authors:

Name: David Puertas Graell

Email: davidpg5 (at) blanquerna.url.edu

Country: ES (Spain)

Affiliation: University Ramon Llull (Blanquerna). School of Communication and International Relationships.

Abstract: Sports journalism represents an important area in contemporary journalism, although it has not been considered one of the areas with greater reputation or credibility and there is a lack of academic studies about it (Butler et al., 2013, Sanderson & Kassing, 2011; Sheffer & Schultz, 2010, 2013; Sears, 2011). Hence, Academia (Boyle, 2006; Boyle et al., 2010; Cokley et al., 2006; Nicholson et al., 2011; Zhao et al. 2011), recognizes the absence of a deep analysis at sports genre in comparison with another fields of journalism (O'Hallarn, 2016). Nevertheless, sports has a daily space in the general coverage of the media. In Spain, moreover, the consumption of sports has an indisputable role in media culture (EGM, 2017; Barlovento, 2017; Nielsen, 2016). Likewise, there is a strong tradition of sports programs on both television and radio that are part of the late prime time. Besides, "social media have impacted news production and sports journalists' working routines" (Pederson, 2013) and "all the advantages that Twitter brings to media and journalism are even more pronounced for sports, which already has a large, built-in audience hungry for the opportunity to talk directly with sports journalists, athletes, and coaches" (Sheffer y Schultz, 2010). As Jenkins said (2006), Twitter offers an absorbing example of convergence between old and new media, as well as between producers and viewers. The current scenario goes further thanks to transmedia storytelling, where stories are displayed through multiple media and communication platforms (Scolari, 2013). These keys, in a media context based on digitization, end up being related to the concepts of active audiences and participation (Masip & Suau, 2014). We are facing a culture of participation open to planned programming through the different intercommunication channels provided to connect with the audience (García Avilés, 2011).

This research analyzes how the four main sport programs of Spanish television establish relationship with their audiences through social networks. Content analysis based on the official accounts of the Twitter programs were observed and decoded thanks to an analysis datasheet which was prepared, tested and presented in previous research (IAMCR 2018). The activity of a sample of more than 8000 tweets was carried out during the period from March to November 2018, excluding summer period. In particular, interactivity (tweets, retweets and replies-to) has been studied by analyzing all the tweets generated by the accounts of the programs in the selected weeks.

The main aim of our research is analyze the role of Twitter through a technique of the built week (Riffe, Aust & Lacy, 1999). This practice was used with the goal of obtaining a sample as wide and varied as possible, avoiding intentional biases by key dates and/or avoiding the result of unreliable data due to scarce measurements or unforeseen alterations in the media agenda.

Programs demand participation that translates into greater engagement. However, the most widespread use by media seek to direct their users from the social network to television, creating a transmedia 'continuum'.

Id: 21149

Title: Watchdog journalism in Spain: a news content analysis of role performance in two digital newspapers

Session Type: Individual submission

Authors:

Name: María Luisa Humanes

Email: marialuisa.humanes (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos

Name: Sergio Roses

Email: sergioroses (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Joaquín López del Ramo

Email: joaquin.lopezdelramo (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos

Name: María de los Ángeles Moreno

Email: mariaangeles.moreno (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos

Name: Juan Francisco Torregrosa

Email: juanfrancisco.torregrosa (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos

Name: Gema Alcolea

Email: gema.alcolea (at) urjc.es

Country: ES (Spain)

Affiliation: University Rey Juan Carlos

Abstract: Monitoring those in power has traditionally been one of the central functions of professional journalism. At the normative level, this is one of the most crucial professional roles in journalistic culture around the world (Weaver & Willnat, 2012). However, Mellado et al. (2017) showed that this role is only the second most frequent in the news stories that reach the public. Despite the centrality of the watchdog role both for the journalist's professional identity and for media organizations, the characteristics of media systems influence the degree to which the monitoring function is put into practice, as Hallin and Mancini have noted (2004). Thus, in a Polarized Pluralist media system, we would expect the presence of the neutral, detached watchdog role to be low, consistent with a high degree of political parallelism. Mazzolleni (2010) has asserted

that, in countries where journalism is subordinate to politics, journalism and politics have shared interests and aims. In this context, watchdog journalism overlaps with the practice of partisan journalism.

Since the Spanish media system is characterized by a high level of political parallelism (Brüggemann, Engesser, Büchel, Humprecht, & Castro, 2014), we would expect the media outlets to make frequent use of a more partisan watchdog role to interact with those in power. A previous study from the Journalistic Role Performance Around the Globe Project showed that the watchdog role was highly prevalent in the four legacy print newspapers analyzed (Humanes & Roses, 2018), but did not answer the question: Who is monitoring whom?

This proposal is based on a content analysis of two Spanish native digital newspapers, *elspanol.es* and *eldiario.es*, during 2018. While both newspapers advocate watchdog journalism and reach a large audience, according to Comscore Spain, they represent different ideological profiles. The aim of this paper is twofold. Firstly, we measure the extent to which the watchdog role materializes in the news content. Secondly, we explore whether the watchdog role in these newspapers is oriented by journalistic criteria (e.g., serving public interest), or by ideological or partisan leanings.

Following Mellado (2015), we have measured the performance of the watchdog role according to the presence or absence of the following indicators: information on judicial/administrative processes, questioning by the journalist, questioning by others, criticism by the journalist, criticism by others, denouncement by the journalist, denouncement by others, reporting of external investigation, reporting of conflict, or investigative reporting. To analyse if the watchdog role performance is oriented by ideological or partisan leanings, we have codified the specific political or economic actors, groups and organizations which are monitored by both newspapers.

This proposal is part of a R&D project funded by the Spanish Ministry of Science, Innovation and Universities (National Programme for Fostering Excellence in Scientific and Technical Research, 2017).

Id: 21155

Title: Giving Voices to Numbers: The Added Value of Data Journalism for Local Reporting in Germany

Session Type: Individual submission

Authors:

Name: David Liewehr

Email: florian.stalph (at) uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Name: Florian Stalph

Email: florian.stalph (at) uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Name: Oliver Hahn

Email: oliver.hahn (at) uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Abstract: After the euphoric advent of data journalism on national and international levels, this practice has to suffer setbacks, particularly with regard to the surprising 2016 US election's and the Brexit referendum's results. Those two events have paved the way for strong criticism of statistical prognoses by unveiling weak points of data collection and interpretation. Indeed, calls for a return to shoe-leather reporting became louder. This kind of in-the-field reporting is especially inherent to local journalism. Local news – that Nielsen (2015, p. 1) dubbed as often being “terrible” but at the same time being “terribly important” – has also been struggling over the past years: Baquet (cit. in Wattles, 2018), a New York Times editor, considers shrinking local newsrooms due to insufficient resources and layoffs as the “biggest crisis” of journalism. Against this backdrop, this study seeks to explore the added value of combining data-driven reporting with traditional shoe-leather investigation in local journalism in Germany that often has to deal with wearingly repetitive stories about social life in municipalities in remoted provincial areas.

This study explores local data journalism through the four lenses (normative, structural, functional and roles) of Weischenberg's (1992, 1995) theoretical model of journalistic contexts.

Methodologically speaking, we conducted qualitative semi-structured interviews with nine data journalists working with German local dailies.

Results show that municipal administrations are often very reserved when being asked to provide data. Furthermore, data journalism is rarely institutionalised in local newsrooms because of lack of resources. Additionally, data-driven reporting is often done by single individuals who specialise themselves through external training camps and online courses. Within some news organisations data journalism is included in informal in-house workshops led by experienced staff. While supportive internal structures are helpful, informal regional networks that connect data journalists

across news organisations are considered to be far more important. Such networks might enable projects between different news organisations. Instead of seeing data journalism and local journalism as conflicting concepts, our interviewees suggest that enriching on-site reporting with facts and figures is a fruitful combination. By doing so, repetitive stories about the personal and everyday life of locals can offer to readers much more context and background information drawn from numbers. Moreover, abstract figures can be exemplified and personalised by connecting rows and values to people and voices, in order to counter the criticism of complex abstract metrics within quantitative journalism (Lowrey & Hou, 2018).

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Id: 21189

Title: Feminicidio y prensa escrita mexicana: La Jornada, El Universal, Milenio y Reforma

Session Type: Individual submission

Authors:

Name: Elizabeth Tiscareño

Email: liztg (at) hotmail.com

Country: MX (Mexico)

Affiliation: Tecnológico de Monterrey. Doctorado en Estudios Humanísticos (DEH).

Name: Oscar Miranda

Email: oscar.miranda (at) tec.mx

Country: MX (Mexico)

Affiliation: Tecnológico de Monterrey. Escuela de Humanidades y Educación (EHE).

Abstract: Propuesta para la conferencia IAMCR 2019.

Sección de Periodismo e investigación: Periodismo y género.

Estudiante de DEH. Elizabeth Tiscareño García.

Dr. Oscar Mario Miranda Villanueva.

Miércoles 6 de febrero de 2019.

A 10 años de que se creara la Ley General de Acceso de las Mujeres a una Vida Libre de Violencia (LGAMVLV, 2007), las estadísticas oficiales mexicanas mostraron un incremento en las muertes de mujeres por feminicidio durante el 2017. El Secretariado Ejecutivo del Sistema Nacional de Seguridad Pública (2018) dio a conocer que los feminicidios fueron 671, mientras que durante el 2015 y 2016 se contabilizaron 389 y 588 respectivamente. En México, esta problemática se visibilizó a partir de 1993, cuando fueron localizados los cadáveres de doce mujeres en distintas partes de Ciudad Juárez, frontera de México con Estados Unidos (Wright, 2011). No obstante, en la actualidad la prensa escrita mexicana y las organizaciones civiles evidencian como también lo señalan las estadísticas, que las mujeres siguen siendo asesinadas por cuestiones de género. En esos crímenes existen factores como la misoginia, la sexualidad sádica y la construcción social de la masculinidad, aspectos inherentes al sistema patriarcal (Caputi, 1987; Monárrez, 2010; Russell, 2006a, 2006b; Segato, 2013; Vallejo, 2002). Desde el enfoque humanista se hace referencia a la violencia de género, el patriarcado (Alcocer, 2014; Amorós, 1992; Gallur, 2014; García, 2008; Hartmann, 1996; Lagarde, 1996; Lamas, 1986), y el feminicidio (Bonavitta, 2011; Carcedo y Sagot, 2000; Monárrez, 2010; Montaña, 2007; Russell, 2006; Segato, 2006; Rajs, 2014; Rodríguez, 2008; Valcárcel, 2008). Además, también está el ángulo de la prensa y la violencia doméstica o de género (Bullock y Cubert, 2002; Carll, 2003; Consalvo, 1998; McNeill, 2006; Meyers, 1994). Éste es un análisis de contenido cualitativo de cómo la prensa escrita mexicana aborda el tema de feminicidio durante el 2017, y de qué manera enmarca a las víctimas y victimarios o presuntos victimarios. La investigación se centra en los periódicos mexicanos: El Universal, La Jornada, Milenio y Reforma. Las preguntas de investigación giran en torno a: cuál es el lenguaje que utilizan los periodistas en la construcción de la noticia para referirse a víctimas y victimarios; cuál es el género del reportero, de las fuentes informativas y su relación con el tipo de lenguaje que utilizan; y cuáles son las coincidencias y/o diferencias en el lenguaje de dichos periódicos en la manera de

reportar a víctimas y victimarios o presuntos victimarios de feminicidio. Este estudio se apoya en dos aproximaciones teóricas: la agenda setting (Benton y Frazier, 1976; Ghanem y McCombs, 2001; Guo, Tien Vu y McCombs, 2012; Funkhouser y McCombs, 2001; Kim y McCombs, 2007; McCombs, 2006; McCombs y Shaw, 1972; McCombs, Shaw, y Weaver, 2009; Miranda e Iglesias, 2015; Scheufele y Tewksbury, 2007); y el framing (Ardévol- Abreu, 2015; Danés, 2017; De Vreese, 2004; Entman, 1993; Ghanem, 2001; Ghanem y McCombs, 2001; Reese, 2001; Sádaba, 2006; Semetko y Valkenburgh, 2000).

El tema ha sido tratado, en mayor medida, desde el ángulo de las víctimas; hay menos estudios empíricos sobre victimarios o presuntos victimarios (Lagos, 2008; Richards, Gillespie, y Smith, 2014; Taylor, 2009). A través de esta investigación se busca contribuir en la proyección que hace la prensa mexicana sobre ambos.

Id: 21217

Title: [Panel] Alternative Media Journalism in Contemporary Turkey, Panel description

Session Type: Panel Submission

Authors:

Name: Murat Akser

Email: m.akser (at) ulster.ac.uk

Country: GB (United Kingdom)

Affiliation: Ulster University

Abstract: This panel looks at the structural, economic and political reasons why the current media system fails journalists in Turkey and led them to use alternative means of reporting. The panelists traces the beginnings of alternative media to a month long resistance and protest through the use of social media during OccupyGezi movement. The papers in the panel also outline the history of alternative media use in Turkey and the ways in which it has become a tool for the critics of the neoliberal economic system during president Erdogan's AKP rule since 2002. The papers concentrate on alternative reporting through social media use within social movements, its news formats and narratives and applies interdisciplinary approaches and research methods, ranging from cinema and visual arts to sociology, political science, content analysis and ethnographic study. The four papers look as challenges to journalism in Turkey in the digital age, discuss the problem of safety of journalists under Erdogan's authoritarian rule and examine how alternative media can open up new debate on journalism and democracy.

Id: 21220

Title: Reporting with Human Dignity: Journalistic Strategies and Difficulties Encountered by Belgian and Swedish journalists Covering the Refugee Situation

Session Type: Individual submission

Authors:

Name: Stefan Mertens

Email: stefan.mertens (at) kuleuven.be

Country: BE (Belgium)

Affiliation: University of Leuven

Name: Rozane De Cock

Email: rozane.decock (at) kuleuven.be

Country: BE (Belgium)

Affiliation: University of Leuven

Name: Ebba Sundin

Email: ebba.sundin (at) hh.se

Country: SE (Sweden)

Affiliation: Halmstad University

Name: Valérie Mistiaen

Email: vimstiae (at) ulb.ac.be

Country: BE (Belgium)

Affiliation: Université Libre de Bruxelles

Name: Sara Helmersson

Email: sara.helmersson (at) hh.se

Country: SE (Sweden)

Affiliation:

Abstract: Theoretical background: journalism culture in a twisted position

The 70th anniversary of the Universal Declaration of Human Rights is an excellent occasion to focus on the rights of minorities to be heard and to have a fair representation in the news. So far, a myriad of news studies show that voices of refugees are heard less often than those of authorities, politicians and experts. This is also the case in literal citations in news articles as in paraphrases (Benson and Wood, 2015; De Cock et al., 2018; Philo, Briant and Donald, 2013; Sumuvuori et al., 2016; Szcpanik, 2016). Chouliaraki and Zaborowski (2017, p. 613) call these practices “bordering” and they speak about a misrecognition of refugees as political, social and historical actors. Journalism culture finds itself in a twisted position that needs to be addressed when it comes to reporting diversity. Some journalists see it as their duty to report in a diverse way, while others associate diversity with political correctness. Research among journalists in six European countries (Bennett et al., 2013: 261) prove the urgency of this issue, because systematic standards about diversity are absent.

In today's journalism research, the reflection on the situation is lacking as seen from the perspective of reporters themselves on their journalistic strategies while reporting on and working with refugees.

Research objectives

The aim of this paper is to explore and compare journalists' self-reported strategies while covering the so-called 'refugee crisis' in three different cultural contexts. Public opinion is increasingly polarized and both left-wing and right-wing observers criticize journalists for presenting news with an overtly ideological focus. Content analyses made clear that Belgian news coverage shows regional diversity, with Francophone journalists showing more tolerance towards refugees and tending to be more in line with their Swedish counterparts. Still, refugees are seldom allowed to speak for themselves. This warrants attention and action by news professionals but also asks for in-depth reflections on reporters' difficulties. This may provide explanations for the outcome of their news production process and can lead to constructive solutions for future reporting and fruitful communication strategies used by NGO's as well to improve mutual understanding.

Methodology

We conducted 30 in-depth interviews with experienced journalists, covering the 'refugee situation' for news brands throughout three different cultural contexts (10 in the Dutch speaking part of Belgium, 10 in the French speaking part of Belgium and 10 in Sweden). The interviews are coded accordingly to qualitative traditions (open coding, axial coding and selective coding).

Results

Our findings revolve around three central clusters. First, we focus on the different objectives of the journalists. Second, we address the distance/position of the journalists in their reporting. Finally, we concentrate on the difficulties encountered by the reporters: we distinguish between the political and social sensitivity of the topic, the tense relationship with NGO's and the government, as well as the language barrier.

Id: 21242

Title: Video Activist Journalism in Turkey: Resistance Tactics of Video Activist Reporters

Session Type: Panel Submission

Authors:

Name: Perrin Ogun

Email: perrino (at) khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Name: Gulum Sener

Email: gulumsener (at) gmail.com

Country: GB (United Kingdom)

Affiliation: Independent Researcher

Abstract: In this presentation, we will evaluate video activism practices in Turkey from the Gezi Park Movement until today. Updating our research on video activism in the Gezi Park Movement , we would like to shed light on the current conditions of video activist journalism and the difficulties video activist reporters face under the authoritarian political regime. The Gezi Park movement represents a turning point not only in the history of social movements in Turkey, but also in terms of media activism, especially video activism. After this uprising, during which many media activism groups and initiatives have arisen, the state repression against dissidents became more systematic, and video activists keep working under severe conditions. Based on in-depth interviews with video activists, our research aims to understand the changing tactics of video activists.

Id: 21282

Title: Professional Journalist or Knight Errant' ---The Contested Boundary of Investigative Journalism in Digital China

Session Type: Individual submission

Authors:

Name: Yuan Zeng

Email: yuanzenghk (at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: The role of internet in journalism in authoritarian countries like China has been debated. Some scholars argue internet is constructive to journalism practices in China but limited to getting sources and discussion (e.g. Hassid & Repnikova, 2016); with Xi Jinping's ever-tightening control over cyberspace and press, some scholars began to view internet as a tool to stabilize authoritarian rules. More, mostly Western scholars, are suspicious about the role of internet, as it is argued to blur the boundary of journalism, and "citizen journalism" such as blogging threatens professional journalism (Carlson, 2007). With the end of a "Golden Decade" of investigative journalism in China, since Xi's term, both commercial and political/governmental pressures are seen foundering investigative journalism in traditional media (Tong, 2017). The number of investigative journalists have shrunk to the extent that some claim investigative journalism is dead in China. But with a number of former investigative journalists retreating from traditional media and freelancing on individual social media platforms (Wechat, Weibo), Chinese public in the past two years have witnessed a number of quality in-depth investigative reporting penned and disseminated on social media, evoking the government to respond. Against this backdrop, this paper tried to offer a fresh perspective to the discussion of the role of internet in journalism and social change in authoritarian society, by examining this new group of former professional investigative journalists going "knight-errants" (you xia) on social media in China. Distinct from citizen journalists, they are characterized by strong journalistic professionalism, thus in effect extending, rather than blurring, the boundary of professional journalism. This paper uses case study and interviews to explore this new genre of investigative journalists in digital China, to add new empirical and conceptual understanding on how investigative journalism in China is being contested differently than in heavily-studied Western societies. It argues that in a society where professional journalism is being gravely undermined by both political and financial pressures at organizational level, social media offers an extension in the institution of journalism, though admittedly with considerable restrictions.

Id: 21330

Title: To share is to receive: News as social currency on social media

Session Type: Individual submission

Authors:

Name: Edson Tandoc

Email: edson (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Name: Alice Huang

Email: lyhuang (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: NTU Singapore

Name: Andrew Duffy

Email: duffy (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: NTU Singapore

Name: Nuri Kim

Email: nuri.kim (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: NTU Singapore

Name: Rich Ling

Email: rili (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: NTU Singapore

Abstract: Social media platforms have become important sources of news for an increasing number of users around the world. In the United States, 67% report that they get their news from social media (Shearer & Gottfried, 2017). The same trend is also seen in many other countries. In Singapore, a small country of five million people marked by high levels of social media and smart phone penetration rates facilitated by an efficient information and communication infrastructure, heavy reliance on social media platforms such as Facebook and WhatsApp has become a significant feature of news consumption (Sin, 2018).

Social media platforms allow easy and quick diffusion of news, as users can quickly share information and news articles to their network (Lee & Ma, 2012). Such news exchanges typically occur outside the control of news organizations, fundamentally changing the way news gets disseminated (Hermida, 2012; Tandoc & Vos, 2016). News is now disseminated through interpersonal networks, facilitated by social media platforms. Therefore, while news has consistently been associated with its informational value (e.g. Gil de Zuñiga, Jung & Valenzuela, 2012) and its role in civic behavior and informing the citizenry to make democratic decisions (e.g.

An, Quercia & Crowcroft, 2014; Morgan, Shafiq & Lampe, 2013), this may not be a complete picture. The emergence of social networks as central in news distribution places the social aspect of news in the spotlight.

Building on the framework of reciprocity on social media, as well as on the uses and gratifications theory and the role of trust in the news, this current study seeks to examine what factors lead individuals to engage in news sharing. Using a panel survey involving 868 participants in Singapore who were surveyed twice, one year apart (e.g. 2016 and 2017), we predicted that frequency of news sharing at Time 2 can be explained by frequency of receiving news at Time 1. We also explored the impact of motivations for news sharing and trust in news shared on social media on news sharing frequency. The analysis found that the motivation for self-presentation and trust in news shared by one's social media network positively predicted news sharing on social media. Furthermore, the analysis found that receiving news at Time 1 was a significant predictor of sharing news subsequently at Time 2. This points to news being valued as a form of social currency.

Id: 21387

Title: Data-critical or business-friendly? A comparison of journalists' Twitter networks and their reporting of data security

Session Type: Individual submission

Authors:

Name: Gerret von Nordheim

Email: gerret.nordheim (at) uni-hamburg.de

Country: DE (Germany)

Affiliation: Universität Hamburg

Name: Florian Meissner

Email: florian.meissner (at) hhu.de

Country: DE (Germany)

Affiliation: Heinrich Heine University Düsseldorf

Abstract: Media reporting of digital technology is often overwhelmingly dominated by voices related to the industry. This way, the debate is left to self-interested commercial actors instead of making it an object of public concern (Gillespie 2010). It is the case, for instance, in technological areas such as artificial intelligence (Reuters Institute 2018), autonomous vehicles (Taddicken et al. 2018), but also privacy and data security. Civil society or user perspectives have been marginalized in mediated debates about online privacy and data protection e.g. in the US and UK (Thorsen 2016), but even in privacy-sensitive Germany (Meissner, von Nordheim accepted).

The aim of this presentation is to better understand the forces behind this phenomenon. Being aware of several possible explanations, we were particularly interested in the theoretical lens of intermedia agenda-setting (Conway et al. 2015, Haim et al. 2018) given that journalists increasingly use Twitter as a news source (von Nordheim et al., 2018). We therefore investigated the interrelations between journalists' reporting of data security and their communicative networks on social media. Specifically, we looked into the case of Spiegel Online, Germany's leading quality news outlet on the web. We asked: 1) Which editorial departments (beats) are crucial for Spiegel Online's coverage of data security? 2) Which accounts do journalists of these beats follow on Twitter?

To answer our research questions, we employed a three-step methodological approach: First, we identified the beats that were responsible for most coverage of data security by attributing each Spiegel Online article tagged with the keyword "data security" since 2015 (n=64) to one of the outlet's beats. Second, we analyzed the accounts that journalists (n=11) of these beats follow on Twitter. Third, we conducted a content analysis to identify and categorize the sources in data security reporting (industry representatives, NGOs, activists, academics, politicians, etc.).

The results show that articles about data security were mostly published in the digital media and technology ("Netzwelt") beat (50%) and the economic and business ("Wirtschaft") beat (27%). The analysis of the Twitter accounts followed by the journalists of these two editorial departments revealed major differences: Netzwelt journalists follow a variety of sources associated with critical

data discourse like blogging experts, specialized politicians, activists, but also industry representatives. On the other hand, business journalists mostly follow other journalists and classic elite sources such as representatives of the federal government or of economic institutes. The content analysis of all 64 articles showed that the journalists' use of sources parallels their Twitter networks to a moderate or even high degree.

To conclude, the results implicate that Twitter is an important point of reference for journalists covering data security. However, the result is not necessarily an industry-friendly selection of sources, as demonstrated by Spiegel Online's digital beat that uses Twitter to keep an eye on data-critical sources as well. We therefore suggest that further studies investigating media coverage of technology should pay more attention to intra-organizational plurality.

Id: 21464

Title: Citizen Perspectives on Communicative Rights in the context of post-Gezi Protests in Turkey

Session Type: Panel Submission

Authors:

Name: Eylem Yanardagoglu

Email: eyanardagoglu (at) gmail.com

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: The protests that began as a peaceful sit-in in Gezi Park in order to prevent the demolition of the trees for the construction of a shopping mall at the end of the May in 2013 in Istanbul turned out to be the one of the largest civil unrest in decades in Turkey. The protests spread to all provinces of the country after the news of police intervention on peaceful protestors spread on social media. The mainstream media "failed" to report in the first couple of days of the events increasing public's frustration over what they considered to be limitation of their rights of freedom of expression and assembly. Platforms such as Twitter were especially appropriated by digitally literate citizens who may or may not have had to "do" citizen journalism in mind. Indeed, research on alternative media indicate that boundaries between users and producers of media are blurred as part of convergence, increasing the capacity of ordinary citizens to participate in news provision. Since Gezi Park protests in Turkey, the involvement of citizens in media production and distribution manifest itself in the growing number of alternative media platforms. The data reviewed under this presentation are based on recent qualitative research projects conducted with citizen journalism networks as well as the most active users on Twitter in Istanbul. By exploring the ways in which citizens give meaning to their communicative acts, this research investigates how citizens reflect on their personal and social identities and on their communication based rights in Turkey in situations where the basic human rights are encroached.

Id: 21476

Title: Shut Down on Air: Alternative Media in Turkey

Session Type: Panel Submission

Authors:

Name: Suncem Kocer

Email: suncem.kocer (at) khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: In the history of Turkish media, there has never been a moment like the current one, which is marked by the remarkable figure of unemployed journalists and the alarming number of journalists imprisoned on terrorism charges. Diverse mechanisms of direct intervention in and the micromanaging of Turkish news production by political power holders have included the assignment of state trustees to media organizations and the removal of TV stations from TURKSAT, the satellite broadcast cartel with a monopoly in Turkey, without appropriate court rulings within the last decade. Such examples of direct and indirect intervention in news media can certainly be multiplied, especially within the context of the state of emergency declared in July 2016. And, without question, the present reality has deep roots in the history of Turkish news media. However, in the current context Turkish media publics are also relating to the current reality in different ways than they were before. Here I argue that within the last few years, Turkish news media have become a significant subject matter of public debate especially on social media where the intricate relationships between news, politics, and economic interests have become a spectacle. The high number of journalists in prison, the black out of many news channels, and other forms of illegitimate intervention in media processes by political powers all transpired in front of the public eye. The spectacle of the state's approach towards journalists has rendered the workings of news media susceptible to scrutiny by certain publics. In this presentation, I focus on discourse around IMC TV, which has been shut down by the government following the coup attempt. IMC TV was an independent national news station that aspired to embody the voices of the subaltern groups including ethnic and religious minorities, poor masses, women, and LGBTQI. Following the coup attempt, the station was shut down with a state of emergency decree along with several other media institutions in the fall of 2016. The shutting down of IMC TV was broadcast live to its audiences making the shut down of a spectacle of censoring as well as resistance to it. Based on social media analysis and fieldwork in IMC TV and, I argue that media publics relate to oppressive governmental regulations and policies in reflexive ways by turning or bending discourse 'back upon itself to make it an object to itself and to refer to itself' (Babcock 1987:235). Thus, they counter not only the contemporary power center but also traditional notions of media that separate producers and audiences.

Id: 21496

Title: Strategic agenda setting: How the military and militants influence conflict reporting

Session Type: Individual submission

Authors:

Name: Abdullahi Tasiu Abubakar

Email: abdullahi.tasiu.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City, University of London

Abstract: This paper examines the strategies security forces and insurgent groups employ to influence media coverage of their conflicts. It specifically uses the case study of the Boko Haram insurgency in Africa to analyse how the militants and the Nigerian military apply various techniques to control the reporting of the insurgency. It also attempts to assess how the deployment of these control mechanisms impacts on newsgathering and production. Agenda-setting and gatekeeping theories provide the theoretical framework for this study. The primary data were drawn from qualitative interviews with journalists and security forces' spokespersons in Nigeria, and from content analysis of press releases and newspaper publications. The research is ongoing but preliminary findings suggest that both the military and the militants routinely use information subsidies and intimidation tactics to influence the media coverage of the conflict. They also use the web and social media platforms to bypass the mainstream media and reach their audiences directly. Journalists source their stories substantially from the security forces and partly from the insurgents. This appears to shape the local media coverage of the crisis quite significantly.

Scholarship has highlighted the issue of using, or manipulating, the media by both state and non-state actors to advance their causes (Farwell, 2014; Ghosh & Scott, 2018; Price, 2015). Governments and corporate bodies use information subsidies and other devices to shape media coverage of their activities (Macnamara, 2014; Lewis et al., 2008). The Nigerian security forces and Boko Haram insurgents have equally developed their own media strategies (Abubakar, 2016, 2017) to pursue their goals. A decade of the Boko Haram conflict itself – which claimed an estimated 30,000 human lives and displaced more than three million people in Nigeria, Niger, Cameroon and Chad – has attracted considerable media coverage and some scholarly interventions (Abubakar, 2016, 2017; Thurston, 2017). This paper will add to this literature by examining both the media control mechanisms and their consequences on journalism production.

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Id: 21506

Title: A politics of paranoia and fake news: Fear of journalists in the Turkish political establishment

Session Type: Panel Submission

Authors:

Name: Murat Akser

Email: m.akser (at) ulster.ac.uk

Country: GB (United Kingdom)

Affiliation: Ulster University

Name: Banu Baybars-Hawks

Email: banubhawks (at) khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: Turkish journalists define themselves as liberal and historically assigned themselves the mission to inform the public, create public awareness and they must be in contact in opposition to the governing power. The successive Turkish governments, both conservative and liberal, tended to view the media as both an ally and as the enemy to be feared. Turkish government has learnt ways to control the media based on restrictive and undemocratic practices of media bosses. This study exposes the media control mechanism before and after the failed July 2016 coup attempt in Turkey and how they restrict public access to information and comments by journalists. In the process, it establishes that the government is all interacting with the journalists and the public at the level of fear of media. Due to this fear, Turkish government's media control can work to curb independent journalism and create a biased and government-friendly media system.

Id: 21512

Title: Changes of Digital journalism in China: From 'Collective Journalism' to 'Celebrity Economy'

Session Type: Individual submission

Authors:

Name: Rong Zhang

Email: shoyoko22 (at) yahoo.co.jp

Country: CN (China)

Affiliation: Asahi Shimbun

Abstract: With the great development of the Internet, the circulation of traditional newspapers has continued to decline and the development of digital journalism has received more and more attention. Compared with traditional mass media, the Internet itself is more flat and more open to ordinary people, thus the definitions of 'journalism' and 'journalist' have also been challenged nowadays. Dahlgren pointed out that, journalism, particularly mass media journalism is greatly challenged or can even in crisis in the new era (Dahlgren 2013).

With regard to traditional journalism, values such as professionalism, objectivity as well as truth have been emphasized. However, in the Internet era, Citizen Journalism or Participatory Journalism has been developing so fast that professionalism and objectiveness are no longer necessary elements as before (Romano 2010). The online newspaper Ohmynews in South Korea has been holding its slogan as 'every citizen can become a reporter', and personal subjective emotions is allowed to appear in news as well. In China, although true practice of Citizen Journalism is difficult to identify, another type of 'journalism' has been running functions. In digital spaces where so called 'online events' happen, the information provided by unprofessional individuals is unavoidably fragmentary and sometimes intentionally or unintentionally mistaken. Nevertheless, in the process of checking and matching the information by vast net users, facts and truth are able to be confirmed and eventually reconstructed. This has been proposed as 'Collective Journalism' (Zhang 2017).

In China, some Internet space such as BBS (Bulletin Board System) and Weibo (mini-blog/ Chinese version of twitter) were excellent observation platforms for collective journalism. However, in recent years, BBS has lost its leading power for net users, and more Net Celebrities showed up on Weibo. Net Celebrity refers to someone who has become famous mainly on the Internet. Recent data shows that the number of net celebrities with more than 100,000 followers in China has exceeded one million, which implies that the digital space for ordinary people to produce 'news' has been returned back to famous people and stars again. Entertainment news is dominant on Weibo now.

Since Chinese mass media is considered to be tightly controlled by the Chinese government, an increasing number of media researchers are focusing on the digital journalism in China. Given the above background, this article is based on several original Chinese net celebrities' interviews as well as the analysis of the function of Weibo in China, aims to examine the trend of China's fast changing digital journalism in this new era.

Id: 21556

Title: Scandal activation and aid/journalism dynamics in the 2018 #AidToo scandals

Session Type: Individual submission

Authors:

Name: Glenda Cooper

Email: glenda.cooper.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City University

Abstract: Between 2008 and 2017, stories in the UK media about sexual abuse by aid workers barely reached double figures each year. In 2018 however there were more than 200 in the first six months alone. What changed in 2018 to finally make these accounts become (literal) front-page news?

That year the aid agencies Oxfam GB and Save the Children UK both found themselves in the midst of high-profile sexual abuse scandals, after several women came forward detailing long-suppressed stories. The media coverage surrounding these scandals culminated in senior staff resigning, investigations by the Charity Commission and the International Development Select Committee and thousands of donors deserting both agencies.

Yet these stories had been known in the industry, and parts of the media for several years. They had even been covered - albeit briefly with little impact. This paper traces how the scandal reached tipping point in the public domain, through content analysis and interviews with significant players. It analyses how the aid agencies “managed” the stories for several years, by looking closely at the media techniques they employed. It charts the difficulty of such scandals moving from ‘latency’ to ‘activation’, and how the political and PR background of some of the aid agency players played a significant role.

It looks at whether the close, almost symbiotic relationship between aid agency and journalists allowed such stories to go little reported and it was only when journalists outside the development world finally began to investigate that these stories finally started to break – combined with the growth of alternative media spaces which gave whistleblowers an opportunity to group and share experiences. But it also analyses the aid agencies’ media engagement in the wake of these stories – from Oxfam’s Mark Goldring’s ‘murdered babies’ interview to Alan Parker and Save the Children’s six-figure sum paid on legal warnings to journalists. It concludes that 1. ‘outsider’ journalists were needed to break the stories 2. The role of whistleblowers who would be named and public was key and 3. Aid agencies’ traditional PR strategies proved outmoded in an #AidToo world.

Id: 21565

Title: Automated journalism and new newsroom workflows: a systematic review

Session Type: Individual submission

Authors:

Name: Samuel Danzon-Chambaud

Email: samuel.danzon-chambaud (at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Name: Alessio Cornia

Email: alessio.cornia (at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: Automated journalism, i.e. the use of software and algorithms to automatically generate news stories without human intervention (Graefe, 2016), is bound to play an increasingly important role in the production of news (Dörr, 2016). For instance, large news agencies such as AP, Reuters, and AFP already produce thousands of algorithmic stories every month, and even smaller ones (e.g. Norway's NTB) are embracing this trend (Fanta, 2017). According to several scholars, automated journalism can profoundly disrupt journalistic labour (Lemelshtrich-Latar, 2015), but also presents flaws that may limit its spread (Clerwall, 2014).

Based on a systematic review of research published in 25 leading academic journals, we examined in detail the literature produced on automated journalism. We looked for the theories and methods most commonly used, as well as for perspectives on the rising strategies involving this technology.

Our systematic review showed that a wide range of theories, such as Actor–network theory and Articulation theory, were mentioned in articles using qualitative methods, predominantly in-depth interviews. Such articles tended to expose news professionals' reactions to automated journalism while papers with quantitative methods rather resorted to experiments to look into the readers' side. When looking at perspectives on the rising strategies involving automated journalism, our analysis resulted in three scenarios envisaged by media scholars: first, “combined journalism”, whereby a piece of software would supplement journalists' work in a form of human-machine marriage (Bucher, 2017; Linden, 2017; Wölker and Powell, 2018); secondly, “newsroom rearrangement”, whereby machines would take up routine tasks, and let reporters focus on more demanding activities such as investigative journalism (Van Dalen, 2012; Cohen, 2015; Graefe et al., 2018); and finally, “meta-editorial”, which would see journalists use their editorial skills to drive algorithms (Caswell and Dörr, 2018).

This paper aims at advancing our understanding of the impacts automated journalism has on news production. It informs news organizations on the rising strategies that involve automated journalism, and provides a roadmap for future research to map out and observe the implementation of the scenarios mentioned above. With creative and highly-skilled industries now being confronted

to automation, this paper is part of an emergent but still limited academic corpus documenting the intersection of artificial intelligence and human input in the workplace.

Id: 21574

Title: A new news process' The journalists' perspective on news selection in the digital age

Session Type: Individual submission

Authors:

Name: Susanne Kirchhoff

Email: susanne.kirchhoff (at) sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg/Austria

Name: Ingrid Aichberger

Email: ingrid.aichberger (at) sbg.ac.at

Country: AT (Austria)

Affiliation: Universität Salzburg

Name: Rudolf Renger

Email: rudolf.renger (at) sbg.ac.at

Country: AT (Austria)

Affiliation: Universität Salzburg

Abstract: Digital journalism arguably led to the biggest shift in the production and distribution of news since the invention of modern journalism in the 19th century. Thus Emily Bell, director of the Tow Center for Digital Journalism, suggested in 2014 that „Adapting to a world where the people formerly known as the audience are not readers and viewers but users and publishers will mean changing not just tactics but also self-conception. Merely bolting on a few new techniques will not be enough to adapt to the changing ecosystem; taking advantage of access to individuals, crowds and machines will mean changing organizational structure as well.“ (Bell 2014)

However, research on media organisations has shown that institutional rules and patterns of behavior tend to be persistent because those who do journalism maintain their established habits, role images and vested interests until disruptive circumstances force them to adapt (Ryfe 2016: 374pp.). Focusing therefore specifically on the journalists' perspective on news selection, this presentation asks if we are indeed witnessing the emergence of a “new news process” (Jarvis 2009), a fundamental restructuring towards an audience- and technology-orientation, or if – at least for now – news media are merely “bolting on a few techniques”, while traditional news sources maintain their relevance and the rules of news selection remain mostly intact.

In order to understand the perceived challenges, changes and continuities in news selection we opted for a broad approach which considered potential factors on different levels. Taking the “hierarchy of influences”-model (Shoemaker/Reese 1996) as a starting point, we distinguished various levels of influence on news selection and identified the potential influence factors on each level through a comprehensive review of the literature on news selection. In sum, thirty-four possible influence factors were included, among them the specifics of editorial policies, newsroom hierarchies and resources (Boesman et al. 2015) and the impact of news values (Harcup/O'Neill 2017), news agencies (Boumans et al. 2018) and social media (Bossio/Bebawi 2016;

Weaver/Willnat 2016), audience interaction (Tandoc 2014), inter-media agenda setting and personal networks (Brüggemann 2012).

These thirty-four possible influence factors formed the basis for guided interviews with editors-in-chief and senior journalists in Austria (n=43). Following the research design of Q-sort technique and Q-methodology (Müller/Klas 2004; Schrøder 2016) the interview partners were invited to identify the most important influences on the routines of news selection and to discuss those that have changed the most in the past ten years as well as those that present the greatest challenges to current and future journalism. Results show that e.g. on the event-level a number of traditional news factors are still in place, but that journalists attribute a growing impact to e.g. “good news” and solutions-oriented journalism and to news that can be visualized and shared. On the source-level personal networks become more important in the eyes of the journalists while news agencies lose relevance, and on the organisation-level news selection is influenced by brand development as well as a lack of resources and a growing number of responsibilities.

Id: 21620

Title: Political journalists' challenges in distributing news on Facebook

Session Type: Individual submission

Authors:

Name: Matthias Degen

Email: matthias.degen (at) w-hs.de

Country: DE (Germany)

Affiliation: Westfalian University for Applied Sciences

Name: Max Olgemoeller

Email: M.Olgemoeller (at) campus.lmu.de

Country: DE (Germany)

Affiliation: LMU Munich

Name: Benjamin Held

Email: benjamin.held (at) w-hs.de

Country: DE (Germany)

Affiliation: Westfalian University for Applied Sciences

Abstract: 1. Introduction

The Twitter use of political journalists and the relationship between Twitter and journalistic professional norms is well documented. (Lasorsa, 2012; Parmalee, 2013; Lee, 2015; Canter, 2015; Hedman, 2016). Degen (2019) argues that German political journalists (GPJ) retain their norms while using Twitter, confirming Singer's (2005) normalization hypothesis. How journalists use Facebook has not been extensively explored (Hedman & Djerf-Pierre 2013; Rogstad 2014; Larsson & Ihlebaek 2017), although being the largest (Hughes et al. 2012) and most frequently used social network among journalists (Djerf-Pierre, Ghersetti & Hedman 2016). Journalists are not yet accustomed to a work-related use of Facebook (Santana & Hopp 2016) as they remain cautious towards mixing private and professional content (Reed 2013).

Research Questions

RQ1: How and in which manner do GPJ use Facebook?

RQ2: Do GPJ retain their professional norms on Facebook (Singer 2005)?

2. Literature Review

Journalists disseminate more private content on Facebook than Twitter (Rogstad, 2014; Saldana et al. 2017; Reed 2013; Santana & Hopp 2016). If used professionally, Facebook serves the purposes of self-promotion and advertising their media outlets' content (Holton & Molyneux 2015; Tandoc & Vos 2016; Djerf-Pierre, Ghersetti & Hedman 2016; Neilson 2016; Willnat & Weaver 2018). Facebook also helps gathering and distributing information, conducting interviews, and verifying sources (Hill & Bakker 2013; Jian, Liu 2018; Schmitz Weiss 2015; Raymond & Lu 2011; Saldaña et al. 2017; Larsson & Ihlebaek 2017).

3. Methodology and Hypotheses

Among GPJ accredited in the German Press Gallery (n562) those with a private or professional Facebook account were selected. Subsequently, an anonymized online survey was conducted in which they responded to questions about their usage patterns, self-presentation and user interactions.

The study tests Singer's (2005) normalization hypothesis which suggests that journalists retain their professional norms when they adopt new media channels.

H1: GPJ use Facebook to comment on political topics. (Lasorsa et al. 2012)

H2: GPJ distribute content from media outlets they are associated with on Facebook. (Schmitz & Weiss 2015)

H3: GPJ use Facebook to interact with their audience. (Tandoc & Vos 2016; Larsson & Ihlebaek 2017)

4. Results

RQ2: GPJ use Facebook predominantly privately and less professionally. The normalization hypothesis cannot be confirmed. RQ1: The professional use is primarily based on the promotion of the journalist's own work or their media outlet's content (H1). Facebook is not being used to comment on political events (H2). Audience interactions are limited (H3) and do usually not exceed the level of narrating discussions relating to a post or fact-checking information. Most survey participants do not have a social media strategy but use Facebook intuitively and do not consider themselves to be professional users and even underline their private identity. The study is limited in generalizability due the exclusive reliance on political journalists from the German Press Gallery. The sample is small and these journalists strongly identify with their media outlets and often refrain from becoming well-known public figures, making it easier for them to retain a journalistic distance to their audiences. Future research is encouraged and could explore how media consumers react to the content that journalists generate on Facebook.

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Id: 21772

Title: "He and the paper had merged into one" An Analysis of the News Coverage of the Death of Israeli Journalists

Session Type: Individual submission

Authors:

Name: Moran Avital

Email: moran.avital (at) mail.huji.ac.il

Country: IL (Israel)

Affiliation: The Hebrew University of Jerusalem, Israel

Abstract: In covering the death of public figures, the news media report on newsworthy events, while also creating a collective mourning space and serving as agents of collective memory (Gibson, 2007; Kitch, 2005; Kitch and Hume, 2008). This ceremonial mourning space enables both journalists and the audience to grieve on a societal level, as they deliberate on the symbolic place the deceased held within society. Within this broader framework, this study focuses on the social category of deceased journalists and the ways in which their deaths are covered by their colleagues. Through such coverage, journalists engage in a metajournalistic discourse (Carlson, 2015), while referring reflexively to their own interpretive community (Carlson, 2007; Zelizer, 1993) and the social significance of their profession. Accordingly, an analysis of the ways in which journalists cover the deaths of their colleagues can shed light on both journalists' professional self-perceptions and general social perceptions of death.

The theoretical background integrates several bodies of knowledge: (1) The meaning of death in ancient and modern cultures, and the ways in which groups mourn the passing of their members, such as the classic works of Durkheim (1915/1976) and Aries (1981); (2) The ritualistic and ceremonial functions of the media (e.g., Carey, 1989; Couldry, 2003; Dayan and Katz, 1994; Hjarvard, 2008); (3) The role of the media and journalists in shaping collective memory (Kitch, 2005; Neiger, Zandberg and Meyers, 2014; Tenenboim-Weinblatt, 2013; Zelizer, 2008; Zelizer and Tenenboim-Weinblatt, 2014); and (4) the metajournalistic discourse (Carlson, 2015) and shared self-reflexive discourse of journalists about the social meaning of their profession (Carlson, 2007; Zelizer, 1993).

This paper addresses three research questions: (1) Which themes and discursive means are invoked by Israeli journalists in shaping the meaning of the deaths of members of their own professional community? (2) What are the characteristics of the reflexive and metajournalistic discourse Israeli journalists perform following the deaths of their colleagues? And (3) Were there changes in the coverage of the deaths of news editors and journalists over the years?

The methodology consists of a qualitative analysis of 249 news stories published in three leading Israeli dailies (Haaretz, Yedioth Ahronoth and HZofe/Makor-Rishon), during the seven-days following the deaths of 15 Israeli newspapers editors and reporters, who died between 1956 and 2018.

My findings suggest that, first, throughout the decades there is a growth in personalized and emotional tone when relating to the deceased. Hence, we see a rise of subjective reporting without it being perceived as inappropriate journalistic practice. Second, the retrospective overview of the deceased's lives creates a linkage between their professional and national identities. The nation and the profession are not presented as contradicting loyalties in journalistic identity. Rather, they are constructed as complementing and sustaining one another. Finally, the journalists' reflexive discourse emphasized the social significance of the profession they shared with the deceased, while scarcely relating to any challenges or threats to journalism as a profession.

Id: 21780

Title: Brazilian digital natives: which companies are moving away from the traditional legacy business model'

Session Type: Individual submission

Authors:

Name: Stefanie Silveira

Email: me (at) ssilveira.com

Country: BR (Brazil)

Affiliation: Federal University of Santa Catarina

Name: Elizabeth Saad

Email: bethsaad (at) gmail.com

Country: BR (Brazil)

Affiliation: University of Sao Paulo

Abstract: Recent studies and researches (HARLOW & SALAVERRÍA, 2016; MIOLI & NAFRÍA, 2017; SCOLARI & RODRIGUEZ-AMAT, 2018; WEISS et al, 2018; GARCÍA-AVILEZ et al, 2018; SALAVERRÍA, 2019) had indicated a growth of new online businesses, based on a start-up model, full-digital operation, and news content related to audience expectations and creative narrative formats in Latin America. In Brazil, specifically, there are at least 45 initiatives that were created in the last few years according to three mappings made by Agencia Publica (2014), Sembramedia (2016) and Volt DataLab (2017) and amplified by our own map research. These same references have also indicated that most legacy media businesses (based on traditional business/revenue models) had not changed or adapted to this new business ambiance. In our previous researches, we have found that innovation is a key concept and action that moves the change in a journalism context. Garcia-Avilez et al (2018) resumes journalism innovation as “the ability to react to changes in products, processes and services through the use of creative skills that allow the identification of a problem or need in a way that results in the introduction of something new that adds value to consumers, thereby promoting the viability this media organization”. Based on this scenario we intend to fulfill the following goals: to build a set of characteristics related to new online business formats and show how these indicators appear in Brazilian sample; to identify in this set how new online Brazilian businesses differ from a legacy media model. As a starting point, we’ve used the Salaverría’s (2017) typology but taking the innovation into account and the specific Brazilian cultural characteristics we needed to adapt the criteria. As our main hypothesis, we have that new Brazilian online businesses have many similarities to the legacy media model, considering that most of them have their roots on these previous companies. Consequently, our second hypothesis is that innovation in new Brazilian online businesses is not completely understood yet. The basic indicators used to analyze our sample are actions, products, business strategies, workers and working styles, and revenue sources. Authors like Kung (2017), Evens et al (2017), and Pavlik (2013) are also considered in our study, especially in the analytic phase. We’ve chosen a multi-method format considering the diversity of variables and resources in our media landscape. As so, the following steps were done: a) recent literature revision; b) sampling; c) analyze sample’s content related to typology using content analysis techniques; d) interviews and

data collecting; f) create a contextual framework for the findings. Our preliminary findings indicate that these new outlets are still linked to legacy media formats.

Id: 21785

Title: "Slow burning hate speech in Brazil - here to stay"

Session Type: Individual submission

Authors:

Name: Vanessa Cortez

Email: vanessalcl (at) gmail.com

Country: PT (Portugal)

Affiliation: INESC TEC / Universidade do Minho

Name: Luis Ant3nio Santos

Email: lsantos (at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: CECS / Universidade do Minho

Name: Rodrigo Maia

Email: rodrigo.ejcm (at) gmail.com

Country: PT (Portugal)

Affiliation: INESC TEC / Universidade do Porto

Name: Paula Fortuna

Email: paula.fortuna (at) fe.up.pt

Country: PT (Portugal)

Affiliation: INESC TEC / Porto & Universidad Pompeu Fabra - Spain

Name: S3rgio Nunes

Email: sergio.nunes (at) fe.up.pt

Country: PT (Portugal)

Affiliation: INESC-TEC / FEUP - Universidade do Porto

Abstract: The presence of intolerance and hate fueled speech in digital environments is not new but its relevance has significantly changed in the Brazilian context in the last year. The run-up to the Presidential election was clearly marked by two intertwined developments: increased political polarization namely on matters relating to minority rights and intense discourse production on social media. A confrontational strategy which deliberately tried to avoid traditional channels and/or methods of information verification and took advantage of the atomization and scale of networks dictated the political agenda whilst possibly establishing new behavior paths. Attempting to both identify these patterns of social network behavior and to assess their permanence after the end of the electoral campaign this study is focused on the production of hate speech on comments to news related tweets by 16 Brazilian media outlets between December 27th 2018 and January 13th 2019 (one week before and two weeks after the swearing in of the new President, Jair Messias Bolsonaro).

A dataset with 13,100 tweets relating to news stories gathering 394,115 replies was collected. A hate speech lexicon stemmed on Hatebase was used to identify offensive comments. We identified more than 600 pieces with replies containing explicit hate speech which were then categorized

according to hate target groups. We analyzed the source of these messages in terms of media outlets and news topic, in order to understand if current government related news provide an attractive environment for the hate speech phenomenon.

Furthermore, for the qualitative part of this work a few selected stories were observed in greater detail, employing content analysis, in order to assess if hate comments were anchored in political events or other comments.

The research has indicated that the production of hate speech remained relevant after the end of the electoral campaign, that inflammatory and derogatory discourse appears to be significant in news related to government officials' actions or speech, and that the social networks promoted chasm runs deep and will perhaps not be eliminated any time soon.

Id: 21827

Title: Los procesos de enseñanza-aprendizaje más allá del aula y de la universidad en el ámbito ciberperiodismo: experiencias de cooperación virtual internacional para la producción multimedia

Session Type: Individual submission

Authors:

Name: Ainara Larrondo-Ureta

Email: ainara.larrondo (at) ehu.eus

Country: ES (Spain)

Affiliation: Universidad del País Vasco

Name: Simón Peña-Fernández

Email: simon.pena (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Name: Juliana Fernandes-Teixeira

Email: julianafernandesrj (at) yahoo.com.br

Country: BR (Brazil)

Affiliation: University of Pirauí

Abstract: Esta comunicación presenta resultados de un proyecto financiado por la Universidad del País Vasco y desarrollado por el grupo especializado en innovación educativa (KZBerri), centrado en los procesos de enseñanza-aprendizaje en materias vinculadas al ciberperiodismo. Este ámbito profesional y de conocimiento representa uno de los principales motores del avance y la renovación pedagógica que los planes de estudio en Comunicación han venido experimentando en las últimas dos décadas, reforma que en Europa quedó materializada en el año 2010 con la implantación del Espacio Europeo de Educación Superior (EEES). La Universidad del País Vasco (UPV/EHU) fue pionera en esta renovación al introducir ya en el año 1996 la asignatura optativa “Periodismo electrónico” y, posteriormente, en el año 2010, la materia “Redacción Ciberperiodística”, común para sus tres grados en Comunicación Social (Periodismo, Publicidad y Comunicación Audiovisual). Este curso-materia se ha convertido en un vivero de innovación didáctica y desde el año 2017 ha sido objeto de la aplicación de diversas metodologías didácticas innovadores. El paper examina una de estas metodologías, sustentada en la colaboración internacional virtual entre alumnado de la UPV/EHU y alumnado de universidades del área iberoamericana punteras en ciberperiodismo, concretamente, las brasileñas Mato Grosso do Sul y Pirauí, y las portuguesas Beira Interior y Oporto. Durante el primer cuatrimestre del curso 2018/2019, estos alumnos se organizaron en cinco grupos de trabajo, cada uno integrado por dos alumnos brasileños, dos portugueses y uno vasco, los cuales desarrollaron de manera conjunta y en inglés coberturas informativas en profundidad para el desarrollo de multimedia web-only stories. Para el análisis de la experiencia se han aplicado diversos métodos cualitativos (encuestas a alumnado y profesorado, grupo de discusión y análisis de interacciones para la colaboración virtual). Los resultados que ofrece el paper arrojan luz para comprender las ventajas e inconvenientes derivadas de la introducción de factores como la colaboración virtual para la internacionalization at home (IaH) (Crowther et al., 2000; Harrison, 2005; Knight, 2007; Holmes & O’Neill, 2012) y el fomento del

plurilingüismo (Ishikura, 2015) en un área como el ciberperiodismo. Fundamentalmente, permiten reconocer si, al igual que ocurre en otros ámbitos, también la enseñanza del ciberperiodismo puede converger hoy a nivel internacional (Iberoamérica) y en qué aspectos.

Palabras clave: innovación, metodologías, enseñanza, ciberperiodismo, internacionalización.

Id: 21835

Title: Podcasting and constructive journalism ' changing audio narratives

Session Type: Individual submission

Authors:

Name: Mia Lindgren

Email: mia.lindgren (at) monash.edu

Country: AU (Australia)

Affiliation: Monash University

Abstract: Constructive or solution journalism is generating critical analysis from academics (see for example Hermans & Drok's overview in the 2018 special issue of Journalism Practice), as one way to reimagine futures of journalism and media. The journalistic approach is also engendering interest within media industries exploring ways to attract and engage with audiences. Proponents of this approach argue that the practice embodies the values of traditional, objective journalism while maintaining its core functions, such as holding governments accountable and alerting publics to potential threats. Critics see it resembling public relations or advocacy journalism. The premise is journalism that goes beyond coverage of social problems to provide roadmaps for solutions and spaces for action.

Little attention has been placed on the intersection between podcasting and constructive journalism. Applying constructive journalism to podcast forms, provides an unexplored opportunity to examine how audio storytelling can offer journalism a practice that facilitates human connection and understanding. Podcasting's ability to create high engagement with listeners is illustrated by 80% of podcast listeners in Australia listening to the whole way through an episode, staying tuned for an average 48 minutes (ABC, 2017). New York Times' the Daily podcast is just one of many examples of 'print' journalism tuning into the power of audio reporting. Audiences can listen to a ubiquitous smartphone delivering journalistic content in a conversational way through the intimacy of the human voice. It's an attractive media form; in the US, podcast listenership has increased by almost 50% in four years (Edison Infinite Dial, 2018).

This study applies a constructive journalism framework on podcast series about the global threats from 'superbugs', or antimicrobial resistance. It combines practice-led research methodology with content analysis of 'superbugs' podcasts to interrogate if and how podcast storytelling can demonstrate the impact of critical and independent journalism while also providing 'possibilities for action, prospects and hope, adding an additional "W" journalism question: "What next?"' (Meier, 2018). Informed by Meier's audience experiments highlighting the potential of audio narratives in constructive journalism, the study examines in detail what podcast genres and forms can enable listeners to come to grip with a significant global threat to human health and society.

Id: 21923

Title: VERDADES EXPUESTAS: PERIODISMO DE INVESTIGACIÓN EN COLOMBIA

Session Type: Individual submission

Authors:

Name: Angela Tellez

Email: angelamarte21 (at) gmail.com

Country: CO (Colombia)

Affiliation: Uniminuto

Name: Lina Leal

Email: linamarialeal (at) gmail.com

Country: CO (Colombia)

Affiliation: Uniminuto

Abstract: Somos periodistas, docentes e investigadoras. Teníamos el objetivo de reconocer y visibilizar el periodismo de investigación (PI) en Colombia. Recorrimos diferentes regiones del país en busca de relatos de vida de periodistas que se han dedicado a esta actividad, tanto en zonas urbanas como rurales. Logramos identificar a los y las periodistas que lo han ejercido, así como los principales hitos históricos que suscitaron debates y fueron campo de desarrollo del PI en el país.

Algunos de los resultados de esta investigación se recogen en un libro con 35 relatos de vida, material de consulta que enriquecerá el ejercicio de la docencia, tan necesario en tiempos de la “post-verdad” y las noticias falsas. En los relatos se visibilizan persecuciones, amenazas y otras formas de violencia a las que han sido y son todavía sometidos los periodistas durante su ejercicio profesional.

El método para armar los relatos se relaciona con el que se usa al hacer PI, es el método que han utilizado periodistas colombianos como Arturo Alape: transcripción de entrevistas y anotaciones sobre el personaje, jerarquización de acuerdo con los momentos más dramáticos de las historias, y construcción del relato. Las entrevistas son una herramienta propia del oficio, y a partir de ellas se construyen historias. Se han realizado también una serie de piezas audiovisuales que aportan a la construcción de memoria. Todo esto da lugar a la primera obra completa en relación con la concepción, historia y reflexión del PI en Colombia.

El proyecto se realizó en 3 fases: En la primera se realizó un registro de documentos escritos y visuales (relacionados, contextuales y teóricos) desde 1900 hasta la actualidad. Un referente importante fue Gerardo Reyes, quien sostiene que “el periodismo de investigación es la reportería que se realiza a través de la iniciativa y el trabajo del periodista, sobre asuntos de importancia que algunas personas y organizaciones desean mantener en secreto”. La UNESCO también ha promovido el debate sobre la responsabilidad social del oficio y en 2013 elaboró un manual emblemático del PI, señalando que debe encarnar una labor “fiscalizadora” para el buen y equilibrado funcionamiento de un país y de una sociedad equitativa, ya que es un ejercicio de profundización en los hechos para plasmar y hablar al lector con la realidad tal y como es.

En la segunda fase se abordaron periodistas, algunos en las ciudades principales y otros en zonas alejadas y rurales, en las que se dificulta el ejercicio de esta labor. También se tuvo una mirada de género, y hacemos especial énfasis en los retos que enfrentan las mujeres al ejercer el PI: agresiones, intimidaciones, estigmas y discriminaciones.

Por último, se construyeron los relatos de vida y se realizaron las piezas audiovisuales. Con estos resultados esperamos tender un puente entre las formas tradicionales de realizar investigaciones periodísticas, y las nuevas formas de acceder y contrastar la información que permiten las nuevas tecnologías. Esperamos contagiar a nuestros estudiantes el amor por el trabajo riguroso y responsable en pro de la verdad.

Id: 21930

Title: City journalist and the making of a music city

Session Type: Individual submission

Authors:

Name: Andrea Baker

Email: andrea.baker (at) monash.edu

Country: AU (Australia)

Affiliation: Monash University, School of Media, Film and Journalism

Abstract: The vibrant cultural economy, with its links to intense music activity and “urban sociability” (Creed-Rowan, 2017, p.1), has forced city journalists to assess what is a music city in their reportage. This paper asks three key questions. Is a music city a place of memory embedded in public and private spaces and venues? Is it a location in regional and global networks? Or is a music city, an arena wherein music communities form and reproduce themselves? Grounded in mixed methods research, based on rigorous, place-specific, exemplar music city case studies of Melbourne, Austin and Berlin, this paper highlights that a music city is all of the above. Tracing the discourse of urban sociability which illustrates the importance of a music city’s social, cultural and emotional life, over and above its economic value, it highlights the important role of city journalists within the music cities sphere. As Robert Ezra Park (1952, p.79) city journalist turned sociologist and co-founder (with Ernest Burgess and Louis Wirth) of the Chicago School of Urban Sociology in the US during the 1920s notes, “Great cities have always been melting pots of race and of cultures”. Author of *The Culture of Cities* (1938, updated in 1970) and long-time urban critic for *The New Yorker*, Lewis Mumford expands on Park’s point, by adding, “through a complex orchestration of time and space... life in the city takes on the character of a symphony” (1970, p.4). City journalist and author of the seminal text, *The Death and Life of Great American Cities* (1961) Jane Jacobs concurs, noting that the city is a lively creative village. She argues that, it is not the nation-state, but rather the city that is the true player in the global, cultural economy. Building on seminal work by Park (1952), Mumford (1938) and Jacobs (1961), the paper argues that journalists are the cultural branders and street theorists whose ethnographic approach offers critical insights into the urban sociability of music activity.

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Id: 21966

Title: Investigating Truths: How Arab investigative reporters are using data journalism to uncover stories

Session Type: Individual submission

Authors:

Name: Saba Bebawi

Email: saba.bebawi (at) uts.edu.au

Country: AU (Australia)

Affiliation: University of Technology Sydney (UTS)

Abstract: The historic evolvement of investigative reporting has not been systematic in the Arab world, nor has it developed in a regular and routine form. In fact, its emergence can be better characterised as chaotic and dispersed, where its successes in achieving change and making an impact have been occasional. Therefore, the evolution of investigative journalism does not translate into a continuous historical narrative; rather, it can be described as a cyclical evolution that is dependent on particular circumstances and conditions that relate to the media institution; the journalist; and the political, economic, and social conditions at the time. In light of this, access to data remains a particular challenge to Arab investigative reporters, where archival material is limited. In addition, in a region of high political activity and corruptive systems, providing access to information to citizens, including journalists, puts the government and officials in jeopardy; therefore, it is not within their interest to promote or facilitate any Freedom of Information (FOI) laws that facilitate access to information.

Yet Arab investigative reporters are finding ways of uncovering information and using data journalism to tell their stories, changing what used to be an 'emotive' form of Arab journalism to that of a fact-finding and fact-checking form of journalism. This study is part of a larger project that aims to understand how Arab investigative journalism is evolving independently of western journalistic models. Based on case studies and surveys, this paper will methodologically and conceptually discuss how Arab journalists in general—and investigative reporters in particular—are uncovering stories in light of the restrictions placed upon them within the Arab region, and yet also the opportunities that technological tools and digital storytelling have to offer.

Id: 22001

Title: How Facebook Transformed News Production and Distribution: An Examination of News Media Organizations and Social Media Curators in Taiwan

Session Type: Individual submission

Authors:

Name: Hui-Ju Tsai

Email: hjtsai (at) mail.tku.edu.tw

Country: TW (Taiwan)

Affiliation: Tamkang University

Name: YU-PENG LIN

Email: aaxypli (at) nottingham.ac.uk

Country: GB (United Kingdom)

Affiliation: The University of Nottingham, PhD student in Film and Television Studies

Abstract: Throughout the years, news media has depended on social media platforms, such as Facebook and Twitter. According to a 2017 investigation by the Institute for Information Industry, Facebook is the most popular social media in Taiwan. To attract these Facebook users, news media organizations in Taiwan have generated a new role in the form of social media content curators. Content curators attempt to widely distribute news and to make it more visible on Facebook. As such, while content curators post news on Facebook, they also reintroduce the news to please the platform's users. The easiest way to reintroduce the news is to package it in a softer and more entertaining form. In other words, stories that appear more entertaining attract a greater number of users to news sites than stories that appear to tackle public issues. Content curators must also respond promptly and forcefully to Facebook's users, actions which are usually taken to make the news more visible and popular than to promote public discussion. In doing so, content curators adopt a potentially extreme strategy: to provoke or to please Facebook users and to increase the click through rate (CTR) or engagement rate for specific stories. In sum, content curators represent the growing trend of Facebook's influence and symbolize an evolution in news distribution and production from traditional journalism and the types of digital journalism that were prevalent years ago.

This research explores the role that content curators play in news distribution and production for news media organizations. The research also adopts the concept of Graham Murdock's Digital Commons (2005, 2013, 2018) and a critical political economic approach to social media (Fuchs, 2014, 2018). By applying this concept and framework, this research investigates structural factors, such as how the newsroom has changed since the introduction of content curators, and examines how the online practice of content commons is influenced by Facebook.

In order to explore the complete landscape of Taiwan's digital age, this research employs interviews and online ethnography for its methodology, questioning content curators from four major news media organizations—Apple Daily, Liberty Times, the United Daily News, and the China Times—and observing their online practices on Facebook, which include their approaches for reintroducing the news and their ways of interacting with Facebook users.

Finally, by shifting the focus away from Facebook's predominantly criticized algorithm, this research is expected to provide a new perspective on the development of digital journalism through the structural dynamic that the platform influences.

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Id: 22024

Title: When words fail us: Trauma and journalists

Session Type: Individual submission

Authors:

Name: Kerry Green

Email: kerry.green (at) unisa.edu.au

Country: AU (Australia)

Affiliation: School of Communication, International Studies and Languages University of South Australia

Name: Sharon Smith

Email: sharon.smith (at) mymail.unisa.edu.au

Country: AU (Australia)

Affiliation: University of South Australia

Abstract: Considerable research into the effects of difficult news assignments has revealed the potential to traumatise journalists (Ricchiardi 1999; Smith, Drevo & Newman 2017; Simpson & Cote 2006, and, in Australia, McMahon 2016; McMahon & McLellan 2008). While research has investigated the effects of trauma on the health of journalists, little research has been undertaken into the effects of trauma on journalists' most crucial skill – their ability to communicate. The lack of research is concerning, given that communicating is at the core of journalism's function in society. Society relies on having detailed and accurate access to information, to enable its members to make rational decisions – without good information, society functions at a less than optimal level. If journalists' ability to communicate is affected by traumatising assignments, are their messages to society damaged? The propensity for communication failure is recognised in terms like "dumbstruck" – where shocking situations leave people unable to speak. Professor Sandy McFarlane (Adelaide University) talks of traumatic situations "when words fail us" – when we find ourselves in situations so stressful that we are unable to explain or vocalise what is happening to us: We are literally struck dumb. For most, such situations are distressing, but for journalists they are doubly catastrophic. Being exposed to such situations may in itself be damaging; but to then be unable to use words – the very currency of journalism – is akin to stripping every vestige of professional worth from a journalist.

What happens, then, when journalists experience trauma? Can the experience be so challenging that those affected change the way they work? Is this why some journalists move into softer news like feature writing? Is it why others move out of the industry altogether? Perhaps a more interesting question to ask is: Does it affect the way people write? Do they move from news of conflict approaches to, say, human interest approaches?

This paper uses content and discourse analysis to examine the work of five Australian journalists who have recorded their experiences in difficult reporting assignments. It uses Leximancer software and discourse analysis to examine their bodies of work before and after stressful assignments, to reveal changes in the themes and news values they deal with. The research aims to provide insights into the ways in which traumatising reporting assignments can change journalists' approach to the news.

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Id: 22059

Title: [Panel] Pushing Boundaries: On Creativity as an Essential Toolkit for Professional and Academic Practice, Panel description

Session Type: Panel Submission

Authors:

Name: Cristina Archetti

Email: cristina.archetti (at) media.uio.no

Country: NO (Norway)

Affiliation: University of Oslo

Abstract: MODERATOR: Mark Deuze, University of Amsterdam, M.J.P.Deuze (at) uva.nl
DISCUSSANT: Nick Couldry, LSE (London School of Economics and Political Science),
N.Couldry (at) lse.ac.uk

FRAMING TEXT

The panel aims to demonstrate the potential of creativity in all aspects of academic life: teaching, research (method and presentation), as well as achieving work-life balance as a scholar. Bringing in experiences from the outside into the collegiate classroom, experimenting methodologically beyond the traditional quantitative/qualitative binary, and presenting work through ‘alternative’ mediums (such as poetry, song, dance, or any other kind of theatrical performance) does not necessarily mean sacrificing rigor and “scientificity.” To the contrary, integrating creative practices through all spheres of work as an academic opens up thus far unexplored avenues for pedagogical, theoretical and epistemological innovation. Creativity also raises opportunities for dialogue across research fields, with non-academic audiences and with practitioners, truly enabling a fusion of horizons.

RATIONALE

This panel is located in the context of a higher-education environment in which researchers are increasingly under pressure to prove their relevance to society, policy, professional practice and engage beyond the boundaries of academia. It also responds to the numerous “turns” that have taken place over the last decades in the Social Sciences and Humanities: invitations to pay attention to narrative, affect, materiality, practice, and embodiment. Although calls have been made to apply more creative methods—in political communication, for instance—or to investigate emotion—as in journalism and new media—these have only been partly followed up.

There is thus an urgent need to both question and push the boundaries of how we do media and communication research: the range of topics we investigate; the nature of the data we rely on; the tools we use; who we collaborate with; how we present and teach our work and who we communicate our results to; and for whose benefit. We argue that, by more deliberately embracing creativity as a concept as well as a lived practice, it is possible to pursue innovative, engaged and engaging research - while enhancing academic rigour.

The panel brings together scholars from across Europe who are in different stages of their careers. All are deeply engaged with creativity - in their teaching, in their lives outside of academia (doing theatrical work, making music, writing poetry), in the way they do research and try to publish their

work. The panelists discuss the multifaceted contributions creativity makes to the fields of media and communication research, from showcasing different conceptualizations of creativity and its role beyond the walls of academia (Deuze and Agirreazkuenaga), to illustrating the empirical contribution of creative practices (Archetti, Giese), the opportunities offered by creative non-fiction in producing text that is both engaging and geared towards making a difference (Kotisova), the contribution creativity makes to teaching (Tellería), to the part it plays in reflexivity and cross-disciplinarity in the research process (Wagemans). As an expert respondent, Nick Couldry (LSE) will offer his reflections on the work discussed in this panel.

Id: 22060

Title: Re-skilling as form of co-evolution: Types of 'journalist experts' working for digital platforms

Session Type: Individual submission

Authors:

Name: Sarah GANTER

Email: sganter (at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Name: Abdelrahman Fakida

Email: abdelrahman_fakida (at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: Digital platforms have integrated journalism as a business model into their own organizational DNA. In this paper, we examine the platforms' "communicative abilities" (Schmidt, 2008) to adapt journalist experts' knowledge according to own organizational imperatives. In doing that, we develop upon the idea of "co-evolution" (Latzner, 2013), which describes the process of interactions that result in gradual adaptations between different systems. Researching this gradual adaptation is important, as discussions about whether or not platforms are media organizations, are relevant for future regulatory decisions regarding the contents moderated and distributed through platforms (Napoli & Caplan, 2016). Journalism literature has examined professional role perceptions, identities and related normative considerations (Carlson & Lewis, 2015; Kreiss, 2019). New media has been described as a working environment in which re-skilling is a constant practice (Kotamraju, 2002). In the platform age, journalists are increasingly confronted with demands to re-skill according to organizational imperatives deriving from digital platforms. In our analysis, we define four different types of 'journalist experts' that are reinvented in the organizational environment of digital platform companies.

Our analysis draws from Kotamraju's study (2002) on web design skills and the reinvented worker. We collected documents issued by platform companies, in which roles of the "journalist expert" are manifested. Documents are job announcements of the platform companies particularly aimed at journalists, which we retrieved from the general job market sites like linkedin.com, xing.com, and journalism-specific online job markets, such as journalismjobs.com and indeed.com (N= 60). Findings of our qualitative thematic (Herzog et. al., 2017) analysis suggest that re-skilling of journalist expert is a common practice across digital platform companies. This practice triggers the rise of a new type of journalist, the 'expert journalist' -a journalist who is expected to cater their professional experience in different strategic positions to help digital platform companies navigating the tensions they experience as new players in the content industries. Our data show that types of 'expert journalists' vary across different digital platforms. Each of these types emphasizes different skill sets and places 'journalist experts' in different hierarchies and strands within the organizations. Different types emphasize the a) strategic ('the decision-maker') b) technical ('the

adviser’) c) implementational (‘the interpreter’) and d) communicative (‘the persuader’) importance for the company.

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Napoli P & Caplan R (2017). Why media companies insist they're not media companies, why they're wrong, and why it matters. *First Monday*, 22(5). doi: <http://dx.doi.org/10.5210/fm.v22i5.7051>

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Id: 22070

Title: Getting Under the Skin: Evocative Writing, Poetry and Performance in Political Communication Research

Session Type: Panel Submission

Authors:

Name: Cristina Archetti

Email: cristina.archetti (at) media.uio.no

Country: NO (Norway)

Affiliation: University of Oslo

Abstract: The paper draws on the presenter's experience of using creative methods, beside more "traditional" ones, to investigate and develop a new theoretical framework about the causes and political consequences of silence in the 21st century. The model is developed through the case study of the communication blackout surrounding involuntary childlessness (i.e. childlessness not by choice). Its mechanisms, however, can apply to other groups who are unable to get their voices publicly heard and whose identity is defined by embodied features (individuals affected by illness, disability, or sexual, racial and ethnic minorities).

The argument is that creativity—in the form of evocative writing, poetry and performance in this case—makes unique contributions to political communication research that are not limited to the use of unusual methodological tools but, importantly, also extend to breaking new conceptual ground. In relation to the study at hand, creative methods provided support to mapping the mechanisms through which suffering and pain felt inside the body translate into silence, exclusion from public debate, and lack of political representation—a process that happens through intermediate steps that involve, among others, the role of the media in the narrative construction of the body and the self. Such "embodied" understanding of silence significantly extends current explanations for this phenomenon that span sociolinguistic approaches, theories of stigma, the "spiral of silence," and the "sphere of deviance."

Creative methods, more specifically, made four contributions. First as a tool of investigation: in a field that tends to rely on the analysis of what is being explicitly said/written, they enable exploring what is embodied and unspoken. They also enable exploring new vocabulary for feelings, practices, circumstance for which silenced groups do not have other scripts than those provided by the "majority." Second, as a tool of engagement: by involving academic and external audiences both analytically and emotionally, creative methods support deeper understanding. Third, creative methods are a tool of reflexivity: by helping the investigator keep track of the "I" within the practice of research and identify, unravel, and develop those connections among data for which coherent words have not yet been found. In this respect, creative methods allow embracing a different way of working in which intuition (which always characterizes the research process, even if this remains largely unacknowledged) is valued and respected. Fourth, creative methods are a tool of change: particularly through the dimension of evocative storytelling, they have the power to transform reality. Stories are constitutive of reality, thus performative. Both in the perspective of the teller, but also in that of the listening audience, whether through a poem or a performance, a story

can help healing and restore damaged identities, thereby leading to (at least a beginning of) social and political change.

Id: 22071

Title: Conceptualizing Creativity in Research and Practice

Session Type: Panel Submission

Authors:

Name: Mark Deuze

Email: M.J.P.Deuze (at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Name: Irati Agirreazkuenaga

Email: irati.agirreazkuenaga (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Abstract: In this presentation, we will argue that creativity is (or should be) a broadly conceived benchmark for scholarly practice, studies and education, with a triple implication: creativity is a concept that informs what we are looking for when educating or doing scholarly work, it is a guide for the range of pedagogical and research methods at our disposal, as well as an inspiration for the kind of stories we can tell about our projects.

Creativity tends to be perceived as either romantic, inspirational, or rational: as a mystical stroke of genius, as some kind of external force acting upon you, or as the result of hard work and commitment to the craft. In terms of politics and the economy it must be noted how the concept of creativity has been hijacked - especially since the late 1990s rhetoric of 'creative industries' and third-way politics - to capitalize on the romantic and inspirational attraction of creativity. Critically we also have to note how these views on creativity tend to ignore or bypass the distinctly networked, communal and social nature of creativity - as any creative act takes place (and is therefore produced by) a context (or caregiving, nurturing, challenging, pushing, encouraging, and otherwise instrumentally engaging others).

It is our contention that we have wrestle back control over the concept of creativity, and reclaim it as a crucial part of the craft of being a socially responsible academic. By way of example, we will highlight the role creativity plays in the work that we do in securing financing for our research, finding multiple ways to publish and disseminate our work, establishing a more or less healthy work-life balance, and embracing non-conventional students and pedagogies.

Id: 22073

Title: Creative Nonfiction in Journalism Studies: Towards More Engaging and Engaged Research

Session Type: Panel Submission

Authors:

Name: Johana Kotisova

Email: johana.kotisova (at) ff.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Charles University

Abstract: The paper aims at proposing, explaining and illustrating the use and advantages of “creative nonfiction” as a style of writing social science. Based on my ethnographic research of European “crisis reporters” professional identity and emotional labour, written in the form of a novel about a fictional journalist, I identify five main functions of the use of creative nonfiction in social-scientific research.

The first part of the paper is theoretical-methodological: it introduces creative nonfiction as a method of writing which brings together empirical material and fiction. The principle of creative nonfiction resides in combining the most reliable information (i.e. factual narrative) with an imaginative and narrative approach (i.e. fictional narrative). The method of writing grew out of “the new journalism” together with feminist and postmodernist criticisms of earlier qualitative research reporting simulating an “omniscient” narrative (the use of the plural by a single author, or passive voice) and out of their deliberate attempts to reposition the author and the reader. The theoretical framework thus consists not only of current applications of creative nonfiction in social-scientific research, but also of seminal work of major postmodernist sociologists, anthropologists, and literary theorists. Intimate links between social sciences and literature and the enriching potential of artistic inspiration have been recognized, for example, by Zygmunt Bauman and Clifford Geertz.

While creative nonfiction poses some challenges to the reader – most notably, the combination of fact and fiction in one discourse makes it complicated to determine the Genettian “reading horizon” or to focalize the narrative – and can raise concern about scientific rigour, it has also numerous advantages. In the second part of the paper, I specify how social-scientific research writing can profit from the intersections of the factual and fictional narratives. Drawing from my ethnographic data on crisis reporters and from current research, I identify and illustrate five main functions of these intersections: illustrative, allegorical, organizing, effective, and self-reflexive.

Finally, I discuss ethical implications of the approach, and suggest that writing social science in the style of creative nonfiction can help to produce more engaging and engaged texts. In other words, stretching the boundaries of social science by writing creative nonfiction can help to bridge the persisting gap between researchers, their communication partners, research participants and other relevant non-academic social actors.

Id: 22077

Title: Finding the words: Experiencing cross-disciplinary collaboration in journalistic innovation through metaphor

Session Type: Panel Submission

Authors:

Name: Andrea Wagemans

Email: j.m.wagemans (at) rug.nl

Country: NL (Netherlands)

Affiliation: University of Groningen

Abstract: In this paper, I show how metaphors allow us to analyse and present cross-disciplinary collaboration in journalism innovation in a way that does justice to the complex, changing and multiple nature of such processes. I present a case study of a cross-disciplinary project aimed at developing and implementing a digital creativity tool for journalists (the EU Innovation Action INJECT1), in which I was involved as a researcher, marketer and tester. As such, I had unique access to stories previously untold, that I recorded in an auto-ethnographic research diary. Adopting an experiential approach to researching this cross-disciplinary project allowed me to gain experiential knowledge, adding a first-person embodied perspective. This is crucial, as much social and cultural practice is never. However, there is a challenge in adequately capturing the complexity, dynamism and messiness of experience in telling those stories, as well as a risk in subconsciously giving too much weight to our 'experiential luggage' in interpreting and presenting the data.

This paper explores metaphors as a specific language device to deal with these challenges in bridging embodied experience to academic analysis. It argues that, through metaphor, we are able to develop truly new understandings, capture movement, and tell multi-perspectival stories in our research. For Lakoff and Johnson (1980), metaphors “are capable of giving us a new understanding of our experience. Thus, they can give new meaning to our pasts, to our daily activity, and to what we know and believe”. As they are grounded in our experiences, metaphors are dynamic as well as multiple; a metaphor means something different to people with different experiences, and changes with experience. As such, understanding and describing the phenomena we study through metaphors leaves space for new, dynamic and multiple perspectives in our analyses.

Using free verse poetry and impressionist tales, I will illustrate how metaphors helped me to make sense of my experiences, give space to the experiences of others, tell multi-perspectival and non-linear stories about journalism innovation processes, and theorise multidisciplinary collaboration beyond disciplinary boundaries.

Id: 22081

Title: Embodied Memories: Dance as an Access Point to Belonging and Identity in the Diasporic Space in Tower Hamlets, London

Session Type: Panel Submission

Authors:

Name: Julia Giese

Email: J.Giese (at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London

Abstract: This paper explores the potential of community dance practice to gain a deeper understanding of the ways in which belonging and identity among diasporic groups are communicated. Only relying on language-based approaches, e.g. traditional qualitative interviews, typically results in the cul-de-sac of a 'silence-versus-testimony binary' where many marginalised voices are often not heard or not included. This is why this study proposes a more creative way to capture the experiences and processes of identity making among Bangladeshi women in Tower Hamlets, London.

Silence seems to be the predominant reaction to the traumatic political memories within this community. This is especially true for the gendered violence that many women experienced after the 1947 Partition of British India as well as during the Bangladeshi liberation war in 1971. Both processes led to a geopolitisation and nationalisation of women's bodies, which is why a methodology has to be applied that is able to directly access the body and put it at the core of its analyses. Further, the state of emergency in which women found themselves during Partition and the liberation war, and which made many of them refugees, is indefinitely prolonged through impunity of the violence committed against them and mechanisms of marginalisation, discrimination and racism existing today in the diasporic space in London.

While those stories have been collected through approaches of oral history within South Asia, the diaspora has only recently been included in those analyses. Accessing the diasporic space through a creative combination of multi-disciplinary methods from both the social sciences and performance studies, dance will be explored both as a field of political communication and knowledge-production, and as a method to explore embodied memories of political ruptures and migration. This research studies both professional and vernacular forms of dance among the Bangladeshi community in Tower Hamlets, London to include varied embodied stories of diasporic subjects. By shifting the attention to the performing arts as a carrier of women's memories and identities, this project can contribute to including silenced narratives of racialised, sexualised, gendered and religionised women to the making of history, and pays respect to their diasporic identities today.

Id: 22082

Title: Improving Creativity with Design Thinking on Cross, Multi or Transmedia Projects

Session Type: Panel Submission

Authors:

Name: Ana Serrano Tellería

Email: ana.serrano (at) uclm.es

Country: ES (Spain)

Affiliation: University of Castilla La Mancha

Abstract: The aim of this paper is to present how Design Thinking is applied to the specific syllabus of 'Multimedia Journalism' given both a cross, multi or transmedia theoretical and practical approach. This subject is taught during the first four-month period of the fourth year in the Journalism Degree and it is conceived as a workshop in which students develop a cross, multi or transmedia project.

The official name of the subject is 'Multimedia Journalism Workshop'; although, since I started teaching it on 2016/17 course, I have incorporated the transmedia perspective into it. Why? Because I consider that the projects of the students may also be able to go from the multi or crossmedia base to the creation of the transmedia universe. In fact, I highly encourage them to embrace a transmedia development, at least, to try to experiment with it.

The main results observed in the process of applying the Design Thinking method to this type of projects are the relevance of developing prior conceptual maps and the ability to be flexible to adapt to the ongoing change. When students were interviewed about the benefits of dedicating the required time to reflect on the conceptual maps, they admitted that these maps assisted them to organize ideas and promote new ones (never imagined).

Stanford University's d.school[1] and The New School[2] have been outstanding references to follow when I decided to apply the Design Thinking approach to 'Multimedia Journalism Workshop'. Both Poynter.org[3] and Niemanlab.org also dedicated an in deep view on how this methodology has been applied successfully in education as well as in some media.

Preliminary conclusions obtained highlight the need for dedicating the required time to let students interiorize and properly understand the necessity and functionality of the conceptual maps before reaching a technology (application, device, platform, etc.). This appreciation is in line with recommendations given by some experts at laboratories such as RTVE.es, BBC.co.uk, Nytimes.com, Washingtonpost.com, Theguardian.es.

Despite deploying some difficulties at the beginning of the process for various reasons like: concretizing the objectives, prioritizing main and secondary issues/topics, wanting to apply/reach technology as soon as possible, loosing themselves in anxiety and so on; most students ended up their projects quite successfully. Even more, most of them also perceived their own difficulties during the starting process of developing the conceptual maps and perceived this method as a suitable one because it allowed them to recognize those problems in the right time to be able to

overcome them afterwards. Another input was that conceptual maps assisted them in imaging new ideas and the way to deploying them practically. They were astonished by how this method helped them to be creative.

[1]URL [<https://dschool.stanford.edu>]

[2]Building a j-school from scratch: How The New School aims to bring journalism and design together.URL [<http://www.niemanlab.org/2015/08/building-a-j-school-from-scratch-how-the-new-school-aims-to-bring-journalism-and-design-together/>]

[3]Journalism case studies that apply design thinking. URL

[<https://www.poynter.org/news/journalism-case-studies-apply-design-thinking>]

Id: 22128

Title: Journalistic professional roles as an object of study. A meta-research of international peer-reviewed journals.

Session Type: Individual submission

Authors:

Name: Enric Saperas

Email: enric.saperas (at) urjc.es

Country: ES (Spain)

Affiliation: King Juan Carlos University

Name: Ángel Carrasco-Campos

Email: angel.carrasco.campos (at) soc.uva.es

Country: ES (Spain)

Affiliation: University of Valladolid

Abstract: Research on journalistic cultures and professionalism has consolidated as an emerging field for international research on Journalism Studies in the context of the digital transition (Mellado, Hellmueller & Donsbach, 2017). For this disciplinary field, the study of the journalistic roles has a central position, as it should be considered one of the most innovative contributions for the scientific study of journalism in global societies. This presentation aims for a systematic observation of current academic research on the journalistic professional roles, by presenting preliminary results of the analysis of journalism research focused on journalistic roles as an object of study. Meta-research techniques have been applied to a sample of journal articles published on this regard by four top peer-reviewed journals over a five-years period (2014-2018). As peer-reviewed journals must be considered one of the main institutional framework for nowadays scientific communities of any discipline, its study is useful not only to explain how researchers develop and disseminate scientific knowledge, but also to understand the different agents involved in science and their knowledge interests.

The purpose of meta-research is to study scientific production published by peer-reviewed journals by the application of a coding protocol on journal articles, which is oriented to the systematic description of their structure and contents. Meta-research can be a methodological innovation for the study of scientific production in a complementary perspective to meta-analysis. While meta-analysis is a research modality based on complex statistic procedures oriented to observe the hypotheses and results published in journal articles and other scientific documents, meta-research focuses on the systematic study of research practices and procedures such as research interests, methodologies, research techniques and instruments, or the uses of theory. The authors of this proposal have designed a specific coding sheet which has been tested and applied in previous research (Saperas & Carrasco-Campos, 2015, 2018). This coding sheet includes 30 variables and 242 indicators to observe the core elements of research procedures (authorship, objects of study, research techniques, objectives and hypothesis, research instruments, theoretical frameworks). For the specific study of journalistic roles new variables were included.

The research objective for this paper is to describe the operationalization of research on journalistic roles published in 108 articles by the four leading peer-reviewed journals focused on Journalism Studies, according to the SJR-Scimago ranking on Communication: Journalism & Mass

Communication Quarterly, Journalism, Journalism Studies and Journalism Practice (all of these journals rank in Q1 of the aforementioned ranking). Specifically, it will focus on the identification of the geographical and institutional adscription of the authors of the papers (RO1), the research topics in which studies on journalistic roles were developed (e.g. political journalism, professional autonomy) (RO2), and the specific journalistic roles investigated on the sampled papers (e.g. watchdog role, advocacy role, civic role) (RO3). This research is part of a R&D project funded by the Spanish Ministry of Science, Innovation and Universities (National Programme for Fostering Excellence in Scientific and Technical Research by the Spanish Ministry of Science, Innovation and Universities).

Id: 22180

Title: Beyond Fact-Checking and Verification: Incorporating Citizen Needs into Disinformation Countermeasures

Session Type: Individual submission

Authors:

Name: Eileen Culloty

Email: eileen.culloty (at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Name: Jane Suiter

Email: jane.suiter (at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: Disinformation presents a major threat to social and political stability as it undermines the legitimacy of factual claims and the role of journalism as a fourth estate. In response to this threat, there has been a rapid rise in online information supports that aim to safeguard citizens against false or misleading information. Fact-checking and verification initiatives determine the accuracy and authenticity of online content while trust labels evaluate the credibility of online sources. Globally, such initiatives are gaining support from a wide range of media outlets, policy actors, and technology developers. However, the effectiveness of these countermeasures is dependent upon their ability to address the information needs of citizens including the range of political, technological, and societal factors that underpin post-truth culture. Currently, the information needs of citizens are poorly understood and existing research indicates that corrections are ineffective for certain demographic groups and may even reinforce or amplify false information. In this context, we present a research agenda for incorporating citizen needs into disinformation countermeasures. Arguing against the assumption that disinformation may be countered through exposure to correct information, we propose that countermeasures need to be grounded in research from three overlapping areas: (1) a theoretical understanding of how new social and political identities are shaping the wider context of post-truth culture; (2) an empirical understanding of how citizens evaluate online information vis-à-vis their identities and prior beliefs; and (3) an empirical understanding of the effectiveness of different kinds of information support across demographic groups and disinformation contexts. Ultimately, we argue that efforts to counter disinformation need to shift from a fact-centred model based on authoritative corrections to a citizen-centred model that is responsive to diverse information needs, attitudes, and practices. This argument is supplemented with findings from focus group research in Ireland and Spain. Working with older (40-60 years) and younger (20-30 years) cohorts, we investigate the links between citizens media consumption patterns, attitudes towards controversial information, and evaluations of different kinds of information support. These findings contribute to a deeper understanding of the disinformation environment from the perspective of citizens and to the development of more robust countermeasures that meet the needs of citizens. This research is undertaken as part of a European Commission H2020 project on countering disinformation (grant number 825227).

Id: 22199

Title: At the junction of community engagement, politics and media work ' Hyperlocal makers in Finland, Sweden and Russia

Session Type: Individual submission

Authors:

Name: Jaana Hujanen

Email: jaana.hujanen (at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki, The Swedish School of Social Science

Name: Katja Lehtisaari

Email: katja.lehtisaari (at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Abstract: According to previous research, the aims, functions and work practices of hyperlocal start-ups and citizen or community initiated information sharing vary (Konieczna & Robinson, 2014, Ahva, 2017). We know less about how emerging forms of local media and hyperlocal practitioners' perceptions on their roles are constructed as a part of wider media ecosystems and journalism cultures. However, this is a question of major importance as hyperlocal services can offer means to local communities as well as new groups of people to individual expression as well as social participation. In this article, we examine how Nordic and Russian hyperlocal practitioners conceptualize and define their roles and aims in relation to surrounding local communities, focusing on the possibilities, needs and limits given by the different media ecosystems and models (Dobek-Ostrowska, Glowacki, Jakubowicz, & Süközd, 2010; Hallin & Mancini, 2004). Of special interest are the notions of authorship, critical local information, community engagement and political participation. The data set, covering Finland, Sweden and Russia, allows comparison between media in democratic and non-democratic countries and answers the call for inclusion of non-Western countries in comparative studies on journalism (Hanusch & Vos, 2019). The data gathered includes surveys and in-depth interviews with hyperlocal practitioners. The data is analyzed using statistical and qualitative methods. Global trends seem to affect local media in similar ways in all of the countries studied. Most practitioners actively re-envision how and what kind of 'journalism' can be locally meaningful and enhance local connections. The perceived roles vary and intertwine, including those of (alternative) journalists, hobbyists, community activists, civic leaders and media entrepreneurs. According to our tentative results, differences between the roles and tasks imagined are embedded, among others, in the specificities of country's media model and media ecosystem. In other words, political and social contexts play a central role in how local media and information sharing practices evolve.

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Id: 22216

Title: [Panel] Formación de periodistas en perfiles emergentes en Iberoamérica, Panel description

Session Type: Panel Submission

Authors:

Name: Daniela Lazcano-Peña

Email: daniela.lazcano (at) pucv.cl

Country: CL (Chile)

Affiliation: Escuela de Periodismo, Pontificia Universidad Católica de Valparaíso

Abstract: Moderadora: Daniela Lazcano-Peña; Pontificia Universidad Católica de Valparaíso, Chile; daniela.lazcano (at) pucv.cl

Los medios de comunicación tienen un rol relevante en la protección de los derechos de las personas y la búsqueda de su bienestar, lo que obliga a una revisión constante de la profesión. Observamos que los medios viven un proceso de ‘ensayo y error’ ante los constantes vaivenes de la transformación digital, entorno cambiante que implica transformaciones en la identidad profesional (Flichy, 2004) con un cambio de tareas y herramientas que redefinen las figura del periodista digital o multimedia (Rotman, 2013; Deuze 2017). A esta realidad no puede ser ajena la enseñanza del Periodismo, que requiere una adaptación curricular acompañada con la realidad profesional, aunque sin perder su formación crítica; una propuesta que no sólo pasa por la incorporación tecnológica, sino por establecer un programa curricular transversal adaptado a los nuevos perfiles emergentes que implica la enseñanza en narrativas para multisoportes y con nuevas especialidades en las rutinas de trabajo, y donde perfiles profesionales como el periodista de datos, community manager, periodista multimedia polivalente, entre otros, aparecen como nuevos espacios de desarrollo profesional y desafíos formativos, en convivencia con perfiles profesionales tradicionales de Redactor; Gabinete; Investigador-docente-consultor; y Gestor de portales y editor (Aneca 2005).

En este contexto, presentamos una investigación internacional exploratoria cuyo objetivo es analizar la formación de los periodistas en perfiles profesionales emergentes mediante el análisis de la oferta universitaria de Periodismo en diferentes países iberoamericanos -Chile, México, España y Portugal- que permita establecer una comparativa y apuntar tendencias globales en la enseñanza periodística. La hipótesis de partida es que la oferta universitaria no se ha adaptado de manera decidida a los nuevos perfiles emergentes que demanda el mercado, con nuevos perfiles reconocidos en su oferta educativa como ‘salidas laborales’ de sus egresados.

El panel se configura con seis presentaciones. Cuatro de ellas recurren al análisis de contenido para sistematizar la oferta formativa que recogen las web públicas de las universidades con estudios de Periodismo en los países que conforman el panel, analizando dos categorías principales: perfiles periodísticos tradicionales y perfiles emergentes, presentes en el apartado ‘salidas laborales’ o ‘perfiles profesionales’. La muestra abarca 39 universidades españolas, 28 portuguesas, 27 chilenas, y una muestra representativa de las 400 universidades que ofrecen el grado en Periodismo en México, caso en que se analiza, además, cómo la enseñanza del periodismo se ha adaptado a contextos de violencia que tensionan derechos como la libertad de expresión e información.

Finalmente, se incluyen dos presentaciones centradas en los desafíos que enfrenta la enseñanza del periodismo desde la mirada específica de los estudios de audiencia y desde una perspectiva global.

La investigación señala la necesidad de que la formación de los periodistas vaya acompañada a los nuevos perfiles profesionales, especialmente centrada en una formación multimedia en tres roles diferenciados: periodista multimedia-generalista, gestor de redes sociales y periodista de datos. Una adaptación que requiere una revisión curricular enfocada en narrativas multimedia y multiformato, formación tecnológica autodidacta y especialización en nuevas rutinas comunicativas y conocimiento de las audiencias.

Id: 22234

Title: Los perfiles periodísticos emergentes entendidos como salidas laborales. Estudio de caso de España

Session Type: Panel Submission

Authors:

Name: Pilar Sánchez-García

Email: pilar.sanchez (at) uva.es

Country: ES (Spain)

Affiliation: Universidad de Valladolid

Abstract: Esta investigación recurre a una metodología de análisis de contenido para analizar la oferta del Grado en Periodismo de las diferentes universidades españolas. En concreto, la muestra se delimita a la revisión de las web oficiales de 39 Grados en Periodismo correspondientes a universidades españolas públicas y privadas. El objeto de estudio principal es la información ofrecida en el apartado de ‘salidas laborales/perfiles’ recogida en los portales institucionales donde se informa de los posibles trabajos a los que se puede dedicar un periodista formado en España. Para su estudio se ha elaborado una ficha de análisis que recoge dos categorías diferenciadoras: perfiles periodísticos oficiales/tradicionales
perfiles emergentes

La primera categoría se centra, en este caso, en la comprobación del seguimiento por parte de las Universidades de los cuatro perfiles oficiales tradicionales establecidos por Aneca (2005): A. Redactor; B. Gabinete; C. Investigador-docente-consultor; D. Gestor de portales y editor. Sobre la información encontrada se codifican los perfiles oficiales que se incluyen en las webs del Grado en Periodismo y los que no se incluyen.

La segunda categoría cuantifica los perfiles profesionales emergentes, en referencia a los desarrollados en y para un entorno exclusivo digital y que han aparecido en la última década con mayor especialización como son: el periodista multimedia/polivalente; el gestor de redes sociales (community manager) y el periodista de datos, principalmente. Todos ellos, considerados en el apartado de salidas laborales más especializadas en el entorno multimedia.

Los resultados principales del estudio de caso referido a España confirman que todos los portales universitarios incluyen gran parte de los perfiles oficiales-tradicionales de Aneca (2005). En concreto, se contabilizan 8 webs con los cuatro perfiles oficiales-tradicionales detallados al completo. Los perfiles presentes en todas las universidades son: redactor (A); gabinete de comunicación (B) y ‘gestor de portales y editor de contenidos’ (C). El perfil oficial minoritario es el que tiene que ver con la figura de “investigador-docente-consultor” (D), ausente en más de la mitad de las webs institucionales.

Respecto a la categoría de la variable de ‘perfiles emergentes’ recogidos expresamente en las webs analizadas, se detallan en 15 webs. El perfil mayoritario es el gestor de redes sociales en más de una decena de estas webs. En cambio, resulta reseñable la casi ausencia de la mención expresa del periodista de datos que aparece solo en un portal universitario como perfil profesional del egresado.

Id: 22256

Title: Does emotion matter' Exploring the relationship between animated news, emotions, and policy support

Session Type: Individual submission

Authors:

Name: Wai Han Lo

Email: janetlo85 (at) gmail.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Ka Lun, Benjamin Cheng

Email: benjicheng (at) gmail.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Research objectives

Experiment examined how the use of animation in news influences viewers' emotions in a way that bears on policy support. This study contributed to the literature by examining the impact of animation, as an emerging news presentation format, on viewers' affective response and on policy support. It was also the first study to investigate the mediation paths from animated news content to policy support via emotions, while past studies mainly focus on the cognitive effect of animated news.

Theoretical Framework

Past studies found that films, TV shows, and news coverage have ability to elicit emotions. For example, Mauss, et al. (2005) suggest that media induces emotional response coherent with the context. Past research found that individual experiences a greater sense of involvement in a vivid message, and in turn elicits different emotions coherent with the context. Animation in news involved multiple sensory components and these components contributed to the vividness of the message and in turn enhanced the viewer's experience of involvement. This study therefore proposes that the use of animation in news heightens level of emotions, anger in this case, that coherent with the context. Hence, the hypothesis as follows:

H1: Audience report feeling a greater intensity of anger when watching a news video with animation than when watching a video without animation.

Emotions tell what situation it is and help individuals to determine their action, and affects people's motivation and goals. For example, anger can inform an individual about fairness of the situations and raise the level of cognition of retributive actions. It increases the motives for an individual to revenge. At the same time, emotions help an individual to appraise their situations and make decision. Negative emotions influence the perception of injustice and discrimination. Individuals could feel sad and angry if they found the vulnerable group suffers from unfair treatment or in undesirable conditions. It may lead to greater empathy towards the vulnerable group, and generate greater support of policy that is favorable towards vulnerable group (Goodall, Slater & Myers, 2013)

H2: Level of anger is positively related with the level of policy support: enforcing the law that is favorable towards vulnerable group.

Methodology and Findings

Eighty participants were recruited in this study, and they were randomly assigned to view one of the designed news videos: those that use a animation, and those that do not use animation. We found that animated news induced audience emotions, which influenced policy preferences. H1 and H2 were supported. Practical uses of animation in news and related ethical issues were discussed.

Reference

Goodall, C. E, Slater, M. D & Myers, T. A. (2013). Fear and anger response to local news coverage of alcohol-related crimes, accidents, and injuries: explaining news effects on policy support using a representative sample of messages and people. *Journal of Communication*, 63(2), 373-392.

Mauss, I. B., Levenson, R. W., McCarter, L., Wilhelm, F. H. (2005). The tie that binds? Coherence among emotion experience, behavior and physiology. *Emotion*, 5(2), 175-190.

Id: 22264

Title: La relación entre salidas profesionales de los cursos de periodismo/comunicación, planes de estudio y perfiles de egreso: el caso portugués

Session Type: Panel Submission

Authors:

Name: Sandra Marinho

Email: sandra.m.marinho (at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade do Minho

Abstract: Las salidas profesionales de los cursos de periodismo/comunicación son una forma en que los candidatos a la enseñanza superior evalúen la oferta formativa y tomen decisiones. Para eso, es importante que reflejen los contenidos de los planes de estudio y los perfiles profesionales que proponen. En un entorno mediático cada vez más digital y marcado por nuevos lenguajes y formatos periodísticos, es esperable que los futuros estudiantes tengan la expectativa de encontrar esas transformaciones reflejadas en los currículos. Sabemos, sin embargo, que los ritmos del mercado y de la academia no son los mismos. Sin embargo, a veces las universidades no estarán equivocadas al resistir los cambios que ocurren en las empresas o, al menos, en evaluarlas con precaución, y adoptarlas a un ritmo más lento.

Para comprender la relación entre las salidas profesionales de los cursos de periodismo/comunicación, los planes de estudios y los perfiles que existen (y emergen) en las redacciones, fueron evaluados los sitios web de los 28 programas de estudio de pregrado que ofrecen formación en periodismo o comunicación en Portugal.

Se destacan las siguientes conclusiones

Los cursos no dan mucha importancia a la información sobre las salidas profesionales (algunos no tienen esa información y otros son vagos, usando expresiones como "periodismo" o "periodista"); Entre los que publican esta información, se mantienen mayoritariamente las salidas profesionales correspondientes a perfiles tradicionales: "periodista de prensa, radio y televisión" y, en algunos casos, se añade "web", "multimedia" o "internet";

En Portugal, el modelo más común son los cursos de Comunicación con especialización en periodismo, y no hay separación en los sitios web entre las salidas profesionales de esta carrera y las áreas de Publicidad, Relaciones Públicas y Audiovisuales y multimedia (no podemos saber si es un "descuido" o una estrategia);

No existiendo esa separación (y asumiendo su intencionalidad), hay una aproximación de los cursos a la realidad del mercado, en la que se vive una disolución de las fronteras entre profesiones de la comunicación (con las ventajas y riesgos que esto puede representar para el periodismo y para los periodistas);

Los planes de estudio, en su mayoría, están en consonancia con la perspectiva tradicional de las salidas profesionales y tienden a estructurarse (aunque hay excepciones) en torno a los medios "prensa, radio y televisión".

Esta investigación tiene dos limitaciones importantes: sólo consideramos los planes de estudio y no miramos los contenidos (programas) ni entrevistamos a profesores o directores; (ii) el modelo más común son los cursos de Comunicación con especialización en Periodismo, por lo que es difícil, en algunos casos, "aislar" los datos referentes exclusivamente a los perfiles de Periodismo.

A partir de aquí, nos preguntamos: ¿hasta qué punto están la academia y el mercado articulados, en lo que toca a los perfiles profesionales? ¿Cuáles son los límites de esta articulación, es decir, en qué circunstancias la "lentitud" de la academia puede ser necesaria

Id: 22275

Title: From Portable Document Format to Digital storytelling: evolution of successful online journalism in Spain

Session Type: Individual submission

Authors:

Name: Luisa del Carmen Martínez García

Email: luisa.martinez (at) uab.cat

Country: ES (Spain)

Affiliation: Universidad Aut3noma de Barcelona

Abstract: Twenty years after the publication of the first Spanish newspaper designed solely for the Internet, the ecosystem of information production has undergone profound changes. In Spain, these transformations have occurred in a context of economic crisis that has generated, among other things, precarious employment in the journalistic sector. There are currently 6,828 unemployed journalists, 50% more than in 2008 when the economic crisis began in the countries of central and southern Europe (APM, 2018).

The objective of this research is to know the evolution of online journalism in order to identify the characteristics of current digital storytelling. The success of the native media of the Internet is such that, in some cases, they come to compete for the audience with informative companies of greater tradition in Spain. For example, according to the Comscore ranking (2018), the first four online media with the highest audience outnumber two of the newspapers with the largest number of readers in paper and digital formats.

The methodology of the study is designed in two phases: one qualitative and one quantitative. The qualitative tool is the semi-structured interview with 6 executives of successful online journals to deepen in topics such as the evolution of journalism towards digital storytelling, the perspectives of the short-term business model and the strategies used to find an audience. The second phase of the research is the analysis of quantitative content of online newspapers that occupy the top ten places with the largest number of readers in Spain (Comscore, 2018). This section of the analysis focuses on knowing the specific forms of expression of digital storytelling.

The qualitative narrative of newspaper executives points to organic online journalism, which is constantly evolving because it goes hand in hand with digital and mobile technologies. One of the characteristics that, a priori, was considered positive of the Internet is the gratuity, however, those in charge of the media consider that to make quality journalism and independent in the short term, users will have to pay for the information. This contribution, say the interviewees, is a way to generate more trust among readers in a context of post truth and fake news.

The quantitative results indicate that the media analyzed produce multimedia information - corresponding to the possibilities of support- and that softnews are among the most read contents. The pink press and the television chronicle are sections that occupy important positions in the ranking of the most read contents of online media, something that executives also explained.

Finally, the testimonies and data obtained in this research reveal that Spanish digital media with a greater audience take advantage of the possibilities offered by the Internet and new mobile technologies. Most of the media have "laboratories" in which the dynamics of the test and error are constant, especially in the approach of some subjects, sections and business models, whose experimental cost is low in comparison with the dynamics of the traditional media.

Id: 22279

Title: [Panel] Monitoring violations against journalists as part of a co-ordinated response to attacks on their fundamental rights, Panel description

Session Type: Panel Submission

Authors:

Name: Jackie Harrison

Email: j.harrison (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Abstract: Despite international agreement on the establishment of a range of norms as global standards that act as benchmarks for the assessment of the safety of journalists, there remains an urgent need to improve the protection for all journalists to combat continued and increasing violations of their human rights and to preserve their human dignity. These violations occur both within and outside the digital environment in the form of a wide range of both lethal and non-lethal threats and attacks. Attacks on free and independent journalism diminish civil societies leaving an immiserated or non-existent civil space of resistance to the endless predatory powers of states, markets and other powerful non-state actors. Such a decline in sustainable news journalism reduces the capacity of states to develop inclusive knowledge societies for their citizens and undermines resilient digital infrastructures which facilitate the right of access to trustworthy information. Opportunities for academic engagement and practical input into impactful research on preventing, protecting and prosecuting crimes against journalists as well as contributing to development of norms and sustainable mechanisms has been advanced greatly by the recognition of the importance of the safety of journalists normatively within the UN's Sustainable Development Goals framework, particularly SDG 16.10 and 16.10.1 through the monitoring of the safety of journalists. Currently however, the monitoring of incidents against journalists is not carried out systematically, and information available is often incomplete, conflicting or difficult to analyse, with further difficulties arising when attacks are mediated by hidden technologies such as social messaging, and when many journalists, especially women, do not report such abuses and LGBTQI bloggers are often rendered invisible. The contribution of academia in partnership with other civil actors to address the questions and challenges of effective monitoring as a way of producing systematic information to fuel normative advocacy and guide institution building in the context of journalism safety is now ripe for theoretical and empirical co-development. This joint UNESCO/Journalism Safety Research Network (JSRN) panel brings together a range of academic and practical expertise to assess: 1) the assumptions underpinning SDG indicator 16.10 which bring opportunities to elaborate the notion of "safety" as well as challenges and possibilities for the operationalisation of impactful research (Guy Berger, UNESCO); 2) ways of improving the global monitoring of journalists' safety through new classification of violations and text analysis techniques (Diana Maynard and Sara Torsner, CFOM, University of Sheffield); 3) New ways to identify challenges to the safety of women journalists globally in order to mainstream gender within civil society organisations' initiatives (Silvia Chocarro, Article 19) and 4) Identifying the challenges facing women and LGBTQI bloggers in order to improve their protection through their inclusion in the monitoring of attacks and violations (Albana Shala, Free Press Unlimited).

Moderator: Professor Jackie Harrison, Chair Centre for the Freedom of the Media (CFOM), UNESCO Chair on Media Freedom, Journalism Safety and the Issue of Impunity, University of Sheffield, UK. Email: j.harrison (at) sheffield.ac.uk

Id: 22305

Title: The why and the what in the monitoring of safety of journalists through building on the UN's 2030 Sustainable Development Agenda

Session Type: Panel Submission

Authors:

Name: Guy Berger

Email: g.berger (at) unesco.org

Country: FR (France)

Affiliation: UNESCO

Abstract: This paper examines the UN-agreed indicator for tracking progress on Sustainable Development Goal 16.10 which recognises the monitoring safety of journalists as a measure of “public access to information and fundamental freedoms”. The analysis identifies this as an opportunity to elaborate the notion of “safety” and also to promote research momentum in this space. Unpacking the assumptions underpinning the indicator, the paper further explores the challenges in operationalising research in terms of the associated metadata - including the emerging concept of “other harmful acts” which extends focus beyond traditional types of attacks on journalists. The fragmentation of existing monitoring efforts by diverse actors is contextualised. Finally, an assessment is presented of the possibilities for research to feed into “voluntary national reviews” at country-level as well as at the “High Level Political Forum” on sustainable development held at the UN General Assembly each year.

Id: 22309

Title: Mixed-methods approach for monitoring the safety of journalists: data collection, categorisation and analysis

Session Type: Panel Submission

Authors:

Name: Diana Maynard

Email: d.maynard (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Name: Sara Torsner

Email: sktorsner1 (at) sheffield.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Sheffield

Abstract: Improving the monitoring of journalists' safety requires first and foremost the collection of relevant data. This in itself is not a trivial process because recording of incidents is not carried out systematically, and information is thus inaccurate, incomplete, conflicting or difficult to analyse. This paper investigates the utility of combining traditional data collection and survey techniques at a country-level with new methods of aligning and categorising these forms of disparate information, in order to build a clearer picture of not just isolated incidents, but temporal pathways from minor threats through to lethal violence and geo-localised behavioural patterns. Aiming to contribute towards the strengthening of the global monitoring of violence and abuse against journalists in line with SDG 16.10.1 (which proposes to measure a range of physical violations against journalists), we examine country-level data gathered by local civil society organisations in countries like Colombia, Mexico, Serbia and Somalia, from which we can propose methodological solutions to problems of data gaps and the harmonisation of cross-country datasets. We present findings from a survey identifying the range and type of data collected locally, map opportunities and challenges for data generation and management, and discuss prospects for exchange around best practices. Finally, we show how moving from a traditional template structure to a more hierarchical classification of violations, and using text analysis techniques to extract relevant facts from unstructured free text reports enable clearer analysis to be undertaken of both the wider picture and individual incident scenarios.

Id: 22326

Title: Under-researched and often invisible: Identifying the challenges facing women and LGBTQI bloggers

Session Type: Panel Submission

Authors:

Name: Albana Shala

Email: shala (at) freepressunlimited.org

Country: NL (Netherlands)

Affiliation: Free Press Unlimited

Abstract: A gender sensitive approach to the safety of journalists is an evolving approach. It should take into account the fact that an increasing number of women and LGBTQI bloggers and journalists work alone, mainly in a digital context and are not affiliated to any organization or union. As such they are not researched and do not count, becoming the weakest link in the communication process. The online- offline threats and attacks often encourage them to become even more invisible, thus not represented. The presentation/paper will be an attempt to identify the challenges that women and LGBTQI bloggers face and the ways how they could collaborate and organize themselves, being recognized as under threat and in need of protection by the authorities, the national mechanisms for protection and by the civil society organizations which promote safety of journalists.

Id: 22342

Title: Making news personalization fair: what are news readers' concerns and what can be done about them'

Session Type: Individual submission

Authors:

Name: Jaron Harambam

Email: j.harambam (at) uva.nl

Country: NL (Netherlands)

Affiliation: Institute for Information Law - University of Amsterdam

Abstract: Media companies increasingly invest in various digital technologies that use algorithms to select news items by relevance based on people's online behavior (and other characteristics). While these technologies enable media organizations to be more receptive the needs and wishes of their consumers, they also pose considerable individual and societal challenges. People may, for example, inadvertently end up in "filter bubbles" as they would only see what they already know or find interesting. News personalization can also lead to information asymmetries between different societal groups as some might be structurally deprived from certain types of news, making it hard for them to participate in democratic debates. Lastly, and perhaps most importantly, it is often unclear how these recommendation algorithms precisely work and what consequences they have for the information people (don't) get to see. Why certain news items are suggested, and others hidden, remains generally obscure to most consumers. News outlets hardly communicate their personalization strategies, let alone what this means for the individual news reader and her news diet. This is not (just) mal-intent: explaining the workings of such curating algorithms is notoriously difficult. In short, news personalization has many advantages, but needs to well guided in order to prevent nefarious societal consequences.

In this multi-disciplinary research project we therefore set out to shed more light on these issues by elaborating the notion of fair news. What does fairness mean in an algorithmically saturated media ecosystem? This is a complex issue and raises important questions from a number of different perspectives. Previous research has focused on media experts (practitioners and scholars) to answer this and related questions as a start towards algorithmic transparency in the news industry, but we argue that the ideas of consumers are just as important to consider. They are, after all, the ones who need to be informed while reading the news. In this sub-project, we therefore explore what aspects of news personalization readers are concerned about (1), how they think about fairness in this context (2), and how their concerns can be best mitigated (3)?

To answer these questions, we organized five focus groups (each 4-6 participants) with news readers from a large Dutch media conglomerate in which we discussed these topics in a structured manner. Each session contained three parts. In the first part we openly gathered the ideas, concerns and expectations of news readers about news personalization. Subsequently, we used different scenario's to have participants reflect on this issue more specifically. Finally, we discussed different solutions along three central categories (explanations, user control and regulations), and let our respondents prioritize them. In this paper we present the results of this study and embed it in

broader discussions about the rise of various AI/machine learning technologies, and how to ensure that public values and fundamental human rights are ensured.

Id: 22409

Title: Disputing journalistic practice. Civic data journalism and its reciprocal influence on news media

Session Type: Individual submission

Authors:

Name: Raul Ferrer Conill

Email: raul.ferrer (at) kau.se

Country: SE (Sweden)

Affiliation: Karlstad University

Name: Stefan Baack

Email: stefan (at) mozillafoundation.org

Country: DE (Germany)

Affiliation: Mozilla

Name: David Cheruiyot

Email: david.cheruiyot (at) kau.se

Country: SE (Sweden)

Affiliation: Karlstad University

Abstract: The role of non-profits in the growth and transformation of data journalism is today being acknowledged in practice and research (Baack, 2017; Cheruiyot & Ferrer-Conill, 2018). While providing an entrepreneurial impetus to data-driven practices, they are also playing a complementary role to legacy news media in truth production, either intentionally or unintentionally (Spyksma, 2017). This study assesses how civic data organizations extract journalistic norms and inject data-driven practices that influence how newswriters understand and practice journalism. These ‘explicit interlopers’ (Holton & Belair-Gagnon, 2018) and ‘ancillary organizations’ (Lowrey et al., 2019) operate at the periphery of legacy news media organizations. We argue that these peripheral actors are influenced by traditional journalistic discourse and at the same time challenge and influence contemporary news production. Drawing from metajournalistic discourse theory (Carlson, 2016) and new institutional theory (Ryfe, 2017) we propose a conceptual model of news production that is defined through practitioners’ perceptions of data journalism, tempered by journalistic as well as civic organizational goals. The model explains how journalism is affected by peripheral actors, such as civic data journalists that extract and adopt traditional journalistic practices and in turn inject data-driven practices into traditional news organizations, modifying news production. The theoretical discussion is supported by interviews with independent data journalists (mainly project leaders and country representatives) of civic technology organizations in Europe, Sub-Saharan Africa and South America. The civic technologists engage in ancillary data projects and training programs with legacy news organizations. Findings suggest these actors find themselves in a liminal journalistic space where they both accept and dispute journalistic norms and practice while infusing their own knowledge to change and shape journalism. Thus, these civic technologists show a reciprocal influence on legacy news media that is often unacknowledged and unquestioned. This paper expands our current understanding of individuals and organizations

practicing and reciprocating data journalism at the periphery of news media with a wide geographical reach.

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Id: 22413

Title: Challenges of Investigative Journalism in Nepal: The case of Kantipur Daily and Nayapatrika daily

Session Type: Individual submission

Authors:

Name: Usha Kiran Regmi

Email: ladykiran.usha (at) gmail.com

Country: NO (Norway)

Affiliation: NLA University College, Kristiansand, Norway.

Abstract: Nepal is a developing country where democracy is flourishing and the institutions aren't stable yet. The rampant corruption, crimes, human rights abuses, unaccountability and violation of press freedom are some of the issues that have weakened the institutions. Investigative journalism plays a significant role exploring the details of such wrongdoings. Despite the fact that numbers of media outlets have been increasing after the end of Maoist civil war in 2006, press freedom in Nepal is still limited (Paudel, 2017). Therefore, the risk of reporting the issues which an interest group or government tends to keep secret, is still a daunting task in Nepal.

The key challenges of investigative journalism in Nepal, expected before this research was conducted, were the weak media economy, lack of trainings and workshops for the journalist, instrumentalization of the media by power interest groups, and low wage rates for the journalists.

Research Questions:

1. What resources are set aside in Kantipur National Daily, and Nayapatrika National Daily for investigative journalism?
2. What do they regard as the major challenges for doing investigative journalism in Nepal?

Methodology:

This is a qualitative explorative research in the areas of investigative journalism in Nepal. For this research, I have chosen in-depth interview as a method of data collection. Likewise, I have applied purposive sampling method to choose the informants along with the print media outlet for the interview. Altogether 10 informants are interviewed, 5 from Kantipur National Daily, and 5 from Naya Patrika National Daily. These two broadsheet dailies are the widely circulated newspapers in Nepal. Besides, these two media outlets maintained their position in the history of investigative journalism in Nepal.

The data collected is analyzed using media practice theory, and global muckraking theory. Media practice theory, in a hand; helps to understand the media practice culture of the respective country (Couldry, 2012). Global muckraking theory, on the other hand, studies about the demand and supply of the investigative reporting in that particular country (Feldstein, 2006).

Outcome of the research:

The outcome or the result of the study demonstrates that investigative journalism requires the sufficient amount of investment by a media outlet and an interest of a journalist. Besides, the media organization needs to appreciate the journalists' effort of identifying and bringing out the investigative issues.

The research outcomes highlight the need and importance of investigative journalists that it is significant for the accountability of government, interest groups (political, and business). Besides, the result has identified the key challenges faced by investigative journalists during story production, and helps to prepare a good environment for the investigative journalism in the days to come.

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Id: 22459

Title: Superman will not save you (unless I allow it): Examining the role of the foreign media in Bolsonaro's Brazil

Session Type: Individual submission

Authors:

Name: Cesar Jimenez-Martinez

Email: c.a.jimenez-martinez (at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: In a context of nationalist and populist movements reaching electoral success in the West and beyond (Bonikowski, Halikiopoulou, Kaufmann, & Rooduijn, 2019; Eatwell & Goodwin, 2018; Judis, 2018), the campaign and subsequent election of Jair Bolsonaro as President of Brazil was followed with interest by media from all over the world. The foreign coverage of Bolsonaro's triumph largely highlighted the implications that his administration will have not only for the current fragile political, economic and social situation in Brazil, but also for liberal democracies around the world (e.g. Al Jazeera, 17 October 2018; The Guardian, 3 October 2018). Significantly, due to the consistently biased and partisan tradition of Brazil's national media (Albuquerque, 2017) and the increasing facility of foreign media organisations to, thanks to digital technologies, get involved in local and national debates (Orgad, 2008, 2012), commentators within Brazil not only stressed that the foreign media apparently had a more 'objective' view of Bolsonaro, but some of them also hoped that foreign journalists could become a de facto opposition to Brazil's current president (Buarque, 2018; Sá, 2018; Winter, 2018).

Drawing on more than forty interviews with foreign correspondents covering Brazil, local journalists and past government officials, this paper empirically examines the hopes of these commentators, as well as the assumption that the foreign media are 'powerful' actors within Brazil. The findings suggest, firstly, that the label 'foreign media' is used to define what is actually a narrow number of outlets, mostly based on the United States and Western Europe. Secondly, although these media organisations are perceived as authoritative voices that can potentially broaden internal debates (e.g. Orgad, 2008, Boudana, 2014), such authority is actually filtered and exploited by local actors, who use this foreign coverage to advance pre-existing domestic debates. In other words, despite the critical views towards Bolsonaro that may emerge from foreign media organisations, their impact within Brazil will actually be limited, given that such coverage will be shaped by national actors in order to serve their own interests.

The findings of this case study are significant for other settings as well. They challenge the view, traditionally supported by theories of cultural and media imperialism –and that still resonate within Latin American scholarship–, which portray the national media as victims that should be protected against the power of American and Western European organisations (Schiller, 1992; Fuchs, 2010). At the same time, they put in question theories of contra-flow and globalisation (Straubhaar, 1991; Thussu, 2006). Instead, they paint a much more nuanced picture, in which local and national actors willingly subject themselves to the perceived authority of the foreign media, but only as means to move forward their own internal political, economic and sociocultural agendas.

Id: 22466

Title: Agreement or Contestation' Frames of Terrorism in German-speaking Print and Online News Media

Session Type: Individual submission

Authors:

Name: Kristina Fürst

Email: fuerst31 (at) gw.uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Name: Michael Johann

Email: michael.johann (at) uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Name: Michael Oswald

Email: michael.oswald (at) uni-passau.de

Country: DE (Germany)

Affiliation: University of Passau

Abstract: The impact of news media on the perception of public issues is more important than ever. In times of fake news and reinvigorated populism they play a crucial role as a critical corrective for public opinion. Especially terroristic acts committed by the self-described Islamic State (IS) have attracted public attention within the last years. Here news media face a dilemma: They are expected to provide accurate information without serving as news outlets for the terrorists (Steuter, 1990; Wilkinson, 1997). Consequently, it is a matter of framing (D'Angelo, 2002; Entman, 1993) of how news media (should) report on terroristic acts.

News media frames of terrorism (e.g., Hoewe & Bowe, 2018; Powell, 2011, 2018; Speer, 2017) as well as their effects (e.g., Farewell 2014; Papacharissi & de Fatima Oliveira, 2008; Sikorski et al., 2018) are well-documented. Little is known about the question to what extent news media set agreeing or contesting frames (Chong & Druckman 2013, Dekker & Scholten, 2017). Especially in German-speaking countries (Germany, Austria, Switzerland) there are hardly any empirical findings on news media framing of IS terrorism.

This study therefore aims to investigate the framing of terroristic acts committed by the IS in German-speaking news media from June 2014 to June 2016 representing the peak of IS propaganda activities and news coverage (Bender, 2017). Specifically, the study focuses on dominant frames (RQ1), differences between the various news media (RQ2) as well as temporal changes (RQ3). To answer the research questions, a qualitative content analysis of print and online articles (N = 156) was conducted. The frames were deductively-inductively operationalized following Entman's (1993) framework with focus on problem definition, causal interpretation, moral evaluation, and proposed solutions.

The study identifies five dominant frames in the analyzed news media (RQ1). The violent collective frame presents the IS as a powerful and violent group being a threat for western societies. The western media culture frame explains the effectiveness of IS propaganda by its orientation to

western standards. The fallible society frame blames western societal structures for facilitating the recruitment of terrorists. In connection with these frames the powerlessness frame emphasizes that western societies struggle with the uncontrolled dissemination of IS propaganda via social media. The debunking frame encompasses context information about terroristic strategies with focus on the effects of IS propaganda videos. Regarding the differences between the various media outlets (RQ2) it could be observed that Austrian and Swiss news media put emphasis on contesting debunking aspects. In contrast, German news media rather focus on aspects of violence and powerlessness. There are also temporal differences (RQ3). While the violent collective frame dominates in the first period of news coverage and after single terroristic acts, balancing aspects are increasing in the course of time.

Based on these results, the analysis critically reflects the challenging role of news media regarding terroristic communication strategies. The study therefore aims to contribute to a better understanding of media logics and the handling of terroristic messages.

Id: 22508

Title: News media and journalists on Twitter ' How they conform to the mass media logic and social media logic'

Session Type: Individual submission

Authors:

Name: Mikko Villi

Email: mikko.villi (at) jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Name: Janne Matikainen

Email: janne.matikainen (at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Abstract: News media in many countries have adopted Twitter as their principal and dominant social media platform. Also journalists in their professional role are particularly active on Twitter, often more so than on platforms such as Facebook or Instagram. Interestingly, it seems that the news media and the journalists use Twitter for different purposes (e.g. Bruns & Burgess 2012; Canter 2015; Lee 2015; Barnard 2016; Canter & Brooks 2016): the news media focus on sharing their content, but journalists act on Twitter in more diverse and extensive ways.

The aim of this paper is to shed more light on this disparity by analyzing how news media and journalists utilize Twitter and comparing their Twitter use. A more specific approach is provided by employing media logic as a theoretical framework. Media logic refers to practices and processes that are particular to different media forms (Altheide & Snow, 1979). We further divide media logic into mass media logic and social media logic. Mass media logic is based on the attributes of professionalism, competition and one-way communication. In contrast, in their synthesis, van Dijck and Poell (2013) emphasize programmability, popularity, connectivity and datafication as key features of the social media logic. Importantly, as a social media platform, Twitter in many ways follows the mass media logic with its content flowing to a rather anonymous audience in a one-to-many manner. This can be one reason for those working in news media to often regard Twitter as their preferred social media platform. (AUTHORS 2015)

The data for the study is collected by studying the activity of Finnish news media and journalists on Twitter during a one-month time span. In Finland, Twitter is somewhat of an elite media, stereotypically used mostly by journalists and politicians. We select 20 of the most followed Finnish journalists on Twitter and the accounts of 10 of the largest news media outlets in Finland. We collect the data from a Finnish social media data archive. As method we combine quantitative and qualitative content analysis. We classify the tweets according to a role structure formed in our earlier work (AUTHORS, 2017).

Our initial hypothesis is that when journalists use social media, the contradiction between the mass media logic and social media logic is apparent in their practices. On the one hand, journalists belong

to and act in the structures of news media, and on the other, they are individuals who integrate their professional and personal identities on Twitter. By contrast, news media form a traditional and established institution for which it can be difficult to conform to the social media logic.

Id: 22565

Title: Digitization and continuity: The convergence of newsrooms in Bolivia

Session Type: Individual submission

Authors:

Name: Victor Quintanilla Sanguenza

Email: vico_qs (at) hotmail.com

Country: BO (Bolivia)

Affiliation: Universidad Iberoamericana Ciudad de Mexico

Abstract: Previous studies on the impact of technology on journalism tend to conclude that it has left behind traditional practices, norms and values (Altmeppen, Donges y Engels, 1999; Pavlik, 2004). Others, focused on journalistic convergence, tend to approach it as a management process, developing ideal models of editorial integration (Dailey, Demo y Spillman, 2005; Erdal, 2011) that reflect realities different than those of Bolivian journalism. This paper examines the nuances of the development of newsroom convergence in the Bolivian press, particularly in the newspapers La Razón and Página Siete.

The convergence models developed by García Avilés et al. (2009) contributed to the theoretical matrix of the present analysis, but they were also problematized. The study was equally nourished by the rest of the revised literature on journalistic convergence, a concept that, when referring to a multidimensional process (Salaverría y García Avilés, 2008) and obeying a plurality of approaches, becomes elusive (Avilés, Aliaga y Masip, 2008; Barrios y Zambrano, 2015).

Under a qualitative methodological approach—which included in-depth interviews and participant observation with editors, journalists, area managers and directors—convergence was investigated based on a variety of factors. In the first, that of news routines, we explore the workings of the print and digital newsrooms in each newspaper, their encounters and disagreements, as well as the tensions that convergence generates. We examine the role of institutional policy—linked to the establishment of objectives, the issuance of internal regulations and the allocation of material and human resources—in the process of convergence, with its scope and limitations. Finally, we analyze the perception of journalists regarding the phenomenon, emphasizing the relationship between it and their professional identity; as well as training needs stemming from the new work environments, and if these are echoed in the media.

The results suggest that although the digitalization of communication platforms has involved changes for journalists and their work, the logic of traditional journalism, anchored in the printed form, still persists in convergent environments. In addition, we find that convergence develops, not as integration, but as an occasional cooperation of newsrooms in terms of data exchange and mutual information alerts. This process generates two types of tension: one generated by the resistance of print journalists to collaborate with their colleagues in the digital newsroom, and the other originated when the former refuse to share scoops with the latter. It's a struggle between two different journalistic cultures, one seeking to impose itself and remain in force above the other. Thus, the research allows us to demystify those theoretical currents that point to the rupture of

traditional journalistic practice as a generalized phenomenon, motivated by technological development.

Id: 22569

Title: ESTUDIOS DE PERIODISMO: REVISIÓN COMPARATIVA DE LA PRODUCCIÓN ACADÉMICA ENTRE ARGENTINA, BRASIL Y PERÚ

Session Type: Individual submission

Authors:

Name: Adriana Amado

Email: adriana.amadosuarez (at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad Argentina de la Empresa

Name: Sonia Virgínia Moreira

Email: soniavm (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federa de Juiz de Fora

Name: Lilian Kanashiro

Email: liliankanashiro (at) hotmail.com

Country: PE (Peru)

Affiliation: Universidad de Lima

Abstract: Los estudios de alcance global plantean el desafío de articular las trayectorias de investigación de los países participantes con propuestas de métodos de investigación que sistematicen la diversidad. La experiencia preliminar en Worlds of Journalism Study (WJS) permitió explorar algunas de estas cuestiones para entender mejor la forma en que Latinoamérica se inserta en el campo de los estudios de medios y de periodismo mundiales.

Latinoamérica cuenta con una prensa vigorosa y con referentes reconocidos internacionalmente, ha mantenido lazos de intercambio cultural y periodístico con Europa y Estados Unidos. Argentina, Brasil y Perú tienen en común instituciones dedicadas a la enseñanza del periodismo de larga data y medios referenciales para un mercado de 44 millones de habitantes en el caso argentino, 32 millones en el caso peruano (CEPAL, 2016) y 209,5 millones en el caso brasileiro (IBGE, 2019).

A pesar de ello, no existen muchos diagnósticos de la situación profesional del periodismo en esos países. La realización de estudios cuantitativos con parámetros comparativos globales plantea el desafío de contar con bases confiables para realizar muestras, situación difícil en países sin información pública confiable y sistemática ni producción académica que se ocupe de la situación profesional del periodismo desde variables duras (datos demográficos, ingresos, formación). Un metaanálisis de las líneas teóricas de los estudios de periodismo en Latinoamérica señala un enfoque más ensayístico y sociológico, pocos estudios sistemáticos y baja participación de los autores latinoamericanos en las publicaciones (Mellado, 2010).

Este punto de partida se constató en la primera ola del estudio WJS realizado en Argentina entre 2012 y 2014 (Amado y Waisbord, 2018) así como en Brasil desde el estudio piloto (2007-2011). También aparece en las indagaciones preliminares de Perú.

En este marco, cabe preguntarse por la producción académica sobre las condiciones en las que se ejerce el periodismo en estos países (enfoque, alcance y metodología), para entender mejor cómo se inscribe la tradición latinoamericana en los estudios de periodismo mundiales (Hanusch y Hanitzsch, 2017). Y qué puede aportar a los estudios locales (Waisbord y Mellado, 2014) la participación en grupos globales (Weaver y Willnat, 2012), especialmente en tiempos en que la digitalización del trabajo periodístico genera contextos y condiciones de trabajo extendidas.

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Id: 22733

Title: Collaborative journalism in P3: big data results in the profiling of users and mapping the participatory contents

Session Type: Individual submission

Authors:

Name: Paulo Frias

Email: paulofriascosta (at) gmail.com

Country: PT (Portugal)

Affiliation: University of Porto

Name: Helena Lima

Email: hldlima (at) gmail.com

Country: PT (Portugal)

Affiliation: University of Porto

Name: Ivone Santos

Email: ivoneneivasantos (at) gmail.com

Country: PT (Portugal)

Affiliation: University of Porto

Abstract: Collaborative journalism has been highlighted as one of the features in online outlets, given the importance of public participation in keeping and attracting audiences. In an age of crisis and cuts in newsrooms, participatory formats have increased, placing the traditional role of journalists under pressure (Carpentier, 2015). The growth of online journalism seems to point to two paths: mass-mediated journalism, where traditional roles tend to be maintained, and the participatory forms that lead to innovative production formats (Metzger, 2007). Participation was also defined as crowdsourcing in the news organizations (Howe, 2006), which makes it possible to use audience talent (crowd). The levels of crowdsourcing are arguable, but it can be part of the journalistic process of providing, selecting and publishing information (Aitamurto, 2017). In digital platforms, audience participation traditional roles gave way to a wide variety of formats (Wahl-Jorgensen, 2015). Online interactions also stresses out concepts of collaboration, sharing, interaction or participation (Carpentier, 2011). This study case focus on the participatory dimensions in the digital news outlet P3. Two preliminary studies (Frias, Lima, 2014 & Frias, Lima, Sampaio, 2016) gave us previous results that allowed to gauge some new tendencies in collaborative journalistic approaches. To a better understanding of these forms of participation it is important to briefly depict P3. It was launched in 2010, and it was the result of a partnership between the University of Porto and the portuguese newspaper Público. P3 became an exclusively online project (2011) and it is an innovative proposal in a digital platform. Its main features are defined by the editorial statement: "P3 was born for all young people (but not limited to) who are apart from traditional newspapers for lack of identification with the topics they debate. It is a generic news website (...) made by young people and for young people." Furthermore, it embraces the idea of public participation: "(...) The proposal and the promotion of interactions in social networks are a main concern that reinforces the incentive for users' participation. In other words, we rely on your texts and your images." P3 is the result of a new conception of journalism,

especially in the sense that the boundaries between traditional producers of content and users tend to blur (Briggs, 2007). This research project takes in consideration the previous framework and the sample in this study case analyses data collected during the first five years of the P3 project (September 2011 to September 2016). The data were collected from the online database of the newspaper and the categorization and parameters are based on the previous studies. It results from a SPSS quantitative approach and the cross of the intended variables. This approach allowed the profiling of collaborative journalism forms and several levels of participatory behavior and interactions. The data also gave us meaningful results in the mapping of main topics in participation, as well as formats, namely image, text or others. The study also analyses the sources in the news, but given its complexity, only preliminary results are presented.

Keywords: collaborative journalism, participation, P3, big data, online journalism

Id: 22807

Title: Incivility, Anger, Outrage: Towards a New Paradigm Shift in Political Journalism'

Session Type: Individual submission

Authors:

Name: Lia-Paschalia Spyridou

Email: l.spyridou (at) cut.ac.cy

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Name: Raphael Sofokleous

Email: rxsofokleous1 (at) gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

Abstract: Much academic research on journalism has expressed concerns about political coverage reducing politics to a horse-race, emphasising scandals and negative events, and personalising politics rather than focusing on issues and institutions (Kaid & Strömback, 2008; Takens et al, 2013). These editorial styles contribute to a cynical and disparaging form of political journalism, which fuels citizens' apathy and mistrust (Kuhn & Neveu, 2002) and cannot contribute to an informed and active citizenship.

Efforts to further analyse cynical and disparaging forms of political journalism have produced various terms, such as 'dumping-down' (Barnett, 1998), 'infotainment' (Jebril, Albæk & de Vreese, 2013), 'incivility' (Leduff, 2012; Gervais, 2014) and more recently 'populist coverage' (de Vreese, 2017, Kavada, 2018). Whilst infotainment and dumping down are well-explored concepts, less work has explored incivility in media discourses.

Incivility can be used as an ideological weapon to create disdain for opposing views (Gervais, 2014), and it can be used as a mobilizing tool against the 'other side' (Herbst, 2010). Most often uncivil narratives are based on a rhetoric which seeks broad appeal through the deliberate expression of anger (Wahl-Jorgensen, 2018). Anger has always been central in political communication to gain and maintain support (Ost, 2004). Sobieraj and Berry (2011) argue that incivility can sometimes "transform into something grander: outrage" (p. 20). What distinguishes incivility from outrage are the tactics used to provoke negative emotions, and particularly anger (ibid).

Drawing on the concept of incivility in political journalism, this study explores the representation of Yanis Varoufakis, SYRIZA'S controversial ex-Minister of Finance in Greece. The study is based on 89 videos created by professional media and circulated on YouTube between January 2015 and September 2017. The Google search yielded 502 videos. Amateur videos, videos of less than five seconds duration and videos containing comments in English were eliminated. In order to investigate the presence of incivility in journalistic discourses, we coded for 13 types of uncivil (outrage) variables proposed by Sobieraj and Berry (2011). Then, in order to have a more nuanced analysis, we employed valence framing (de Vreese and Boomgaarden, 2003; Schuck & de Vreese, 2006). Preliminary findings show extensive use of uncivil discourse, exemplified in ad hominem attacks and misleading or patently inaccurate information.

The study contributes to the broader discussion of a paradigm shift towards an emotional regime in political journalism. Although emotions are part of the political life, and opinion journalism is (and should be) well-accepted, what are the boundaries of (in)civility? What are the dangers of employing journalistic discourses that downgrade impartial and accurate reporting masqueraded as 'anger'?

Id: 22845

Title: Research on the ethical issues of AI Fake News Detection: A Technical Perspective

Session Type: Individual submission

Authors:

Name: Changfeng Chen

Email: fengchen5266 (at) vip.163.com

Country: CN (China)

Affiliation: School of Journalism & Communication, Tsinghua University, Beijing, China

Name: Wen Shi

Email: shiwenmile (at) 163.com

Country: CN (China)

Affiliation: Department of Environment Science, Tsinghua University

Abstract: Through statistical analysis of a large amount of real and false news, fake news detection evaluates the authenticity of news text based on the accuracy and certainty of the analysis. Computer scientists have devoted a lot of efforts to develop fake news detection system for the purpose of dealing with the widespread fake news in the post-truth era, but journalism studies haven't paid enough attention to the emerging technology or the consequences it brings to media ecology. How is intelligent technology used for news verification, and what are the main principles of the two main models, the news content model and the social context model used in verification? What are the ethical challenges facing these two models? What is the mismatch between the technical thinking of intelligent news verification algorithms and the complex logic of fake news? How to improve the effectiveness of technology used to solve the social phenomenon of fake news? Breaking the barriers of journalism Studies and computer science, this paper will take a technical perspective to analyze the mechanism, logic and value of content-model-based algorithm and social-context-based algorithm, the two mainstream algorithms of fake news detection systems. The use of AI automated news verification technology is a useful attempt and trend of cooperation between the computer field and the media industry to block fake news. The media need to clarify the technical principles and operational logic of the automatic verification system, and consider the progress of computer technology in solving the problem of journalism practice. At the same time, we need pay more attention to the directional deviation and value risk of the algorithm in solving fake news problem.

Id: 22877

Title: A content analysis of world's news media reports on the Traditional Chinese Medicine

Session Type: Individual submission

Authors:

Name: Guoping He

Email: heguoping (at) gdufs.edu.cn

Country: CN (China)

Affiliation: Guangdong University of Foreign Studies

Name: Xianwen Kuang

Email: xianwen.kuang (at) xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'an Jiaotong - Liverpool University

Name: Jiamei Tang

Email: tangjiamei (at) gdufs.edu.cn

Country: CN (China)

Affiliation: Guangdong University of Foreign Studies

Name: Huizhen Du

Email: emma (at) gdufs.edu.cn

Country: CN (China)

Affiliation: Guangdong University of Foreign Studies

Abstract: The concept of Cultural distance (CD) initially developed by Geert Hofstede and defined by other researchers (e.g. Raza, Singh & Dutt, 2002) as the degree to which cultural norms, worldviews, attitudes, perceptions and ideas differ between countries, has been widely applied in cross-culture comparison studies. For example, scholars have examined how it has influenced trading between two countries. In particular, research indicated that the bigger the cultural difference between two countries, the more negative effects it would have on the amount of trade (Tung and Verbeke, 2010).

Similarly, it could also be used to explain the extent to which how a cultural product of one country is accepted or framed by another country's people or the news media. The assumption is that the larger the cultural difference, the more negative evaluation the people or the news media will have on the cultural product. Such assumption is rather commonsensical but the influence of CD could be moderated by various factors. The case of Traditional Chinese Medicine (TCM) as the cultural product of China could illustrate such complexity. The influence of CD on the acceptance and TCM in another country could be minimized if the country is the origin of some precious wildlife, which could be taken as ingredients of TCM. Despite its curative effects, the fact that TCM uses parts of animals and plants as the ingredient of its medicines has aroused strong criticism from people/news media in countries where there are such wildlife.

Besides, the population of Chinese immigrants in one country might also affect the acceptance of TCM in the nation. However, there have been few studies on how exactly CD, origin of TCM

ingredients and population of Chinese immigrants influence or moderate the evaluation of TCM in a country's news media.

To fill the gap, this study will do a quantitative content analysis of mainstream news media's reports on the TCM in 12 countries (two mainstream newspapers from each country) which vary in terms of CD to China, origin (or not) of TCM ingredients and population of Chinese immigrants to gauge the influence of these factors to the reporting of TCM. The dependent variables will include the tones of news reports (positive, neutral or negative) and the frames used by the news media to report TCM. In this study, not only issue specific but also generic frames (see De Vreese 2005 for classifications between the two types of frames) will be coded so that the findings from the study could serve as more effective reference for further studies examining the news reports of other cultural products from China.

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Id: 22890

Title: La investigación sobre riesgos para periodistas en Brasil: en guerra sin estar en guerra

Session Type: Individual submission

Authors:

Name: Sonia Virginia Moreira

Email: soniavm (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Juiz de Fora

Name: Iluska Coutinho

Email: iluskac (at) uol.com.br

Country: BR (Brazil)

Affiliation: Universidade Federal de Juiz de Fora

Name: Monica Sousa

Email: monica.cpsousa (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade do Estado do Rio de Janeiro

Name: Gustavo Teixeira

Email: gustavo.tfp7 (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Juiz de Fora

Name: Helena Amaral

Email: helena-amaral (at) hotmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Juiz de Fora

Abstract: La cobertura periodística de áreas de conflicto no es exclusiva de países en guerra. En las últimas décadas, en varias regiones de Brasil, los periodistas son forzados, intimidados o asesinados por grupos paramilitares (milicia), policías, narcotraficantes o por orden de políticos y empresarios acusados de corrupción.

El informe de 2018 de la Federación Nacional de Periodistas apunta un crecimiento del 36% en los registros de violencia contra periodistas brasileños (FENAJ, 2019). En los meses previos y durante las elecciones generales de 2018, la Asociación Brasileña de Periodismo Investigativo identificó 85 ataques digitales (la mayoría "exposición indebida" en las redes sociales) y 71 ataques físicos contra periodistas (hostilidad, acoso y agresión), totalizando 156 casos de violencia (ABRAJI, 2018). Estos informes nacionales se asemejan a contextos más amplios: el último informe de la organización Reporteros sin Fronteras mapeó 80 asesinatos de periodistas en el mundo. Casi la mitad de los profesionales murieron en países que no están en guerra (RSF, 2018).

Este artículo examina los itinerarios metodológicos de la investigación "Brasil: Estudio de Riesgo y Resiliencia entre Periodistas", sobre seguridad de periodistas, realizada en dos estados brasileños (Acre, en la región Amazónica que limita con Bolivia, y Minas Gerais, estado de la región sudeste con el mayor número de municipios) y en una metrópoli, la ciudad de Río de Janeiro. La recolección de información fue realizada mediante un cuestionario con 44 preguntas cerradas y abiertas, con enlace a la base Qualtrics.

Los parámetros utilizados incluyen la no identificación de los periodistas, la selección de profesionales en áreas de riesgo físico acentuado, localizadas en región de frontera, o en espacios urbanos donde amenazas personales llegan vía internet. El objetivo es analizar las especificidades regionales y profesionales de la actividad periodística y verificar las dinámicas de los estudios de campo sobre la base de los resultados preliminares.

Hughes et al. (2017:4) sostienen que "unos pocos estudios han examinado empíricamente cómo la violencia contextual, la inseguridad pública y la desigualdad económica influyen en los entornos de trabajo de los periodistas en las democracias." En Brasil, el ambiente de inseguridad ha generado mayor violencia y el trabajo del periodista es fuertemente influenciado por dicha situación. Estos son los puntos centrales para este artículo.

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Id: 22922

Title: Melodrama and television news: a methodological proposal to measure arousal, enjoyment, identification and emotional contagion and their relationship with news recall

Session Type: Individual submission

Authors:

Name: Constanza Mujica

Email: mujicaholley (at) gmail.com

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Name: Ingrid Bachmann

Email: ibachman (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: Several authors criticize current journalism for its simplification of issues through its focus in personal stories and the intensification of emotional content (Franklin, 2005). According to these definitions, the information media have lost quality and have moved towards the trivialization of public discourse (Blumler y Gurevitch, 1995). The omission of significant events is understood as an oversight in the discussion of public affairs (García-Avilés, 2007), indispensable for the preservation of democracy (Gripsrud, 2000).

In the other pole, some argue that the despise for personalized and emotional contents is rooted in an “excessively rationalist model” (Uribe, 2007). They contend that it does not acknowledge the role of emotions in cognitive processes (Damasio, 2005) and their potential to increase the levels of comprehension to involve and implicate citizens through the integration of data in a subjective level (Uribe, 2007).

The procedures described by both groups can be linked to the Latin American tradition of melodrama studies. Those descriptions consider some of the characteristics of traditional melodrama as detailed by several authors (e.g. Martín Barbero, 1995): archetypical characters; pathetic enuntiations and visualization of pain, presence of rhetorical figures of excess, focalization on the personal and domestic.

In a prior experiment, we determined that the use of melodramatic resources is not detrimental to the recall and comprehension of journalistic information. Melodramatic news were perceived as more interesting and attractive, and favored higher recall (Mujica y Bachmann, 2018).

Given the prior research’s scope the assessment of the factors that explain that positive was not possible. Literature proposes four mediators to explain them: arousal (Lang et al., 1999), enjoyment (Vettehen et al., 2008), identification (Fuenzalida, 2002), and emotional contagion (Bas y Grabe, 2015).

The current paper will present an experimental methodology that considers the operationalization and measurement of these variables and of information recall and comprehension.

It proposes the use of a 2 (socioeconomic status of participants) x 2 (low or high level of melodramatic treatment) design. The number of male and female participants will be equivalent so as to control gender effects. The experiment considers the elaboration of news stories about four different topics. For each of these stories two versions were edited with two different levels of

melodrama. Every participant will be exposed to four stories, two with high levels of melodrama and two with low levels of melodrama. In the current presentation one of the pairs of stories will be shown to exemplify the ways in which melodramatic levels were controlled.

We will also present an instrument that includes self-report measures of the effects. It considers the contributions by Bas y Grabe (2015), Grabe et al. (2015); Vettehen et al (2008), Igartua y Muñiz (2008) y Myrick y Wokdynski (2015), among others.

This methodological proposal intends to contribute in the study of media effects, specifically on the study of information recall and comprehension. This experimental outlook seeks to add relevant data to the mostly normative discussion on the journalistic quality (or lack thereof) of melodramatic news coverage.

Id: 22937

Title: Indian Journalists Speak: A Localized Understanding of Their Views on the Extrinsic and Intrinsic Dimensions of Journalism

Session Type: Individual submission

Authors:

Name: Jyotika Ramaprasad
Email: jyotika (at) miami.edu
Country: US (United States)
Affiliation: University of Miami

Name: Thomas Hanitzsch
Email: thomas.hanitzsch (at) ifkw.lmu.de
Country: DE (Germany)
Affiliation: University of Munich

Abstract: In contrast to the oft-used hegemonic perspective, and thus evaluation, of non-Western journalism found in most journalism studies research, this paper takes a kaleidoscopic view to explore journalism in India as organic to its local origins. The paper provides views of 527 Indian journalists from big and small towns, English and local language media, a spectrum of media types, private and government, on the extrinsic influences they face and the intrinsic values they espouse. The Indian journalistic context is complex—enormous, fragmented by language, region and politics, and characterized by political parallelism, market logic, and values about journalism as both independent and serving social change. The findings have a similar complexity.

The method used was survey. Data was collected (by 2015) on extrinsic and intrinsic dimensions, using a five-point Likert scale measuring agreement with statements. The variables constructed from the statements were emergent rather than imitative of previous studies.

Overall, journalists indicated the greatest influence from procedures (access, laws, resources, time limits) and the least from political factors (government, business); subscribed to the interventionist (influence social change, public opinion), accommodative (entertain/orient audiences), and monitorial role to about the same degree (above average) and much less to a collaborative (support government) role (below average). They espoused absolutist ethics to a high degree and subjectivist (personal decision making) ethics the least (about midpoint); and trusted regulatory (courts, police) institutions more than they trusted representative (government) institutions.

Key differences that emerged were: journalists from state media embraced more collaboration; private media journalists were ethically more exceptionist; older, better paid journalists perceived greater autonomy, were ethically less absolutist, and indicated greater political influence and smaller organizational and economic influences; and journalists who valued religion were ethically more absolutist and subjectivist, more collaborative, and perceived greater personal networks' influence.

This is evidence of the sheer complexity of the Indian journalistic scene. The state media feel social responsibility and thus collaborate, and private media espouse market logic that fosters exceptions to absolutist ethics. The younger workforce that joined the exploding media market post-liberalization faces precarity and hence less autonomy, and given their junior positions feels

organizational and economic influences but not political influences because these do not filter down. In contrast, the older guard, in higher positions, are subjected to the pressures of political parallelism from owners and senior management. In this collectivistic country, where the professional and the personal often mix, those journalists with greater value for religion feel either a duty-bound ethical absolutism or subjectivism, are more collaborative and perceive more personal networks' influence. Further evidence of complexity was found in the lack of a pattern in the relationship between extrinsic and intrinsic factors.

The study is important because while India represents "the rise of the rest" of the world, there is a scarcity of large, systematic, empirical studies of Indian journalists, that are also quantitative, largely because data collection of the type represented by this study--based on a random sample with a small margin of error--is very difficult in India.

Id: 22957

Title: Humanitarian Reporting in Chinese International Media

Session Type: Panel Submission

Authors:

Name: Kate Wright

Email: Kate.Wright (at) ed.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Edinburgh

Name: Mel Bunce

Email: melanie.bunce.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City University of London

Name: Martin Scott

Email: Martin.Scott (at) uea.ac.uk

Country: GB (United Kingdom)

Affiliation: University of East Anglia

Abstract: How do Chinese conceptualisations of dignity, peace and harmony shape humanitarian reporting found in the output of the Chinese satellite TV network, CGTN, and the wire agency, Xinhua? In what ways is this journalism informed by President Xi's increasingly centralised approach to public diplomacy, which culminated in his announcement that all international media were to be amalgamated into a single 'Voice of China'? And what do journalists do when there are conflicts between their own values, practices and priorities, and those of the Chinese state? This paper discusses data drawn from a global study of humanitarian journalism, including extensive content analysis, ethnographies, and semi-structured interviews with nearly 200 journalists around the world. Although the "humanitarian emergency" has been widely believed to be a Western construct, we found that Chinese international media are some of the most prolific providers of this kind of humanitarian reporting. This is because of the ways in which it allows Chinese news organisations to avoid potentially "controversial" political issues, including discussions of the causes and contexts of suffering. Indeed, humanitarian reporting was found to be key to China's efforts to make friends across borders by promoting itself as a bringer of global order and cooperative partnership between developing countries – in opposition to the imperialistic rescue narratives of the West.

Thus the newsgathering practices of journalists working for Chinese international media are profoundly different: with states, rather than non-governmental actors, being viewed as being the primary humanitarian actors. In particular, journalists were expected to prioritise positive narratives about Chinese aid workers or peace-keepers, as well as the constructive measures taken by their diplomatic allies. But our study shows that Chinese international media were not monolithic; rather, editorial control could be surprisingly patchy, varying across space, time and language.

Both Chinese and non-Chinese journalists took advantage of this: actively engaging in strategic position-taking to evade the harshest restrictions, or making compromises with their Chinese managers. However, they also carried out hidden transcripts of partial subversion; and sometimes

even came together in acts of collective defiance, in order to uphold their own journalistic and humanitarian values. We conclude that this demonstrates that even in the most tightly-controlled media, journalists actively engage in boundary-work with their funding state according to their own ideas of integrity and truth-telling.

Id: 22971

Title: Twitter, elections and ambient journalism in South Africa

Session Type: Panel Submission

Authors:

Name: Tanja Bosch

Email: tanja.bosch (at) uct.ac.za

Country: ZA (South Africa)

Affiliation: University of Cape Town, South Africa

Abstract: Globally, Twitter and other social networking sites have changed the way journalists practice their craft; with Twitter in particular used to disseminate news, but also used as a news source and research tool. Hermida (2010) has referred to the shift in the relationship between audience and journalists as ‘ambient’ journalism – i.e. fragmented and omnipresent journalism which is a collective effort involving producer and consumer. Social media and ICTs have come to play a key role in political resistance and activism across Africa, and their role in journalism has also become more prominent with the growth of the mobile internet making internet access more widespread.

Twitter has grown into a vast news and information network, creating opportunities for user-generated content sharing. However, journalists play more of a gatekeeping role, and journalists and media organisations are often at the centre of Twitter communities and debates, with users frequently retweeting posts from established individuals or organisations. In the South African context specifically, there are several political factions with respect to political discourse on Twitter, including mainstream media, black nationalists, the white right, liberals, international left and South African left etc. Within the context of the upcoming 2019 national election in South Africa, the growth of fake news and contested truths; the proposed paper explores how journalists (and citizens) use Twitter for election related discussion and debate; and whether social media journalism serves human dignity, ethics, responsibility and ‘truth’.

Using a mixed methods approach comprising social network analysis and qualitative content analysis of a sample of tweets from prominent journalists’ social media feeds, the paper explores how South African journalists negotiate professional norms and practices. Moreover, it will consider what role journalists play in the social media news ecosystem at election time, with specific refer to gatekeeping, partisanship, and personalization; and how Twitter may be changing normative journalistic practices.

Id: 23004

Title: A model proposal to assess the relationship between journalists' labour conditions and journalistic performance

Session Type: Individual submission

Authors:

Name: Janara Nicoletti

Email: janarant (at) gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Santa Catarina

Name: Jacques Mick

Email: jacques.mick (at) ufsc.br

Country: BR (Brazil)

Affiliation: Federal University of Santa Catarina

Abstract: This paper presents an analysis model proposal to evaluate the relationship between journalists' labour conditions, especially the precarity of work, and performance, by means of quantitative measurements and exploratory data analysis using statistical techniques. The measurements are derived from a set of questions supported by literature reviews and applied to professional Brazilian journalists. Answers are compiled into a matrix of indicators that are then filtered, grouped, and normalized before composing the indexes used in the analysis.

With this model, it is possible to do inferences about three dimensions related to intrinsic work conditions of journalists: intensity and work environment; performance on journalistic practice and satisfaction with work. The first group is the result of questions about routine, type of contract, work time balance etc. The second group presents information on decision making, influences on work and autonomy etc. The last group analyses the well being of each worker. Those three dimensions are then submitted to correlation analysis, enabling the assessment of the relationships between work conditions and performance. In a pilot experiment with Brazilian journalists, the model exhibited medium to high levels of correlation. The study is part of in-progress doctoral research at the Federal University of Santa Catarina, Brazil, whose main goal is to understand how the journalists' labour conditions can interfere with the quality of news. The model proposed in this paper will be complemented with a content analysis.

The research is based on previous studies about precarity of work (HARVEY, 1992; MÉSZÁROS, 2011; ALVES, 2013; STANDING, 2014; ANTUNES, 2015; SENNET, 2015), journalists' labour conditions (SCHUDSON, 1981; ACCARDO, 1995; GARCIA, 2009; WEAVER; WILLNAT, 2012, 2014; MICK; LIMA, 2013; FIGARO; NONATO; GROHMANN, 2013; ÖRNEBRIG, 2016; MIRANDA, 2017; HANITZSCH; HANUSCH, 2017), job quality (BUSTILLO et al, 2011; EUROFOUND, 2012), and journalism quality (PICARD, 2000; MARINHO, 2011; MOMPART, 2013; ANDERSON, 2014; LACY; ROSENSTIEL, 2015).

The media business had become the stage of pressures relative to the audience, performance, results, cuts, and layoffs. The professionals are underpaid and overwhelmed, had purchasing power decreased, quality of life deteriorated, and are more prone to physical and psychological illnesses (ACCARDO, 1995). Örnebring (2018, s.p.) defines precarity in journalism as "the new normal". In Brazil they are suffering "a strong deterioration of working conditions" (MOREIRA, 2017, p. 4):

76.1% had their average working hours increased and 57% claim that the credibility of journalism is decreasing.

It can also affect ethics principles (FRIEND; SINGER, 2007), media transparency (CHRISTOFOLETTI, 2010) and credibility (CARRO, 2016). For example, in the United Kingdom, 25% of journalists admitted to had published some information without checking it due to lack of time (THURMAN et al, 2016). Thus, it is necessary to advance on methodologies and research models capable of evaluating precarity of work and journalistic quality. The overpressure, career instability, and risks in their duty and personal life poses a negative impact on journalists performance and consequently on the quality of information that is publicized.

Keywords: journalists' labour conditions; journalism quality; precarity of work.

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Id: 23029

Title: Dimensions of Social Media Logics: Mapping the Impact of Twitter and Instagram on Journalistic Performance

Session Type: Individual submission

Authors:

Name: Alfred Hermida

Email: alfred.hermida (at) ubc.ca

Country: CA (Canada)

Affiliation: School of JournalismThe University of British Columbia

Name: Claudia Mellado

Email: claudia.mellado (at) pucv.cl

Country: CL (Chile)

Affiliation: School of JournalismPontificia Universidad Católica de Valparaíso

Abstract: There has been more than a decade of research in journalism studies on social media, with hundreds of studies examining how journalists and news organisations have adopted and/or adapted to Twitter, Facebook, Instagram, YouTube, and Snapchat (Lewis and Molyneux, 2018). The research has largely documented how social media has developed as spaces for the cultural production of news, surfacing tensions over professional control and what Bentivegna and Marchetti (2018) described as “hybrid normalization” by journalists. Much of the scholarly work examined social media through lenses drawn from journalism studies to reveal how the interaction between social media and established norms and practices, such as impartiality, verification and gatekeeping, (Gulyas, 2013; Hedman and Djerf-Pierre, 2013; Lasorsa, Lewis, and Holton, 2012; Zeller and Hermida, 2015).

Such work has been valuable in analyzing how journalists integrate social media into their daily news work. But, as Lewis and Molyneux (2018) suggest, it is time to consider blind spots after a decade of research. This paper answers that call for researchers to address the biases and assumptions that have coloured research into social media and journalism practice. It advances a conceptual map for analyzing journalistic performance on social media that takes as its starting point the materiality of a platform, cognizant that the materiality of media has always influenced, and been influenced by, practice. In contrast to previous mediums for journalism, social media spaces operate beyond of the institutional control of news organizations and outside the logic of journalism (Hermida, 2016).

This paper focuses on Twitter and Instagram as two examples of social media spaces that offer specific affordances to journalists in terms of narrative forms, textual-visual cues, and audience relations. Although the term affordances is often used to distinguish the physical and structural conditions that a particular technology offers (Hayes et al., 2016), our approach includes specific characteristics of social media platforms extend beyond technical affordances (Dijck and Poell, 2013). Specifically, it maps journalistic performance through the following dimensions of Twitter and Instagram: 1) aesthetics; 2) genre conventions; 3) Rhetorical practices; 4) Structure and design; 5) Interaction mechanisms; 6) Intentionality. Such a framework extends previous research into

journalistic performance (Mellado, 2015; Mellado et al., 2017) by adding dimensions to investigate the potential redefinitions and/or reinterpretations of established roles given the specific logics of social media platforms.

Id: 23038

Title: The Gap Between Reported Journalistic Behaviors and Role Performance in the news: A cross-national comparison in Europe, Latin America, and Asia.

Session Type: Individual submission

Authors:

Name: Claudia Mellado

Email: claudia.mellado (at) pucv.cl

Country: CL (Chile)

Affiliation: School of JournalismPontificia Universidad Católica de Valparaíso

Name: Cornelia Mothes

Email: cornelia.mothes (at) tu-dresden.de

Country: DE (Germany)

Affiliation: Dresden University of Technology

Name: Adriana Amado

Email: adriana.amadosuarez (at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad Argentina de la Empresa

Name: Sergey Davydov

Email: sdavydov (at) hse.ru

Country: RU (Russian Federation)

Affiliation: Higher School of Economics (HSE)

Name: Jacques Mick

Email: jacques.mick (at) ufsc.br

Country: BR (Brazil)

Affiliation: Universidade Federal de Santa Catarina

Name: Daniel Olivera

Email: dasnieloliveraperez (at) gmail.com

Country: CU (Cuba)

Affiliation: Universidad de La Habana

Name: Patric Raemy

Email: patric.raemy (at) unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Name: Sergio Roses

Email: sergioroses (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Henry Silke
Email: Henry.Silke (at) ul.ie
Country: IE (Ireland)
Affiliation: University of Limerick

Name: Colin Sparks
Email: sparksc (at) hkbu.edu.hk
Country: HK (Hong Kong)
Affiliation: Hong Kong Baptist University

Name: Haiyan Wang
Email: haiyan.wang2009 (at) gmail.com
Country: CN (China)
Affiliation: Sun Yat-Sen University

Abstract: In recent years, public dissatisfaction with and skepticism about the performance of professional news media and journalists has alarmingly increased. The public debate about journalism credibility in general and ‘lying media’ accusations in particular mainly address the question of whether journalists live up to their ideals; that is, whether journalistic values and normative standards regarding their work find their adequate implementation in the final news product that is made known to the public.

To address such questions, previous studies in journalism have analyzed the gap between role conceptions and perceived role enactment, or discrepancies between individual journalistic conceptions and the performance of professional roles for individual countries. These studies showed that the gap between ideals and practices seem inevitable due to the various external constraints that limit the possibility for journalists to fully meet their preferred professional roles in everyday practice.

Nevertheless, there is a lack of empirical studies analyzing how the gap between ideals and performance manifests itself at the level of the news organization, and across countries with different political, economic and media system contexts. At the same time, little is known about the discrepancies between reported journalistic behavior and actual practice, in comparison to the roles journalists find important to accomplish.

The investigation of the gap between journalists’ perceived role enactment and media performance has important implications for journalism as a profession, as it sheds light on the potential discrepancies between what journalists claim to do and what is actually performed when reporting the news – hence, discrepancies that are pivotal to recent public and academic debates about the social responsibility and credibility of contemporary journalism.

To better understand the forces driving such discrepancies, the present study analyzes the professional behavior of individual journalists within a broader organizational and societal context. Based on standardized operationalizations of the disseminator, watchdog, loyal-facilitator, civic, service, and infotainment roles, journalists’ reported role enactment was measured based on a survey with 643 journalists from 33 media organizations in nine countries - Argentina, Brazil,

Chile, China, Germany, Hong Kong, Ireland, Spain, and Switzerland-, and compared to the average performance of these roles in 19,908 content analyzed news published by their media organizations.

The results show a significant gap between perceived enactment and media performance across all six roles. In all cases, journalists assure they perform each professional role more frequently than what the average role performance rate of their respective news organizations actually indicates. For all countries and across all organizations, the biggest gap was found with regards to the civic and the watchdog role, while the smallest gap was found for the interventionist role. The data additionally revealed significant differences in the size of the gap across countries, organizations, and journalists. Most consistently, the magnitude of the gap between reported journalistic behavior and media performance depended on the journalists' individual level of perceived autonomy in the newsroom, the news outlets' orientation as either popular or elite, and the level of press freedom in the respective country.

Findings will be discussed regarding their implications for journalism as a profession in times of decreasing media trust, and the risks of relying only on journalists' self-reports when studying journalistic and media cultures.

Id: 23051

Title: Explorando la prensa colombiana: ¿A qué contenido se expone un lector cuando en sus manos cae la prensa nacional'

Session Type: Individual submission

Authors:

Name: Laura Mattos

Email: lmmattos (at) uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Name: Gloria Hernández

Email: anibale (at) uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Name: Melanie Montaña

Email: melanied (at) uninorte.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Norte

Abstract: PRESENTATION IN SPANISH

La prensa escrita es el medio de mayor credibilidad en Colombia. Si bien no es el de mayor consumo, es el que permite profundizar y desarrollar con mayor amplitud las noticias de interés a nivel nacional. El Estudio General de Medios en el 2016 encontró que los 10 periódicos más leídos de Colombia son: El Tiempo, ADN Bogotá, Q'hubo Medellín, Al Día Barranquilla, Publimetro, Q'hubo Cali, Q'hubo Bogotá, El Espectador, Q'hubo Cartagena y El Colombiano. Dos de estas publicaciones son de carácter gratuito y circulan fundamentalmente en la capital del país. La publicación Q'hubo, que circula en cuatro ciudades de Colombia, y el periódico Al Día, son medios tabloide de carácter sensacionalista. Frente a este panorama surge la preocupación de explorar a qué contenidos mediáticos está expuesto el colombiano promedio cuando decide acceder a la información en los diarios colombianos. El objetivo de este proyecto investigativo es efectuar un análisis de contenido que permita develar la estructura informática que predomina en los 10 periódicos de mayor circulación.

Si bien la profesión del periodismo ha sido altamente ponderada incluso por el Nobel de literatura Gabriel García Márquez, cuando sentenció que el periodismo era el mejor oficio del mundo, aspectos tales como el ejercicio del periodismo y sus productos no han sido suficientemente analizados en Colombia, dejando por fuera muchos aspectos que todavía ameritan una profunda investigación científica. Algunos estudios previos han abordado temas como la satisfacción del periodista frente a su remuneración salarial (Gutiérrez 2010). Otros han explorado la cobertura de temas como la guerra, el conflicto armado y el posconflicto desde la cobertura dada por los medios a estos hechos (Tamayo & Bonilla 2014) (Barajas, 2016). Así mismo encontramos estudios que exploran elementos tales como la satisfacción laboral y barreras que impiden el ejercicio de la

profesión (Arroyave & Blanco, 2005). No obstante, se evidencia un vacío investigativo en la clase de contenido que predomina en los medios informativos impresos en el contexto nacional.

Dado que el 50% de los medios de mayor circulación se enfocan en hechos violentos y tragedias ocurridas a nivel local surge el interés de explorar este tema. El presente estudio analizará los contenidos de la prensa en Colombia a través de la metodología del análisis de contenido. Se ha partido de una muestra de 3 meses a través de la figura de semana compuesta de los 10 periódicos de mayor circulación a nivel nacional. Se han identificado variables como titulación, fotografía empleada, lenguaje, extensión de noticias principales, noticias internacionales, sección de columnas de opinión, entre otros factores que ilustrarán los aspectos informativos esenciales de estos medios. Nos atrevemos a vaticinar que una porción importante de contenidos deja por fuera información relevante a nivel internacional, columnas de opinión que iluminan temas de interés nacional y además, que géneros mayores del periodismo tales como la crónica y el reportaje pasarán a un segundo plano.

Id: 23058

Title: Revisando las características del periodismo digital bajo la mirada de los Derechos Humanos y de la accesibilidad comunicativa

Session Type: Individual submission

Authors:

Name: Marco Bonito

Email: marcobonito (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal do Pampa - UNIPAMPA

Name: Larissa Conceição dos Santos

Email: larissa.conceicaos (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal do Pampa - UNIPAMPA

Abstract: En el escenario brasileño, según el último censo demográfico (IBGE 2010), el 24% de la población residente posee algún tipo de discapacidad, en números absolutos, las personas con algún grado de deficiencia suman 45,5 millones. Este dato debería servir como referencia para propuestas de políticas públicas que respeten los Derechos Humanos y promuevan la ciudadanía de estas personas, sin embargo, las conquistas legales generalmente no se cumplen y lo poco que se hace no contempla los intereses y necesidades de las Personas con Discapacidad (PcD). A partir de lo expuesto, es necesario reconocer que la comunicación es un Derecho Humano fundamental, reconocido por la ONU y luego una persona sin acceso isonómico a las informaciones pasa a estar en situación de vulnerabilidad social y está alzada de su ciudadanía plena.

En ese sentido, el trabajo tiene por objetivo reflexionar acerca de la importancia de la formación de profesionales de comunicación con conciencia ciudadana en favor de la accesibilidad comunicativa (Bonito, 2015), ante el panorama político-legal en Brasil, en lo que se refiere al Estatuto de la persona con discapacidad (2015), que exige la obligatoriedad de la oferta de accesibilidad comunicativa en los sitios y servicios de radiodifusión (Radio y TV). Se adopta la investigación de la investigación, investigación de contextualización, la investigación bibliográfica y la investigación teórica como estrategias procesuales metodológicas para reflexionar críticamente sobre el modelo teórico del Periodismo Digital, a partir de los conceptos propuestos por Palacios (2003) y de las 7 características sistematizadas por Canavilhas (2014), a saber: (1) hipertextualidad, (2) Multimedialidad (3) interacción (4) memoria (5) Instantaneidad (6) Personalización y (7) la ubicuidad.

A pesar de la contribución presentada por los autores, se observa que el campo de investigación en Periodismo Digital aún no discutió debidamente las cuestiones de la Accesibilidad Comunicativa como una de las características fundamentales y esenciales de los Modelos Teóricos del Periodismo Digital. En este sentido, este artículo se propone a problematizar inicialmente esta necesidad, sugiriendo la inclusión de la Accesibilidad como parte integrante del modelo teórico, es decir, como una octava característica esencial a la reconfiguración del modelo de producción web-periodística, en pro del respeto a la diversidad funcional humana, sus derechos a la comunicación isonómica, promovidos por la Declaración Universal de los Derechos Humanos (ONU, 1948) y en virtud de la Ciudadanía Comunicativa (Mata, 2014). Para ello, presenta una reflexión crítica a partir de los

contextos históricos y sociopolíticos de las personas con discapacidad en Brasil, así como relaciona las cuestiones a los Derechos Humanos en la perspectiva de la promoción de la Ciudadanía Comunicativa.

Por último, comprendemos que la reflexión teórico-crítica y la enseñanza en periodismo, a través de una educación comunicativa inclusiva, contribuyen directamente a la formación de sujetos comunicantes con conciencia ciudadana y al desarrollo de procesos comunicacionales accesibles que puedan transformar el ethos mediático a lo largo tiempo.

Id: 23101

Title: Análisis de medios digitales alternativos en México: nuevas propuestas periodísticas y su impacto social, político y cultural en jóvenes universitarios de la ciudad de México.

Session Type: Individual submission

Authors:

Name: Roberto Alejandro Novelo
Email: robertoa.lopez (at) anahuac.mx
Country: MX (Mexico)
Affiliation: Universidad Anahuac Mexico

Name: Francisco Manuel Lorenzo
Email: francisco.lorenzo (at) anahuac.mx
Country: MX (Mexico)
Affiliation: Universidad Anahuac Mexico

Name: Carlos Cienfuegos
Email: carlos.cienfuegos (at) anahuac.mx
Country: MX (Mexico)
Affiliation: Universidad Anahuac Mexico

Abstract: La industria periodística mexicana ha tenido una transformación profunda debido a los nuevos espacios digitales para la difusión de información; a cambios importantes en la comercialización de productos informativos, y al impacto de fenómenos mediáticos como la desinformación y las llamadas noticias falsas (Ireton & Posetti, 2017). Las empresas periodísticas tradicionales han perdido no solamente buena parte de sus ingresos debido a cambios en la manera de publicitar productos y servicios por parte de las organizaciones, sino también han perdido la confianza de lectores y consumidores de información por el surgimiento de empresas que hacen uso de nuevas narrativas multiplataforma y transmediáticas, las cuales proporcionan mayor confianza y veracidad, tratamiento ético (Zion & Craig, 2018 ; Friend & Singer, 2007) en sus contenidos, mostrado con ello, ser más atractivas sobre todo para los consumidores de información más jóvenes. Estas nuevas empresas periodísticas se han adaptado a los cambios en el consumo de las narrativas informativas (Hill & Bradsaw, 2018) y han sorteado con éxito los problemas financieros de las empresas tradicionales, muchas de las cuales se han visto resistentes a los cambios y han mostrado poco conocimiento del contexto digital.

En esta investigación se analiza de forma cuantitativa, a través de encuestas, y cualitativa, con la realización de focus groups, entrevistas a profundidad y análisis de contenido; el impacto social, político y cultural en jóvenes universitarios de la Ciudad de México de seis propuestas de periodismo alternativo (Martínez & Sierra, 2012) digital: animalpolítico.com, sin embargo.mx, culturacolectiva.com, sdpnoticias.com, pijamasurf.com y sopitas.com.

Id: 23113

Title: Framing of the refugee crisis by the media in the Serbia

Session Type: Individual submission

Authors:

Name: Ana Milojevic

Email: anamilojevic (at) gmail.com

Country: CS (Serbia and Montenegro)

Affiliation: University of Belgrade, Faculty of Political Science

Name: Krisitna Malesevic

Email: krismalesevic (at) gmail.com

Country: CS (Serbia and Montenegro)

Affiliation: University of Belgrade, Faculty of Political Science

Abstract: Media representation of the migrations, migrants and refugees has been an important area of media studies. It gained momentum with the emergence of the pan-European crisis caused by the abrupt incoming of the refugees from the Middle East in 2015. Severe humanitarian, economic, political and security issues have prompted the re-examinations of the interdependence between media representation and the public perceptions of refugees. Recent research show that media coverage in the EU countries, has been mostly focused on the negative consequences of the arriving of refugees and the elite voices (Hovden, Mjelde & Gripsrud, 2018). Usually “voiceless” refugees are represented as “threat” to cultural values, economy and security of the host countries (Smets & Bozdağ, 2018), and framed either as “vulnerable” or as “dangerous outsiders” (Georgiou and Zaborowski, 2017). However, most of the research examines media representation of refugees, while the media framing of crisis is underexplored. Furthermore, academic evaluation of the media coverage outside the EU countries is still limited. Therefore, this paper aims to contribute to the existing scholarship by examining media framing of the refugee crisis in Serbia.

Based on inductive reading of media texts and previous studies (Benson & Wood, 2015; Kim et al, 2011) we have pre-defined: three “problem” frames – discussing challenges for political system, society and refugees; two “causal” frames – ascribing (un)legitimate causes to migration; and two “solution” frames – introducing humanitarian/defensive measures for solving the crisis.

Additionally, we have examined whether the problem and solution frames were assigned to the external (outside Serbia) or internal (Serbian) actors. We have analyzed sampled media text from main national TV and print media in period 2015 -2017, totally 2089 texts. Our results show that refugee crisis was dominantly framed as problem for refugees in external political systems and societies, which usually exercised defensive solutions, while response to crisis of the Serbian government was highly “humane”. Furthermore, our study demonstrates significant presence of refugee voices in comparison to other European media. Such findings are interpreted within previous conclusions according to which media and political debates are nationally contextualized in relation to: transit/destination position of the country; past experiences with seeking or offering refuge; and strength of right wing political actors (Triandafyllidou, 2017).

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Id: 23161

Title: Caracterización, encuadres, fuentes y agendas en el cubrimiento en medios nacionales del proceso de paz y el postacuerdo en Colombia 2013-2018.

Session Type: Individual submission

Authors:

Name: Mario Morales

Email: moralesm (at) javeriana.edu.co

Country: CO (Colombia)

Affiliation: Profesor asociado Universidad javeriana

Abstract: (PRESENTATION IN SPANISH)

Luego de dos años de implementación de los acuerdos, fruto de un diálogo de 60 meses entre el gobierno colombiano y la guerrilla de las Farc, y la llegada de un nuevo gobierno del partido de oposición, el proceso de paz está en crisis. Una investigación, fundamentada en un observatorio de medios, monitoreó de manera simultánea y censal cerca de 21 mil piezas periodísticas publicada o emitidas en los medios nacionales de prensa y televisión Colombia, con el fin de caracterizar temas, fuentes, narrativas, estéticas, encuadres y tratamiento informativo del cubrimiento realizado al acontecimiento más importante de Colombia en el último medio siglo.

La ingente investigación, desde la perspectiva de los estándares de calidad periodística, que se dividió en 10 fases, al tiempo que aportó una metodología dinámica y flexible, para adaptarse a los constantes cambios propios de un proceso de paz, ha entregado resultados parciales a manera de insumos para reflexión y debate de medios, periodistas, investigadores, docentes y estudiantes de periodismo.

Una vez concluido, el proyecto permite el análisis consolidado, tanto cuantitativo como cualitativo, del valor agregado periodístico de los medios mencionados, que contempla 7 ejes que van desde el contexto, adecuación y coherencia informativa, el origen de la información, la base investigativa, la tematización, el manejo de las fuentes, hasta las formas utilizadas, la ética periodística y el encuadre de cada una de las piezas periodísticas. En el instrumento de análisis se establece la distinción entre la producción informativa y la formación de opinión, contraste que permite evaluar de manera independiente la calidad en el cubrimiento de registro, por un lado, y la pluralidad en el debate y análisis de los hechos por otra parte.

El proyecto encontró carencias sensibles en la manera como construyeron los medios audiovisuales y escritos sus agendas, sus narrativas y sus estéticas en medio del conflicto armado, que se mantenía latente en medio de las negociaciones, y la posterior implementación de los seis puntos acordados; así mismo, la investigación responde inquietudes que se suscitaron a lo largo de estos 7 años en relación con los enfoques distintos y encuadres diferentes en el cubrimiento de cada medio; con los desafíos éticos y referentes de calidad, con el periodismo a favor de la paz o la guerra en este cubrimiento; con los imaginarios y representaciones que construyeron dichas narrativas informativas y de opinión; y, finalmente, establecer el saldo pedagógico para periodistas, medios y academia.

Los indicadores de la matriz de análisis han sido contruidos a lo largo de 14 años de trabajo investigativo durante los cuales se han realizado 15 proyectos de observatorios de medios sobre distintas temáticas, con base en las teorías periodísticas como la Agenda Setting, Framing, Noticiabilidad, Calidad Periodística y fundamentos deontológicos con apoyo en ciencias sociales.

Id: 23181

Title: Contributions on Media Education for improving the Quality of Journalism in Portugal

Session Type: Panel Submission

Authors:

Name: Manuel Pinto

Email: mpinto (at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: Communication and Society Research Centre, University of Minho, Portugal

Abstract: This contribution aims to share the first advances of an initiative of the Union of Journalists in collaboration with the Ministry of Education on disinformation, ethics, citizenship and media education as well as the last research findings developed by the MILOBS – Media and Information Literacy Observatory, a partnership with several public Portuguese institutions

Id: 23189

Title: Youth Poverty and Precariousness as a Social Trend. The Role of Media Discourse in Representing Urban Inequality.

Session Type: Individual submission

Authors:

Name: Marta Castillo

Email: mcastilloglez (at) gmail.com

Country: ES (Spain)

Affiliation: Autonomous University of Madrid

Abstract: Impoverishment and deprivation processes have emerged as salient themes in Spanish media discourse after economic crisis, to the point of constituting what sociologists have coined as new poverty (Armstrong, 2018; Bauman, 2004; Goode & Maskovsky, 2001). In the light of the increasing media production on the so-called new poverty, this paper seeks to capture the emergence of the phenomenon, shedding light into the constitutive features of this new social (and media) understanding of poverty within the city of Madrid (Spain).

By taking an innovative theoretical framework, that draws on discourse studies and by establishing an interdisciplinary dialogue with both communication and interpretive sociology, this proposal is concerned with the aestheticized depiction of young adult new poor (16-29) in the digital media ecosystem. To that end, the research is intended to analyze on the one hand i) the discursive (re)construction of the processes of impoverishment affecting young adult urban sectors in online press, ii) delving into the power mechanisms and the technologies of the self (Foucault, 1988) that permeate such discourses and iii) determining their social effects.

In doing so, stylization understood as the “knowing deployment of culturally familiar styles and identities that are marked as deviating from those predictably associated with the current speaking context” (Coupland, 2001: 345) emerges as one of the most recurring resources deployed by digital press when addressing social inequality and precariousness at the present time. In this respect, the paper focuses on the particularly aestheticized and stylized representations of the precariat (Standing, 2011) that frame youth impoverishment and precariousness as a fashion, a social trend or a lifestyle to be follow amidst young disadvantaged collectives, thus promoting an array of role models to adhere.

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Standing, G. (2011). *The Precariat: The dangerous new class*. Bloomsbury Academic.

Id: 23255

Title: The journalism of rape: an analysis of the news reportage of sexual violence in India

Session Type: Individual submission

Authors:

Name: Einar Thorsen

Email: ethorsen (at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Name: Chindu Sreedharan

Email: csreedharan (at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Abstract: At least 125 rapes are reported to police every 24 hours in India, with sexual violence either ignored or sensationalised by the news media. Despite this, there has been only limited attempts to understand the issues and challenges involved in the news reporting of sexual violence in India. Fadnis' (2017) research that focussed on the 2012 Delhi gang rape case identified a highly patriarchal newsroom environment, repressive working conditions for female crime reporters, and male reporters who lacked the mindset to pursue diverse story angles. This is echoed by Kanagasabai (2016) and Pain (2016), who looked at urban newsrooms of mainly English publications. Taking a broader view to account for the diversity of India's newsrooms and the culturally specific challenges facing journalists regionally, we present findings from one of the largest multi-language studies on the representation of sexual violence: Media Action Against Rape (MAAR).

We begin with an analysis from a comparative content analysis, covering ten newspapers across six languages for a three-month period (June to August 2018). We compare how victims and accused are described, the location and type of rape crime, and which sources are mentioned or afforded a voice in relation to rape and sexual violence. We uncover distinct variations in news reporting in different regions and languages, which reflect the complex media landscape and cultural differences across India. These differences highlight the need for a more nuanced approach to media representation and sexual violence, and provide evidence for the need for targeted interventions.

Following this, we explore specific challenges experienced by journalists when reporting on rape and sexual violence. For this we draw on more than 180 semi-structured interviews across 13 languages conducted during 2018-2019, covering newspapers, television, radio and online journalists from the six regions of India. We explore how news reporting of sexual violence is routinised; challenges for journalists in breaking through cultural barriers; editorial direction and follow-up stories; difficulties when interacting with sources; and the need for culturally specific, gender-sensitive reporting. Our research also uncovers a significant gender imbalance in newsrooms, with respondents describing sexual harassment and assault, both in the workplace and during fieldwork as a journalist.

Id: 23289

Title: Periodismo cultural narrativo: periodismo de calidad y empoderamiento para la ciudadanía

Session Type: Individual submission

Authors:

Name: Carmen Peñafiel

Email: penafielsaiz (at) gmail.com

Country: ES (Spain)

Affiliation: Universidad del País Vasco/Euskal Herriko Unibertsitatea

Name: Beatriz Zabalondo

Email: beatriz.zabalondo (at) ehu.eus

Country: ES (Spain)

Affiliation: Universidad del País Vasco/EHU

Name: Alazne Aiestaran

Email: alazne.aiestaran (at) ehu.eus

Country: ES (Spain)

Affiliation: Universidad del País Vasco/EHU

Abstract: En una sociedad en la que existe una sobreabundancia de información en los medios de comunicación digitales, en la que prima la celeridad y la brevedad —tanto en la producción como en la recepción de los contenidos—, donde existe una ‘burbuja de desinformación’ favorecida por Internet y las redes sociales, en una sociedad inmersa en una crisis global donde la precariedad del periodismo conduce a informaciones de escasa calidad, que no se distinguen de la infoxicación, con circulación masiva de fake news, algunos profesionales de la información se plantean ofrecer un trabajo riguroso y contrastado, no destinado al consumo rápido y que trata con respeto a sus usuarios (Blumtritt, David y Köhler, 2010). Así, surge el slow journalism, el periodismo reposado, el periodismo que trata contenidos en profundidad, al que se han referido autores como Whitworth, A. (2009); Rosenberg, H. y Feldman, C. S. (2010); Juntunen, L. (2010); Rauch, J. (2011); Brabazon, T. (2013); Neveu, E. (2014); Barranquero, A. (2013) y Rosique, G. y Barranquero, A. (2015). Un periodismo literario, cultural, creativo, de pensamiento libre, abierto, que aborda temas sociales, políticos o culturales, donde se trabajan las informaciones desde otros enfoques. En esta ponencia se analizan cinco revistas que surgen a comienzos del siglo XXI, tanto en versión impresa como digital, con un estilo innovador. Son proyectos periodísticos basados en contenido preferentemente cultural: ARCADIA (Colombia), JOT DOWN (España), LETRAS LIBRES (México), GATOPARDO (Colombia) y YOROKOBU (España). El trabajo se fundamenta en estudios de caso con una revisión de las características generales de estos medios, tipo de empresa y plantilla, utilización de nuevas tecnologías y redes sociales. La investigación añade otros aspectos cualitativos a través de entrevistas en profundidad a fundadores y profesionales de las cinco revistas culturales; todo ello ofrece una perspectiva teórica y una mirada transdisciplinar sobre el periodismo cultural narrativo. La investigación pone de relieve la prioridad de un periodismo de contenido, reposado, con temas que no forman parte de la agenda de otros medios. Este periodismo cultural narrativo se centra en la literatura, la cultura, la historia, la ciencia, la crítica, el pensamiento y la actualidad —sobre todo, tratados desde una mirada atemporal—. Sus constantes

vitales se fundamentan en el teletrabajo, la colaboración y en una red de talentos. Los fundadores de las cinco revistas hablan de ansiedad informativa, creativa y cultural. Son prácticas innovadoras de un periodismo de calidad, que sirve para interpretar la profunda transformación digital y "para pausar y ayudar a comprender esa velocidad informativa que nos habita" (Rincón, 2017).

Palabras clave: slow journalism; periodismo narrativo; periodismo de calidad; periodismo reposado; periodismo cultural.

Id: 23394

Title: Access to information in oral cultures: Legislation vs. negotiation

Session Type: Individual submission

Authors:

Name: Terje Skjerdal

Email: terje.skjerdal (at) nla.no

Country: NO (Norway)

Affiliation: NLA University College

Abstract: Many countries around the world have passed access to information (ATI) legislation in the past decade, not least in Sub-Saharan Africa, which is the base for the current study. More specifically, the study focuses on four countries in Eastern Africa which all have embraced ATI laws lately: Ethiopia (2008), Uganda (2011), Rwanda (2013) and Kenya (2016). The aim of the study is to describe experiences that journalists in the four countries have with the new legislation, which is introduced to make it easier for reporters and citizens to search and retrieve public information. In-depth interviews were conducted with experienced reporters and editors from various media houses, mostly in the capital cities of the four countries.

Although practices with information retrieval are somewhat different between the various media cultures and media outlets, the study found common experiences among the journalists covered by the study. Firstly, although it is clear that media professionals are aware of the new legislation, access to information (ATI) requests have not become part of the daily news routine. Few of the informants, if any at all, have attended trainings in how to use the new legislation. Secondly, the journalists perceive the exemptions allowed by the ATI regulation to be so broad that officials easily can find a reason to reject an information request if they so wish. The time limit for giving the information is also seen as a hindrance. Few of the researched media houses have a practice of lodging formal complaints when an information request is rejected, even though the legislation allows such complaints. Thirdly, on the positive side, the ATI legislation creates a sense of equity between journalists, insofar as all journalists have an equal right to request information, contrasting previous times when sharing of information often was restricted to named reporters according to reputation and kinship with higher officials.

Most interestingly yet, the study points to a paradox in information retrieval practices in the researched countries: While ATI legislation, often inspired by regulation in European countries, treats information as essentially written, much information-sharing taking place between public offices and the media in East Africa and the Horn of Africa is not about exchange of documents and records, but more about negotiated oral communication. Arguably, this is one of the reasons why journalists tend not to use ATI laws very actively in their daily news work.

Id: 23414

Title: When fake news delineates the profile of a public servant: The case of Actualidad Panamericana and Enrique Peñalosa

Session Type: Individual submission

Authors:

Name: Andrea Cancino

Email: [cancinoa \(at\) uninorte.edu.co](mailto:cancinoa@uninorte.edu.co)

Country: CO (Colombia)

Affiliation: Universidad del Norte

Name: Carlos Andrés Gutiérrez-González

Email: [candresgutierrez \(at\) gmail.com](mailto:candresgutierrez@gmail.com)

Country: CO (Colombia)

Affiliation: Universidad del Norte

Abstract: Political characters play leading roles in public agendas of media outlets and social media, especially on elections time (Alonso-Muñoz & Casero-Ripollés, 2018; Cardenas, Ballesteros, & Jara, 2017; Justel-Vázquez, Fernández-Planells, Victoria-Mas, & Lacasa-Mas, 2018) and when they had high governmental roles such as presidents, prime ministers or mayors of main cities (Ette, 2017; Marland, 2012; Schlehofer, Casad, Bligh, & Grotto, 2011). In this sense, political communication researcher have approach studies about the effects of political messages on media (Conway-Silva, Filer, Kenski, & Tsetsi, 2018; Walgrave, Sevenans, Van Camp, & Loewen, 2018), the interaction between media and political candidates (Ghasemi Tari & Emamzadeh, 2018), the interactions of political journalist and their audiences (Nuernbergk, 2016), the coverage and journalistic treatment of media through political parties (Vidal, 2018) or the representation of a particular politician in the discourses of media.

Enrique Peñalosa, current Mayor of Bogotá (Colombia) have been having to cope with an unfavorable image since the beginning of his period. According to Bogotá Cómo Vamos (2017) poll, 84% of citizens have an unfavorable image of their Mayor. This sentiment through the burgomaster is common in media discourses, public opinion manifestations, social media, and some parody media outlets that, using humor and irony, critique the management of Peñalosa. One of these parody media is Actualidad Panamericana – AcPa (actualidadpanamericana.com). An independent media dedicated to publish and disseminate parody and fake news base on real facts and hard news from traditional media companies.

Peñalosa is a target that is constantly present on this media's agenda, they have published a total of 49 news about him since January 1st, date of his possession as Mayor, until October 31 of 2017, the cut-off date of the present study. We aim to understand how fake news published by AcPa frame the personal and political profile of Mayor Peñalosa and to what extent that profile is approaching or moving away of the profile presented by EL TIEMPO - ET, a traditional national media of Colombia.

Using an exploratory sequential mixed method, we first analyzed 23 news regarding Mayor Peñalosa and published on AcPa. In these phase we could identify the personal and political characteristic of Peñalosa portrayed by the satirical media. The most recurrent ones: wealthy, naïve, unrealistic, immature, untrustworthy, on the personal side; and, unfaithful, underqualified, megalomaniac, with a distant relationship with his people, regarding his political performance. With those result, a content analysis was completed on 48 news about the Mayor published on ET and 41 published on AcPa.

Our results suggested that close to what was stated by Balmas (2012), the parody news media present a negative portrait of the Politician in all of the texts studied, while the hard news media where more balance in its discourse, but with a tendency to a positive portrait of Peñalosa (74% of hard news presented a positive image). An even though in most of the characteristic the profile presented by satirical and hard news media were opposed, both coincided on presented the mayor as an unreliable politician.

Id: 23431

Title: How does digitization lead to precarization in the field of journalism' Findings from a post-crisis context.

Session Type: Individual submission

Authors:

Name: Dimitris Trimithiotis

Email: dimitris.trimithiotis (at) yahoo.fr

Country: CY (Cyprus)

Affiliation: University of Cyprus

Name: Sophia Stavrou

Email: sofias (at) ucy.ac.cy

Country: CY (Cyprus)

Affiliation: University of Cyprus

Abstract: This conference paper aims at contributing to the discussion on the impact of recent advances in communication technology and the growth of digital media on journalistic practice. The originality of the present study is the objective to connect broader analyses of the effects of digitization of work (Brown, Lauder, Ashton, 2011) with research on the precarization of the journalistic field (Fenton, 2011). The study intends to move beyond the idea that digitization of work directly leads to unemployment for “outdated” journalists or, on the contrary, to the creation of new job areas in the field of journalism and media calling for training in new technological skills. Rather, it suggests that digitization operates in more indirect ways, by bringing changes in the journalistic practice, methods, temporality, markers of achievement, as well as in the journalistic content itself and its principles of selection, and broader journalistic roles (Hanitzsch, 2007). More specifically the study shows that the development of online technologies has transformed practices of news production and circulation opening up new possibilities for journalism in terms of time and space. However, at the same time, digitization brought a standardization of journalistic work leading, in turn, to a de-professionalisation of work skills. The latter has as consequence the de-skilling of journalism graduates and practitioners, contributing to turning the journalistic field into a particularly precarious working environment. This is predominantly the case in contexts strongly hit by the economic crisis. Taking as example the case of the Cyprus context, the discussion rests on empirical research based on 45 in-depth semi-structured interviews with graduates and employers in the media field, conducted in 2017-2018 in Cyprus, and complemented by statistical secondary data.

Id: 23517

Title: The (Post)colonial Nation ' How journalism shapes national identities in South Asia and the UK

Session Type: Individual submission

Authors:

Name: Antje Glück

Email: A.Glueck (at) tees.ac.uk

Country: GB (United Kingdom)

Affiliation: Teesside University

Name: Anirban Mukhopadhyay

Email: anirban3 (at) illinois.edu

Country: US (United States)

Affiliation: University of Illinois

Abstract: Journalism is a central institution for constituting collective memory and shared identities in contemporary societies. Taking the “nation” as a starting point, journalism is essential in supporting and enhancing the constitution of shared memories, grand narratives and “imagined communities” (Anderson, 1991; Zelizer & Tenenboim-Weinblatt, 2014).

This turns especially relevant when looking at the intertwined past of the United Kingdom and India. Their shared history as colonizer and colony, as former British Empire and subordinate colonial subject reflects essentially within their public and media discourses, which are marked by mutual observations, references, emotions, and interpretations of a common (post)colonial past.

Seen from a decolonizing perspective, the Indian sphere uses these references to the UK and its current politics to emancipate from the former colonial power and as reference to determine one's own identity (Mishra, 2019; Nandy, 1983; Tharoor, 2017). On the British side, the year 2017 was marked by journalistic remembrance of the partition of the Indian subcontinent in 1947. Both events appear as traumatic; constituting turning points in each nation's re-examination of what national identity constitutes and how it is shaped by the other.

The conference paper examines these tensions, asking how journalism (re)shapes national identities in interlinked countries. The study draws on a sample of newspaper opinion pieces (through LexisNexis), talkshows (through broadcasting archives) and news reports of major British and Indian print and television outlets, which will be analysed using Foucault's Critical Discourse Analysis. This is combined with interview statements of around 50 journalists across the two countries together with an analysis of their activities on Twitter, reflecting about their way of covering topics around the “nation” more in detail. The cross-national comparative approach incorporates two very different media settings and elite discourses, with India being known for a dramatization and sensationalism of news while the UK follows a more reserved approach.

The paper shows that notions of journalism are not universal, but translate into cultural specific norms of journalistic performance and self-understanding.

Id: 23537

Title: Monitoring metrics on mobile: The use of analytics within the Australian Broadcasting Corporation's Mobile Team

Session Type: Individual submission

Authors:

Name: Catherine Young

Email: catherine.young (at) uqconnect.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: The digitalisation of journalism has fundamentally changed the way in which journalists understand and access their audience. The journalist-audience relationship has been redefined by audience analytics: sophisticated online tracking tools that reveal detailed information about audience members and their preferences. Analytics software present new opportunities for journalists to reach, target, and understand audiences. A growing body of evidence suggests that analytics tools are becoming a common feature of digital journalism. Metrics are now widely collected and distributed within newsrooms and play a substantial role in informing news content and driving editorial practice. Simultaneously, the online medium has facilitated the emergence of 'new' news providers (Humprecht & Esser, 2018). Audiences have become fragmented as news is now distributed by many publishers across many digital platforms (both journalistic and non-journalistic), including websites, automated news bots, chat programs, mobile apps, digital assistants, virtual reality apps, and social media (Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen, 2017; Singer, 2017). Consequently, the media environment has become saturated and highly competitive.

However, limited scholarship has explored the relationship between audience measurement and diverse publishing platforms, especially in the context of news and chat apps (Zamith, 2018). Additionally, little is known about the range of data that is collected across different platforms, and how such data might be incorporated into newsroom strategy and journalistic production. This paper addresses these gaps and contributes to our understanding of journalists' use of audience analytics through an ethnographic exploration of the Australian Broadcasting Corporation's Mobile Team. This editorial team is responsible for the publication of news across the organisation's mobile platforms: a Facebook Messenger chatbot, Apple News and the organisation's own ABC App.

Through participant observation and semi-structured interviews, the study investigates mobile journalists' use of audience metrics to determine how such data (along with organisational context) shapes journalists' conception of their audience, including what types of audience data are collected and how, and how audience data is analysed and interpreted. It also seeks to understand how journalists' understanding of the audience influences their use of digital platforms and the news production process. The researcher spent three weeks at the ABC News Digital headquarters in Brisbane, Australia. During this period, the researcher observed the daily activities and conversations of journalists within this team and attended both editorial and team meetings. Bourdieu's field theory is employed as a theoretical framework. Specifically, this study approaches

the audience as journalistic capital, in order to investigate how analytics tools shape journalists' perceptions of the audience and how journalistic practice and news production may be shaped around the types of audience-based capital that journalists aspire to accumulate. Findings from this research will help to characterise current newsroom use of analytics data in the context of mobile news dissemination, and examine the impact of such data upon editorial strategy and future journalistic practice.

Id: 23539

Title: Limits and areas: What is permissible and what is not for women in the city

Session Type: Individual submission

Authors:

Name: Ozgun Dincer

Email: odincer (at) media.ankara.edu.tr

Country: TR (Turkey)

Affiliation: Ankara University Faculty of Communication

Abstract: This study mainly aims to understand what extent do the discourse spreading in social media is reflected in the mainstream media.

In recent years the rate of violence against women has shown a remarkable increase in Turkey. The lack of regulations to protect women is likely to increase this trend. Especially through social media, non-governmental organizations have made significant efforts to attract public attention to the increasing rate of violence against women and to raise awareness of women's rights. Thanks to these efforts public awareness and reaction to such issues has remarkably changed. Ordinary people have started to support campaigns and initiatives that draw attention to these issues through social media; thus it becomes one of the key tools for those who want to discuss a neglected issue and provide support for the necessary legal arrangements.

On the other side, in parallel with socially and politically increasing conservatism, some people who are in front of the public use conservative language in their speeches. How women should be and behave in private and public spaces, especially in public spaces in city life where they meet other men (who are not family members). Such as how women should be dressed on the street, how they should behave, what they can or can not do.

The aim of this study is to investigate, what kind of language the mainstream media use? Is it a language that reflects the growing interest in the society or in parallel with the increasing political conservatism is it a language used by some actors.

Turkey's five largest newspapers to be selected for this study. The news published in the last three months of 2018 will be analyzed through critical discourse analysis and the extent to which discourses in social media reflect on news discourse will be analyzed.

Id: 23545

Title: Evolving barriers to investigative journalism in Latin America: an intra-regional analysis of influences

Session Type: Individual submission

Authors:

Name: Vanessa Higgins Joyce

Email: vhjoyce1 (at) txstate.edu

Country: US (United States)

Affiliation: Texas State University

Abstract: Investigative journalism in Latin America moved from the shadows to the mainstream media as democracies replaced the authoritarian and dictatorial governments of the 60s and 70s. From exposés that brought down corrupt governments, to cross-country collaborations investigating big pharma's influence on health access, Latin American investigative journalists experienced success in recent years. However, their working environment is not entirely free of barriers. A 2013 study found that journalists in the region still experienced pressures from powerful elites in the region, a maintenance of clientelist practices. More recently, Latin America has experienced a boom in digital-native, entrepreneurial news organizations, many of which were seeking more independence.

This study analyzes the influence of organizational and social institutional forces on individual's (journalists') perception of barriers to the practice of investigative journalism. It tests for the varying degrees of influence of the different levels, within a media sociology approach. It surveyed 1094 journalists from 20 Latin American and Caribbean countries in December 2017. The questionnaire was designed in English, translated into Portuguese and Spanish, and distributed to approximately 15,000 subscribers to a database of journalists, journalism students, and educators of a nonprofit outreach program of the author's Research Unit. This database included 7,467 Spanish-speaking subscribers and 8,039 Portuguese-speaking subscribers. The survey included journalists, journalism professors and student. This current study focuses on the perceptions of journalists only. An earlier qualitative analysis had found that journalists in Latin American were perceiving influences in their investigative work stemming from different levels of influence. This study categorized barriers to investigative journalism as "attacks/pressures," "lack of resources," "lack of training," "editorial constraints," "issues with sources/ data-related issues," and "lack of independence." It analyzed if journalist's media platform, categorized as "digital native/online only" and "non-digital platforms" influenced their perceptions of barriers to the production of investigative journalists. It also analyzed if the ownership of the media organization the Latin American journalists were working for, categorized as "private/commercial," "government/political," "non-profit/cooperatives" influenced their perceptions of barriers to the investigative journalism production. It found neither media platform nor media ownership to be significantly related to journalists' perception of barriers to investigative journalism in the region. It then looked if there were different regional differences that could account for differences in the perceived barriers to investigative journalism in the region. This study combines the 20 Latin American and Caribbean countries into five Geo-cultural regions, more specifically Brazil, Mexico, Central America and Caribbean, Andean and Southern Cone. It found significant differences in how journalists from these five regions within Latin America perceived barriers to the production of

investigative journalism. Journalists from Mexico were more likely to indicate “attacks/pressures,” while journalists from Brazil were more likely to indicate “lack of resources,” and journalists from Andean countries more likely to mention “access and credibility of sources/data.” These findings indicate that, while organizational level influences may restrict journalist production and shape content, influence of those social institutions in those five Latin American Geo-cultural regions may be restricting the production of investigative journalism, so relevant in democratic societies.

Id: 23641

Title: The Localization and Conceptualization of Convergence: The Historical Remapping of Digital Journalism Education in China

Session Type: Individual submission

Authors:

Name: Weihua Wu

Email: weihua.wu (at) cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Name: Xiangmin Zeng

Email: weihua.wu (at) cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Abstract: Many studies have been noted about the challenges that communication professionals and journalists have faced on their journey into the digital age in China. But in some ways, digital journalism educators have had it even harder. It's one thing to learn to communicate via new media and platforms, but quite another to teach hundreds of students how to encounter with the new possibility and difficulties of storytelling, ethics and accuracy from a brand-new techno-driven perspective, not to mention the ideology situated within the Chinese journalism education with Marxism-view.

First of all, this article examines the rise and transformation of digital journalism education in China with an emphasis on the localization and conceptualization of media convergence. After providing background on China's demographic and telecommunications landscape, the article reviews the discussion and debate of China's re-conceptualization of media convergence in scholarship which has impact on the following response of college-based curriculum-redesign and the rise of majors in relation to the practice of digital journalism in China.

Secondly, this article also remaps the complicity of the return of ideology to China's digital journalism education. While much attention has been devoted to the government's regime of regulation and control, this article takes a socio-cultural approach, drawing from historical examination to understand how various pedagogy discourses and policy of high education have been articulated to the uniqueness and the "Chineseness" of digital journalism education in China.

Within a speeding-up technological environment, a highly commercialized socialist society, and the party-journalism education discourse, the emergence and transformation of digital journalism education has opened up new spaces for understanding the socio-cultural image of China.

Id: 23675

Title: Trust in Journalism. Need for Differentiation

Session Type: Individual submission

Authors:

Name: Bernd Blöbaum

Email: bernd.bloebaum (at) uni-muenster.de

Country: DE (Germany)

Affiliation: University of Münster

Abstract: Trust in journalism and the media is analysed in many studies in a very general way. (Edelman 2019, Eurobarometer 2018) When media and journalism are surveyed as a general construct or as a collective category, it remains unclear what the respondents exactly mean when they answer the respective question. Therefore, the literature on media trust repeatedly demands a more differentiated approach to measuring trust in journalism (Blöbaum 2014; Dietz et al. 2006; Fisher 2018). What do recipients rate when asked about media Trust: the media system? Individual media formats such as TV, radio or press? Do they think of specific fields of coverage such as politics, business or sport? Do their answers relate to journalists as a group or particular journalists or to specific topics?

In order to find answers to these questions, representative surveys were conducted in Germany in 2017, 2018 and 2019 (N: 1017 - 1044). In these surveys, the references of trust were differentiated on four levels:

- Level of the media system (trust in the media)
- Level of media organisations (trust in specific programmes)
- Journalist level (trust in journalists in general and trust in well-known anchormen)
- Level of journalistic topics (trust in media content)

The study was conducted as a standardised online survey and is a representative survey of people between the ages of 14 and 64 with Internet access in Germany (Online Access Panel).

The results demonstrate the necessity of a differentiated view on media trust. The figures determined for trust in journalism differ, in some cases considerably, depending on which objects of trust are addressed in the question.

At this point, some of the results will be presented as examples. They will be discussed intensively in the lecture.

33 % fully or rather agree to the question on trust in media in general (55 % rather disagree or do not agree at all). Trust in the fields of political and sports topics is significantly higher: 53 % fully/rather agree (covering politics) and 73 % fully/rather agree (covering sports issues). 42 % trust journalists in general and 50 % trust Claus Kleber an anchorman of a nationwide news programme. Two third rather disagree or do not agree at all when they are asked about their trust in reporting on refugees in Germany. (Source: IfK trend studies 2017-19)

It turns out that sports reporting is clearly more trusted than reporting on political issues. Reporting on refugees has led the media in Germany into a crisis of trust from which they have not yet recovered. This topic polarises more than others.

In Germany, as in many other countries, a lack of trust in the media or media scepticism is regarded as a problem that affects the entire democratic community. The study shows that there are various attitudes among the population with regard to trust in journalism. Specific reference to trust seems to increase the figures referring to trust issues. The study also shows that there are fields of reporting, such as refugee/migrant issues, where media seem to have to work against a loss of trust over a longer period of time.

Id: 23687

Title: When Journalists go "Below the Line": Comment Spaces at the Guardian (2006-2017)

Session Type: Individual submission

Authors:

Name: Scott Wright

Email: scott.wright (at) unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Name: Daniel Jackson

Email: jacksond (at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Name: Todd Graham

Email: t.graham (at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: “Below the line” comment spaces are one of the most popular forms of user-generated content. Such spaces are important because they give audiences a space to debate news content with each other—and journalists themselves—and this could, in theory, shape the practice of journalism. Such engagement informs widely debated theories of participatory and reciprocal journalism, and has been given renewed impetus recently as many newsrooms shift to subscription based models that often emphasise building online community.

While comment spaces have been extensively studied, this paper identifies two important gaps in research. First, no study has focused on how the journalists themselves engage below the line. Second, there is a lack of longitudinal research that assesses how and why comments spaces have changed over time. Addressing these gaps may help to explain the variation in practice, and to understand the barriers and opportunities that shape participation. This paper addresses these gaps.

Based on a longitudinal research design (2006-2017), this paper analyses how Guardian journalists engage in “below the line” comment spaces; what factors shape this engagement; and how this has evolved over time. The article combines a large-scale quantitative analysis of the total number of comments made ($n = 110,263,661$) and a manual content analysis of all comments made by 26 journalists ($n = 5448$) and their broader writing practices with 18 semi-structured interviews conducted in two phases (13 in 2012 and 5 repeated in 2017-18). The results show that there is considerable interest in comment spaces amongst readers, with exponential growth in user commenting. Furthermore, there has been significant engagement below the line by some Guardian journalists, and this is often in the form of direct and sustained reciprocity. Journalist commenting has waned in recent years due to difficulties coping with the volume of comments; changes in editorial emphasis; concerns over incivility and abuse; and a decrease in perceived journalistic benefits of commenting, alongside the rise in importance of Twitter. When journalists comment,

they do so in a variety of ways and their comments are often substantive, significantly adding to the story by, for example, defending and explaining their journalism practice.

Id: 23720

Title: Exploring Business Journalism and Entrepreneurial Journalism Education in a Digital Era: Challenge and Opportunities Facing Business Journalism Education at the Age of Digitalization

Session Type: Individual submission

Authors:

Name: Min Hang

Email: hangmin (at) tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University, China

Name: Shu Wang

Email: wangshu1 (at) staff.weibo.com

Country:

Affiliation: Sina We, Deputy Chief Editor

Abstract: This presentation discusses issues of business journalism and entrepreneurial journalism at the age of digitalization. The advancement of digital technology has created tremendous opportunities for the development of entrepreneurial journalism and business journalism: digital platforms provide journalistic entrepreneurs with huge potentials to create and transmit content online; meanwhile, business journalists are also increasingly transforming to the digital platforms with the multimedia skills. In this vein, business journalism and entrepreneurial journalism training and education with digital skills and interdisciplinary knowledge are crucial for educators and practitioners alike around the world. Therefore, the current paper introduces educational and practical experiences in developing business journalism and entrepreneurial journalism, and discusses challenges ahead for interdisciplinary skills-training.

Id: 23744

Title: The influence of the journalists' capital on their safety decisions in IS controlled regions: a cross border study conducted with journalists covering the conflict in Syria, Iraq and Libya

Session Type: Panel Submission

Authors:

Name: Abeer Soliman

Email: abeer.saady (at) gmail.com

Country: DE (Germany)

Affiliation: Erich Brust Institute, Dortmund University

Abstract: The aims of the study about safety of journalists in the conflict zones a comparative research from three countries (Iraq, Syria, and Libya) to investigate, what influence the safety decision making of the Journalists covering the conflict in regions controlled by Jihadi groups and they operating in Islamic State (ISIS) regions in the three countries.

Furthermore, the methodology focused on the Bourdieu lens and the hierarchy of influence, analysis 30 semi structured interviews The sample is formed of international, local and citizen journalists covered the conflict in ISIS controlled regions in Iraq, Syria, and Libya.

The research tests a hypothesis that the social, economic, and cultural capitals of journalists influence decision making of the journalists when operating in IS regions. I argue that the symbolic capitals increase or decrease the agency of the journalists in the IS Controlled journalistic field, the time frame for the case study is when the self-proclaimed Islamic State (IS), controlled physical regions. Thus, the relation I investigate is between 2013 to 2017 (The rise and fall of the Caliphate).

This study will present the opportunities this cross-cultural opens and the challenges I met when conducting it. In addition, the results building block toward a necessary analysis of the safety decision making of journalists in conflict zones.

Keywords: journalists' capital, safety of journalists, ISIS, conflict zone

Id: 23813

Title: Challenges of Investigative Journalism in Nepal: The case of Kantipur Daily and Nayapatrika Daily

Session Type: Individual submission

Authors:

Name: Usha Regmi

Email: ladykiran.usha (at) gmail.com

Country: NO (Norway)

Affiliation: NLA University College, Kristiansand, Norway.

Abstract: This research is about the challenges of investigative journalism in Nepal. This thesis has explored the challenges, and experiences of investigative journalists working in three different print media outlets: Kantipur Daily, Nagarik Daily, and Nayapatrika Daily respectively.

This qualitative research is prepared on the basis of in-depth interviews with ten informants. The whole research is more focused on challenges, and experiences of investigative journalist, and mechanisms they use while doing investigative reporting. The findings in this research are analyzed using muckraking model of investigative journalism.

The lack of separate bureau of investigative journalism in media outlet, low investment in media for investigative journalism, and deadline pressure to do investigative reporting are the basic challenges. Moreover, the impact of commercialization in media, and media' alliance with interest groups have impacted investigative journalism in Nepal.

To improve the quality of investigative journalism in Nepal, it is needed to assure the professional safety and security of journalists, establishment of separate bureau of investigative journalism, and trainings and guidance should be provided to journalists to refine their skills of investigative reporting.

Key words: investigative journalism, challenges, and experiences, RTI, Nepal.

Law Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 18/07/19

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

Id: 19590

Title: The algorithm made me do it! Predictive policing, cameras, social media and affective assessment

Session Type: Individual submission

Authors:

Name: oscar gandy, jr.

Email: oscar.gandy(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: Christian Sandvig and his colleagues (2016) helped to set the research agenda for communication and information scholars concerned about the impact of algorithmic techniques for the generation of strategic intelligence for corporate and government decision-makers. Much of the research that followed was focused on the nature and extent of the biases and errors that emerged when assessments and recommendations affected the life chances of racial and ethnic minority population segments (Barocas & Selbst, 2016). Attention to the impact of these systems has just begun to be developed with regard to the challenges associated with the law, and its defense of the fundamental rights of members of those groups. This paper examines those concerns as they apply to the use of algorithmic systems by urban police, judges, and other central actors within the criminal justice system (CJS) in the United States (Kroll, et al., 2017; van Brakel & de Hert, 2011; Whittaker, et al., 2018; Winston, 2018).

Although the use of cameras for the surveillance of target areas within urban centers has been the subject of critical assessment almost from the beginning of their use, much of that work was focused on the behavior of the human monitors that determined what the central focus of those cameras would be, as well as the nature of the behaviors that would trigger the movement of officers to the scene (McPhail, et al., 2013). Increasingly, however, the work of human monitors has largely been re-assigned to semi-autonomous computer systems, guided by artificial intelligence resources, updated routinely through the use of machine learning techniques (Berman, 2018; Mateescu, et al., 2015). The use of cameras, especially those by officers on foot patrol, or in motor vehicles is described, but a primary focus of this paper is on the computer-aided analysis of the images captured by these devices.

The capture and use of images from mobile cameras, the analysis of social networks as well as affective assessments of individuals and members of groups derived from automated analysis of social media text and images, as well as other transaction-generated information (TGI) that has come to be referred to as “big data,” has been recognized as contributing to the development of a transformative moment in the nature of policing (Brayne, 2017; Degeling and Berendt, 2017; Hu, 2017; Manovich, 2018). The application of these and other informational resources to the development of predictive policing has been recognized as presenting a genuine threat to the traditional meaning of “reasonable suspicion” and related justifications for the application of Fourth, Fifth and Fourteenth Amendment rights to the targets of police engagement (Cohen, 2019; Ferguson, 2015, 2016; Joh, 2014; Maharrey, 2018).

This paper will explore these threats, with special regard to their likely impact upon the life chances, well-being, and social construction of members of racialized population segments in the foreseeable future (Carney & Enos, 2017; Turow, et al., 2018).

Id: 19868

Title: Derecho a la propia imagen como parte esencial del derecho al olvido en Chile: Problemática jurídica y análisis casuístico

Session Type: Individual submission

Authors:

Name: Fernando Gutiérrez Atala

Email: fgutierrez(at) ucsc.cl

Country: CL (Chile)

Affiliation: Universidad Católica de la Santísima Concepción (Chile)

Name: Angela Moreno Bobadilla

Email: angmoreno.ang(at) gmail.com

Country: CL (Chile)

Affiliation: Universidad Andrés Bello

Abstract: La ponencia pretende analizar la situación del derecho a la autoimagen en el contexto de la legislación chilena, específicamente por su vinculación con nuevos casos abordados por la justicia del país, tal como ha sucedido previamente en otras naciones, principalmente en Europa, Rusia o Japón, donde se ha aplicado el derecho a ser olvidado respecto de la información publicada en internet.

Para orientar el análisis, la presentación comenzará con una revisión de las normas legales existentes en Chile, para luego confrontarlas con los casos más conocidos que se han registrado hasta la fecha y que están creando jurisprudencia en el país. Se abordarán temas como la imagen como parte esencial del derecho al olvido en el ordenamiento jurídico chileno, la situación actual del derecho a la propia imagen en el ordenamiento jurídico chileno, la imagen como elemento esencial del ámbito jurídico protegible por el derecho al olvido en Chile, el análisis casuístico chileno, la “condena social” y la aparición de una necesidad reguladora, además del enfrentamiento del Derecho al olvido vs. Derecho a la Información.

A juicio de los ponentes, el imperio tecnológico actual y los múltiples efectos que ésta puede tener en la vida diaria de cualquier sujeto es y seguirá siendo un tópico de investigación y reflexión permanente, con cualquiera de los prismas con que se mire: personal, jurídico, profesional, comunitario, etc. En ese contexto, resulta de vital importancia el levantamiento de información teórico-normativa y su puesta en perspectiva a partir de la realidad casuística, que es el objetivo de este texto, pues a partir de ella surge el análisis y aparecen las propuestas que guiarán el debate académico y social.

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Id: 20082

Title: La ampliación del reconocimiento del derecho a la libertad de expresión y su vinculación con el ejercicio de derechos sociales en la jurisprudencia de la Corte Interamericana de Derechos Humanos: los casos "Lagos del Campo" y "San Miguel Sosa"

Session Type: Individual submission

Authors:

Name: Damian Loreti

Email: dloreti(at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad de Buenos Aires - Facultad de Ciencias Sociales

Name: Luis Lozano

Email: lozanodoporto(at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad de Buenos Aires - Facultad de Ciencias Sociales

Abstract: El 31 de agosto de 2017 y el 8 de febrero de 2018 la Corte Interamericana de Derechos Humanos (Corte IDH) pronunció dos condenas muy severas contra el estado de Perú y contra Venezuela, respectivamente, por la violación de varios artículos de la Convención Americana sobre Derechos Humanos (CADH) en perjuicio del líder sindical Alfredo Lagos del Campo en el primer caso y respecto de Rocío San Miguel Sosa, Magally Chang Girón y Thais Coromoto Peña en el segundo.

La Corte IDH consideró que Perú violó los siguientes derechos del afectado: artículo 13 de la CADH que protege el derecho a la libertad de expresión; artículo 16 que protege el derecho de libertad de asociación; y – por primera vez en la Historia– se dictó una condena específica por la violación del artículo 26, que dispone los Derechos Económicos, Sociales y Culturales de este tratado, con motivo de la vulneración del derecho al trabajo, en particular de los derechos a la estabilidad laboral y de asociación. En el caso “Sosa San Miguel”, por distintas mayorías, se determinó la violación de los art. 23, participación política, 13, libertad de expresión, y 8 sobre acceso a la justicia. Y, nuevamente, en relación con la libertad de expresión, se entiende violado el artículo 26 de derechos sociales.

Este trabajo está orientado a rescatar y divulgar en el ámbito académico no específico de los estudios de derechos humanos los principios que amplían el reconocimiento del derecho a la libertad de expresión, de información y comunicación por su novedosa vinculación con los derechos sociales, tales como la libertad sindical, la representación de los trabajadores y el derecho al trabajo.

Ha de decirse que el reconocimiento de los derechos sociales y su justiciabilidad se configura por primera vez con “Lagos del Campo” y de allí su relevancia como leading case en el sistema interamericano. En términos comparados, el TEDH ya había consagrado este reconocimiento, y particularmente en relación con el Artículo 10 de la Convención, en diversos casos tomados como antecedente por la Corte Interamericana.

Al mismo tiempo, se buscará incorporar una evaluación sobre qué se ha de entender –en esta lógica de expansión de derechos– por interés público como valor sustantivo y también referencial, dado su necesario involucramiento en el análisis de los extremos de “fin legítimo a proteger” y “necesidad social imperiosa”, requisitos ambos para la aplicación de responsabilidades ulteriores en el ejercicio de la libertad de expresión de acuerdo con la Convención Americana.

Id: 20215

Title: Hate Speech, Human Dignity and the First Amendment

Session Type: Individual submission

Authors:

Name: Chris Demaske

Email: cd2(at) uw.edu

Country: US (United States)

Affiliation: University of Washington Tacoma

Abstract: Hate crimes and hate speech happen across the globe but there is no uniformity in how those offenses are treated. Most countries, with the exception of U.S., prohibit some degree of and international treaties such as The International Convention on the Elimination of all Forms of Racial Discrimination also seek some level of restriction (Knechtle 2006, Brown 2015). ‘Hate speech’ is a messy, highly contested concept with its meaning changing depending on the context of who is using it and to what ends (Gelber 2017). Defining the term as specifically as possible at the onset is of paramount importance because without proper definition, scholars and lawmakers talk past each. In addition, if the end goal, as it is in this presentation, is to produce a constitutionally regulable category of speech, then the parameters of what constitutes hate speech must be clearly articulated. My intention is to offer a legalistic definition that will work within a U.S. context to enable the courts to think in a more nuanced capacity about how they might assess hate speech restrictions. I am suggesting that the category of regulable hate speech should be situated somewhere between protection of human dignity (Glensy 2011, Waldron 2014, Wright 2006), a laudable goal that will not work within the constructs of the First Amendment, and the viewpoint neutral legal options currently available, which ignore much of what makes hate speech a particularly heinous type of speech. In moving forward, the best approach will be informed by the dignity emphasis underpinning many international laws and regulations. While it may seem that the First Amendment makes this path impassable, there exists room for the courts to adjust the pre-existing content-neutrality principle and the true threats doctrine in order to open up a space for protecting both freedom of speech and the intrinsic right to be recognized. In this presentation, I review work conducted on defining hate speech. I then address the various harms associated with hate speech. Understanding the possible harms that it causes will facilitate a further refining of the term to help situate it better within a U.S. free speech context. Finally, I offer a definition of hate speech that will best protect both human dignity and freedom of speech and illustrate how this might work through analysis of *Giles v. Davis*, a 2005 Third Circuit Court of Appeals case dealing with on-campus hate speech.

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Id: 20476

Title: The new EU Audiovisual Media Services Directive will affect YouTube, Netflix and TV broadcasting equally, although its effect will not be felt immediately

Session Type: Individual submission

Authors:

Name: Loreto Corredoira

Email: loretoc(at) ucm.es

Country: ES (Spain)

Affiliation: Professor School of Communication Complutense University Madrid, Spain

Abstract: This arduously agreed Directive (1) is part of the Digital Single Market of the European Union, an array of policies which gives us as citizens a number of rights which were unthought-of before: free data roaming in Europe, the possibility of using our on-line subscriptions throughout the Union: in other words, content such as Netflix, Amazon Prime Video or Spotify travel with us without being blocked by the new geolocation detected by an internet connection; and, what is more, enhanced data protection and network neutrality, preventing discrimination affecting price or location because of price or speed of navigation – an audiovisual service map of Europe which has been difficult to construct, but which still requires further steps. That means more regulation, which, it is to be hoped, will not be a constraint to the media, enterprises, creators and the public. The 2018/1808 Directive is on the Statute book and another is on the way – the Copyright Directive – which, although it is in its final stages, may never be passed on account of the dissolution of the EP. Our wish is that it should not become law in view of a number of odious points it contains – as the well-known YouTuber Altozano explains (<https://youtu.be/ilEsBgbm7Fo>).

Anticipating the 2020 law will also help to avoid linear TV being left behind

Given the explosive growth of Netflix, HBO, YouTube – as platforms of worldwide TV services and productions, and with a global audience – customer service considerations and the rules of fair competition may mean that regulations are anticipated de facto, without any loss of profitability. It would be desirable for there to be an agreement between the actors involved before the parliamentary act comes into force. Some companies are already taking steps in that direction. In respect of the advertising of certain products, YouTube announced some time ago that it would not accept certain content and advised that it might use blocking.

For the good of all concerned, we should not wait until 2020; this is especially true in respect of advertising and of the absolute freedom of public communication which the platforms benefit from at the present time. The market and audience protection may be cannibalized during this period in which audience share, data consumption and advertising will all increase.

It is to be hoped that member states, or rather civil society, universities and audiovisual enterprises themselves will undertake campaigns to increase media literacy. This article is written in fulfillment of that duty.

By the way, as I write this, I am listening to a music program from a public TV channel, via the screen of my TV set, which has no antenna connection and which I control from the Wi-Fi of my mobile phone. Know what I mean? It's another world.

(1) Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (AVMSD)

Id: 20569

Title: Cambios en la regulación de la publicidad en la Reforma de la Directiva sobre la comunicación audiovisual

Session Type: Individual submission

Authors:

Name: Martinez Esther

Email: esther.martinez.pastor(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: La Reforma de la Directiva 2010/123, de 10 de marzo de 2010, sobre servicios de comunicación audiovisual permite diferenciar cuatro principales cambios en torno a los aspectos de las comunicaciones comerciales: 1) normas de carácter general aplicadas a cualquier comunicación comercial, 2) normas para publicitar determinados productos servicios (alimentos y bebidas, juegos de azar y bebidas alcohólicas); 3) normas especiales para concretos target (menores) y; 4) normas para determinadas modalidades publicitarias (como emplazamiento de producto o patrocinios, entre otros).

Además de incluir importantes novedades como introducir en su ámbito de aplicación a las plataformas de intercambio de vídeos como YouTube y seguir insistiendo en la correlación y autorregulación para una adecuada práctica publicitaria en la que se incluyan de forma voluntaria los principales operadores económicos de la publicidad, asociaciones y Administraciones Públicas.

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Id: 20595

Title: Participación online a través de e-peticiones: un estudio con jóvenes

Session Type: Individual submission

Authors:

Name: María Dolores Cáceres

Email: caceres(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense

Name: Gaspar Brändle

Email: gbrandle(at) um.es

Country: ES (Spain)

Affiliation: Departamento de Sociología, Universidad de Murcia

Name: José Antonio Ruíz San Román

Email: jars(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense

Abstract: En el actual ecosistema hipertecnologizado merece la pena destacar la idea de cultura participativa (Jenkins, 2014) que se relaciona con determinados valores: diversidad, inclusión, horizontalidad, democracia y relativa ausencia de barreras para cualquier forma de expresión y compromiso cívico. Una cultura participativa sería aquella en la que los miembros sienten cierto grado de conexión social y se generan espacios para la comunicación interpersonal. Las prácticas ciudadanas en los nuevos medios permiten avanzar hacia la construcción de una auténtica ciudadanía digital: activa y participativa, además de consciente y crítica. Una de las formas de participación e implicación en acciones sociales y políticas que ha tenido gran difusión y aceptación en los últimos años, ha sido el de las firmas de peticiones a favor de alguna causa social, política, medioambiental, etc., a través de Internet (e-peticiones). Este tipo de participación se caracteriza por su sencillez; en principio no requiere de grandes destrezas tecnológicas y simplemente hace falta acceder a una de las múltiples plataformas que existen en este momento en España (por ejemplo, Change.org, Avaaz.org, Mifirma.com, Oiga.me, Peticiones.org) para completar la firma cumplimentando un conjunto de datos que permiten verificar la veracidad de la identidad. El extraordinario crecimiento de este fenómeno ha comenzado a crear interés en el ámbito académico. Así hay referencias previas que han abordado el análisis de las características de algunas de estas plataformas, la manera en que los diarios digitales tratan las iniciativas y a las propias plataformas de e-peticiones, el modelo de negocio o las características, estructura y contenido de las iniciativas que difunden, pero todavía no hay ninguna investigación que haya trabajado los aspectos que aquí se abordan. En esta comunicación se presenta el perfil, las motivaciones y la repercusión de este tipo de participación, utilizando para ello los datos resultantes de un cuestionario que han respondido universitarios españoles de ambos sexos.

Id: 20882

Title: Protection de la vie privée, droit du public à l'information et lanceur d'alerte à l'ère de la gouvernance algorithmique

Session Type: Individual submission

Authors:

Name: France Aubin

Email: france.aubin(at) uqtr.ca

Country: CA (Canada)

Affiliation: Université du Québec à Trois-Rivières

Name: Véronique Durocher

Email: veronique.durocher(at) uqtr.ca

Country: CA (Canada)

Affiliation: Université du Québec à Trois-Rivières

Name: Sébastien Houle

Email: sebastien.houle(at) uqtr.ca

Country: CA (Canada)

Affiliation: Université du Québec à Trois-Rivières

Name: Raymond Corriveau

Email: raymond.corriveau(at) uqtr.ca

Country: CA (Canada)

Affiliation: Université du Québec à Trois-Rivières

Abstract: Au nombre des enjeux qui se présentent dans notre société numérisée figure en bonne place la protection de la vie privée (Cassili, 2014). Les risques sont nombreux, protéiformes et complexes. Si la nécessité de la protection contre les ciblage commercial et politique commence à être mieux reconnue, c'est largement grâce aux lanceurs d'alerte comme Edward Snowden, qui a révélé l'ampleur de la surveillance de masse exercée par cinq gouvernements démocratiques, et Chris Wylie, qui a révélé les dessous du scandale Facebook-Cambridge Analytica, remettant en question tant les résultats des élections étasuniennes de 2016 que ceux du référendum sur le maintien du Royaume-Uni au sein de l'Union européenne tenu la même année. L'adoption de lois protégeant les lanceurs d'alerte tant en Amérique du Nord qu'au sein de l'Union européenne peut donner à penser que le droit du public à l'information et la liberté d'expression se portent bien et que les développements technologiques font désormais l'objet d'un monitoring rigoureux. C'est oublier qu'Edward Snowden est en exil en Russie par crainte de ne pouvoir bénéficier d'un jugement équitable s'il rentre aux États-Unis (Amnistie internationale, 2016) et les nombreux cas qui font l'objet de représailles dès que le lancement d'alerte se fait dans l'espace public (Gerbet, 2019; Zafra, 2018), peu importe par ailleurs l'enjeu faisant l'objet de l'alerte. Nos sociétés d'information se seraient-elles transformées en société de surveillance où l'État détient le monopole de la surveillance légitime ? Nous proposons de revenir ici sur le cas de deux lois canadiennes visant à protéger les divulgateurs d'actes répréhensibles. Il s'agira d'abord de se pencher sur la notion de lanceur d'alerte en passant en revue la façon dont les 2 lois conçoivent les facteurs de

l'identité, de la motivation, de la nature des révélations et des modes d'expression qui le légitiment (Foegle, 2014). L'exercice nous permettra de comparer les lois entre elles, mais aussi de les contraster avec le cas emblématique d'Edward Snowden. Au moment où on assiste à la montée d'une gouvernance algorithmique et de « sciences » prédictives reposant sur le traitement de nos traces laissées en ligne (De Filippi, 2016), notre analyse contribuera à documenter les potentialités de réalisation du droit du public à l'information et de la protection de la vie privée en contexte nord-américain.

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Id: 20904

Title: Children's location tracking and their right to privacy in a mobile media world

Session Type: Individual submission

Authors:

Name: Ingrida Milkaite

Email: ingrida.milkaite(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Name: Eva Lievens

Email: e.lievens(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: The use of apps, wearables and smart devices is omnipresent in the lives of children. They are active users of Google, Facebook, Instagram, TikTok, Snapchat and Fortnite, which are often accessed through mobile devices (Unicef, 2017) and allow for real-time sharing of personal information (Montgomery & Chester, 2015). Many providers track their users', including children's, location – irrespective of the necessity thereof for the functioning of the service. It has been claimed that Google, for instance, tracks the location of its users which is then used to facilitate targeted advertising (Forbrukerrådet, 2018). In addition, tracking technologies are offered by commercial companies to parents who want to keep abreast of the location of their child through smart phones or smart watches. Research has established that the constant tracking of one's location can reveal sensitive details about that person's life, such as his or her home, work, school location, religious and political views, personality, habits, health, medical issues, and sexual orientation (Forbrukerrådet, 2018; Reyes et al., 2018; Valentino-DeVries et al., 2018). Such practices put the child's right to privacy increasingly under pressure in today's digital world.

The proposed paper aims to analyse the child's right to privacy in this context. The theoretical background is the comprehensive typology of privacy, developed by Koops et al. (2017), which consists of eight basic types of privacy – bodily, intellectual, spatial, decisional, communicational, associational, proprietary, and behavioural – with an overlay of a ninth type, informational privacy. The proposed paper aims to identify which types of privacy are at stake in relation to location tracking of children. Building on this, the paper will evaluate – from a children's rights perspective – whether general legislative instruments such as the European Union's General Data Protection Regulation or the Council of Europe Convention 108+ are sufficient to protect the best interests of the child (article 3 United Nations Convention on the Rights of the Child). Under the former standards, for instance, sensitive data are afforded additional protection (article 9 GDPR; article 6 Convention 108+). However, even though sensitive data may be inferred from location tracking, 'location' is not included as such a special category of data. Another question is whether child location tracking practices are fair (article 5 GDPR; article 5 Convention 108+). Fairness is one of the fundamental data protection principles, but it remains vague. Similarly, recital 38 GDPR states that children's personal data merit specific protection, but this remains equally elusive. The paper will reflect on how these abstract notions can be interpreted with regard to the collection and

processing of a child's location data. Finally, the proposed paper aims to investigate whether and how children are actually informed about location tracking on their devices, in compliance with current transparency standards (article 12 GDPR; article 8 Convention 108+). Acquiring more insight in the complexities of the child's right to privacy in an increasingly digital world will not only enrich scholarly debates but will also allow for the formulation of recommendations towards stakeholders such as policymakers, data protection authorities and children's rights ombudspersons.

Id: 20944

Title: Contesting Intermediary Liability and Ownership in Digital Copyright Policy

Session Type: Individual submission

Authors:

Name: Lucas Logan

Email: loganp(at) uhd.edu

Country: US (United States)

Affiliation: University of Houston - Downtown

Abstract: This paper is an analysis of past and current trends in intermediary liability and copyright, with an emphasis on ongoing E.U. proposals. I begin with an overview of intermediary liability [IL] policy – protections that online service providers have from illegal user-generated content – and then offer a case study of proposed copyright legislation in the E.U. The proposed legislation are Articles 11 and 13 of the E.U.’s Directive on Copyright in the Digital Single Market, and would force intermediaries to filter all user-generated content through a database of copyrighted works (Doctorow, 2018). I close by arguing that the problems of IL are part of a crisis of ownership where an increasing amount of the Internet is disputed through negotiations between rights-holders, tech companies, and the state. Creators and consumers are shut out of policy processes and unable to control how they use communication technology to interact online.

The literature review on IL and copyright includes an analysis of contributions from UNESCO (MacKinnon, 2014) and the Center for Democracy and Technology (2012), as well as examination of scholarly discussion from Litman (2001), Drahos & Braithwaite (2002), and Lessig (2006). This literature assists in the formulation of guidelines and theoretical discussion about what the best practices in IL and digital copyright policy should be, and how those practices can best benefit intermediaries and rights-holders as well as users and creators.

The case study considers the broad mandate of the Articles, which would order platforms to pay fees for linking to articles and to create filtering systems that would overlook legal uses of works such as parody. IL protections have traditionally functioned to prevent service providers from censoring users over legal concerns (MacKinnon, 2014). In contrast, the Articles incentivize large companies including Google and Facebook to censor content in order to avoid legal troubles. These filters also endanger innovation and competition by being prohibitively expensive for start-ups.

I conclude that Articles 11 and 13 are harmful to intermediaries and users. They are also significant because they represent a trend of reduced ownership and loss of control by users and creators online. The Articles are reflect the conflict between tech companies trying to best monetize user-generated data, and rights-holders trying to best control access to digital content. The rights of access and control by users and creators are shut out of the policy-making process altogether. Regulatory reforms should emphasize the ability of users and creators to flourish alongside tech companies and rights-holders without eroding standards of intermediary liability or contributing to censorship.

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Id: 20988

Title: Presencia Ilícita de Testimoniales en la Publicidad de Complementos Alimenticios en la Radio Generalista en España

Session Type: Individual submission

Authors:

Name: Alfonso de la Quintana

Email: alfonso.delaquintana(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Name: Clara Muelas Molina

Email: clara.muelas(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Name: Salvador Perelló Oliver

Email: salvador.perello(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: (PRESENTATION IN SPANISH)

Por su potencial persuasivo como variable periférica (Buchholz & Smith, 1991; Petty, Cacioppo, & Schumann, 1983; Priester & Petty, 2003) los testimoniales son un objeto muy regulado (Federal Trade Commission). En España, el Real Decreto 1907/1996, de 2 de agosto, sobre publicidad y promoción comercial de productos, actividades o servicios con pretendida finalidad sanitaria regula la publicidad de los productos que ofrecen beneficios para la salud exceptuando los medicamentos dispensados sin receta médica que tienen su propia legislación. Ello incluye bebidas, alimentos, productos de belleza e higiene, adelgazantes y los complementos alimenticios (CA). El punto 7 del Artículo 4 de Prohibiciones y limitaciones de la publicidad prohíbe aportar testimonios de profesionales sanitarios, personas famosas o conocidas por el público o pacientes reales o supuestos como medio de inducción al consumo. Así, el objetivo del presente trabajo es analizar la presencia de testimoniales para comprobar el cumplimiento con la legislación que regula la publicidad de CA y el tipo de testimonio en la radio generalista en España.

Para tal fin, se realiza un análisis de contenido de todos los spots emitidos en 2017 y que ha permitido conformar un corpus de 165 anuncios diferentes de la categoría de productos de CA, que fueron emitidos un total de 10566 veces. A partir de los antecedentes, las variables analizadas fueron el tipo de testimonial (Brownfield, Bernhardt, Phan, Williams, & Parker, 2004; Choi & Kim, 2011; Chung, Hwang, & Kim, 2007; Kaphingst, DeJong, Rudd, & Daltroy, 2004; Main, Argo, & Huhmann, 2004; Shaw, Zhang, & Metallinos-Katsaras, 2009; Wallack & Dorfman, 1992) y de testimonio (Kaphingst, 2004; Keel & Natarajan, 2012; Perelló-Oliver & Muela-Molina, 2017; Stern, 1991; Tulloch, 2014).

Los resultados muestran que el 40% de spots utiliza determinados testimoniales que la ley no permite como doctores, consumidores y famosos, éstos últimos con una presencia inusual para CA que no tiene en la publicidad radiofónica. Así, uno de cada cuatro spots está protagonizado por

famosos y líderes de opinión como periodistas cuyo código ético no lo permite. Asimismo, de todos los spots de CA emitidos, casi la mitad (42,2%) cuenta experiencias personales que las celebridades confiesan tras haber utilizado o consumido el producto. Y en más de la mitad (55,3%) se trata de médicos y doctores que prescriben la marca anunciada como la solución definitiva para el problema de salud que padece el oyente. En ambos casos, en primera persona del singular para reforzar la veracidad del testimonio ya que los doctores son considerados expertos en salud y son percibidos como una fuente creíble en la que el consumidor confía.

Del elevado número de anuncios ilícitos que vulneran los derechos de los consumidores -como ha mostrado la investigación- derivan implicaciones para diferentes stakeholders como anunciantes y medios de comunicación. Pero también en materia de regulación y autorregulación que precisan un mayor control y seguimiento de la publicidad de productos relacionados con la salud como los CA que son considerados de alta implicación para el consumidor.

Id: 21102

Title: Mercado relevante y pluralismo en la televisión y radiodifusión digital online.

Session Type: Individual submission

Authors:

Name: Maria Labrador

Email: maria.labrador(at) umayor.cl

Country: CL (Chile)

Affiliation: Universidad Mayor - Facultad de Humanidades - Escuela de Periodismo

Name: Rodrigo Alvarez

Email: rodrigo.alvarez(at) umayor.cl

Country: CL (Chile)

Affiliation: Universidad Mayor - Facultad de Humanidades - Escuela de Periodismo

Abstract: El estudio analiza las categorías del mercado relevante y el pluralismo estructural, entendiendo por tal el conjunto de mecanismos que, sin afectar el contenido, permiten conocer la diversidad de mensajes y efectuar un control de la concentración de los medios. En el caso chileno, tal función le corresponde a la Fiscalía Nacional Económica (FNE), la que recibe información relativa al cambio de propiedad de cualquier medio de comunicación, y cuyo informe favorable es necesario para las operaciones que involucren a medios titulares de una concesión (radio y televisión). En ese contexto cabe destacar, que el estudio antecesor a la presente propuesta[1], consideró aspectos fundamentales concluyentes como la escasez del espectro radioeléctrico, que siendo el motivo más poderoso para la intervención estatal se ha visto sin embargo alterado por la digitalización de la televisión y la radio y por el desarrollo de Internet. Un ejemplo de lo anterior ha sido Noruega el primer país del mundo en terminar las concesiones radioeléctricas para las radios FM, proceso que comenzó en enero de 2017, lo que supone el principio del fin de las emisiones por dicha frecuencia tradicional. La iniciativa del país nórdico procura que existan más canales de radiodifusión y con ello más diversidad de contenidos. La industria de la televisión de pago –de cable y satelital- también experimenta importantes cambios, pues ha surgido un fenómeno conocido en Estados Unidos como «cord cutting». Dicho término da cuenta del retiro a gran escala de clientes de servicios de televisión de pago –en especial del cable- en favor de plataformas de Internet como Netflix, Amazon, Hulu y YouTube, por citar algunas. Dicha tendencia se advierte que podría observarse en países como Chile en donde la alta penetración de Internet[2], así como la sofisticación creciente de los modelos de conexión y la velocidad de la misma, pone de manifiesto dos aspectos fundamentales: la familiaridad general de los chilenos con el uso de la Red y el ajuste que esto implica en la democratización de la información.

Objetivos y metodología

El objetivo general de la investigación consistió en definir el concepto de pluralismo estructural y las categorías del mercado relevante de televisión y radiodifusión digital.

Objetivos específicos

Conocer las formas de consumo que se presentan en jóvenes chilenos de 18 a 24 años con uso de Internet plenamente generalizado, en las plataformas digitales de la televisión y la radiodifusión on-line.

Medir la sustituibilidad de la demanda en el grupo de jóvenes chilenos de 18 a 24 años (millennials) del consumo de los contenidos en las plataformas digitales de la televisión y la radiodifusión on-line.

Determinar la relación entre las preferencias de las audiencias-usuarios y contenido-consumo en las plataformas digitales la televisión y la radiodifusión on line.

Metodología

La metodología que se seleccionó para la presente investigación consta de dos etapas: una primera etapa de carácter inductivo centrada en el análisis del pluralismo externo (diversidad de voces en el sistema) e interno (diversidad de mensajes al interior de cada medio), y una segunda etapa que consiste en una encuesta de medición de hábitos y tendencias de consumo en las plataformas digitales de televisión y radiodifusión de los jóvenes chilenos en el rango etario de 20 a 24 años; de carácter exploratorio. Diseñada para estudiantes millennials en edad universitaria de la Región Metropolitana, Región de Valparaíso, Región del Biobío y Región de Antofagasta. Estas cuatro zonas territoriales representan el norte, centro y sur de Chile, y las tres primeras concentran 71% de la matrícula de la educación superior en Chile.

La muestra considera 2000 jóvenes, que residen en las regiones mencionadas. Para la selección de la muestra se realizó un procedimiento estratificado, considerando la siguiente composición demográfica que se estimó relevante para el estudio, según los datos del último Censo 2017:

- a) Composición por sexo
- b) Composición por nivel educacional

El estudio además describe criterios o tendencias que pueden constituirse como aporte para inferir alguna línea o doctrina relacionada con el mercado relevante, lo cual debería ser la base para una futura regulación normativa y también puede servir a instituciones como Subtel, Anatel, Archi y el Consejo Nacional de Televisión entre otras

Un aspecto fundamental, relacionado con el mercado relevante y el pluralismo estructural radica en si el régimen jurídico aplicable al mercado de los medios de comunicación es el adecuado.

Id: 21447

Title: Age verification mechanisms on pornographic websites: protecting children, platforms or both'

Session Type: Individual submission

Authors:

Name: Argyro Chatzinikolaou

Email: argyro.chatzinikolaou(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: In their navigation of the online environment, children may come across or seek out for harmful internet content such as pornographic material. In fact, according to studies, adolescents have become significant users of internet pornography (Mead, 2016). They consume pornographic content either as part of their sexual education and exploration or for pleasure, ignoring age restricting indications or adult content warnings. Research shows that repeated consumption of pornography at a young age might have a negative impact on their development (HM Government, 2017; Narayanan et al, 2018). Risks are being acknowledged and intensified regulatory attempts to ensure that children cannot access adult content websites have emerged. The most prominent example is the latest amendment to the UK Digital Economy Act regarding the mandatory implementation of age verification (AV) mechanisms on platforms that host pornographic material for commercial purposes. As laid down in the legislative text, non-compliance on behalf of the platforms instigates financial penalties. Moreover, age verification tools are listed in the new EU Audiovisual Media Services Directive as potential measures for protecting minors from viewing harmful content, such as pornography, on videosharing platforms.

Online age verification mechanisms constitute technical measures that verify the age of the user who attempts to access or obtain age-restricted content and may consequently block access to such material. The methods implemented by websites hosting pornographic material for blocking access to users under the age of 18 vary, yet their success rate is contested (LexisNexis, 2017). Moreover, technical solutions engaged for solving this problem usually necessitate the documentation of the users' personal data (for instance, electronic Identification (e-ID)) and therefore raise additional concerns on the protection of other fundamental rights of the users, such as their right to privacy. The focus of this paper is twofold. On the one hand it aims at exploring whether the implementation of AV mechanisms succeeds in advancing the level of protection for children as well as indicating potential shortcomings affecting their rights to protection, but also participation and expression, in the online environment. On the other hand, it explores the manner in which the liability of platforms is affected in terms of efficiently restricting children from accessing the content they host. The research will draw on both social science and legal doctrine on the operation of AV mechanisms and their impact on children's online behaviour as well as on EU policy and legislative documents with regard to the responsibilities and liability of platforms and intermediaries, and data protection.

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Id: 21470

Title: Tecnología y derechos humanos: el papel del derecho (de y a la información) en el momento actual

Session Type: Individual submission

Authors:

Name: Ignacio Bel

Email: ignaciobel1947(at) gmail.com

Country: ES (Spain)

Affiliation: Professor of Communication Law

Abstract: Cada vez es más penetrante el papel de las tecnologías, ya no tan nuevas, en la marcha de los acontecimientos, sobre todo si las relacionamos con la comunicación y más concretamente con el papel de los medios en la sociedad actual. Lo que debía ser en teoría una ayuda para la metainformación, para el desarrollo comunicativo de las sociedades, está sin embargo derivando en situaciones que claramente debilitan los derechos de los ciudadanos.

Acabamos de cumplir setenta años desde que la Declaración Universal de Derechos Humanos fue proclamada. Nadie duda que su contenido supuso un avance verdaderamente extraordinario en la defensa de los derechos humanos. Muchos gobiernos han ido incorporando su contenido, en mayor o menor medida, de tal manera que el progreso global en esos campos ha sido claramente uno de los hechos positivos en la última mitad de siglo.

Pero junto a esa Declaración, de forma paralela, han ido naciendo lo que se dio en llamar las Nuevas Tecnologías, que han supuesto un avance extraordinario en el campo tecnológico en todos los aspectos del saber humano y muy especialmente en el informativo, entendiendo este término en su acepción más global, no solo referido al informativo clásico.

Y en medio de ese proceso, que nos lo podemos imaginar en forma paralela, ha ido naciendo el Derecho de y a la información, que siendo un “hijo” de la Declaración Universal, ha tenido que ir dando respuestas, no siempre acertadas, al otro campo, al tecnológico, en este caso si referido al proceso informativo. La dificultad, en algunos países como España, fruto del enfoque napoleónico del derecho, es que, durante muchos años, incluso después de la promulgación de la Declaración Universal, las normas jurídicas referidas a la información, se entendían como parte del derecho administrativo, o sea norma que formaba parte del poder estatal, lo cual dificultaba enormemente el derecho de los ciudadanos para gozar de su derecho a la información, emanado de la declaración de 1948.

Esto es particularmente difícil de entender en la mentalidad anglosajona y muy especialmente si nos atenemos a la primera enmienda “Libertad de culto, de expresión, de prensa, petición y de reunión”, por la cual se prohibía, entre otras cuestiones, realizar ninguna Ley de prensa que coartase la libertad de expresión, hecho que ha durado hasta nuestros días.

A medida que esta dualidad ha ido desapareciendo y se ha avanzado decididamente en el enfoque de considerar a las normas jurídico informativas como parte del derecho constitucional, se ha potenciado de manera decisiva el disfrute del derecho a la información por parte de los ciudadanos. Sin embargo, esta situación, que nunca la hemos podido considerar idílica, porque el choque entre la información y el derecho ha sido, es y será constante, se ha visto complicada con el nacimiento y posterior desarrollo de las llamadas nuevas tecnologías, como hemos señalado al inicio de estas líneas. El desarrollo tecnológico, en el campo informativo, ha supuesto un desafío al derecho de la

información, que en no pocas ocasiones, no ha sabido dar la respuesta adecuada ni en el fondo, ni en la forma, y sobre todo, en el tiempo debido a las demandas que se le pedían.

Id: 21511

Title: Suspicious mindsets: national law and journalistic cultures as conditioning factors of crime reporting in European online media

Session Type: Individual submission

Authors:

Name: Katharine Sarikakis
Email: katharine.sarikakis(at) univie.ac.at
Country: AT (Austria)
Affiliation: University of Vienna

Name: Izabela Korbiel
Email: izabela.korbiel(at) univie.ac.at
Country: AT (Austria)
Affiliation: University of Vienna

Name: Anthony Mills
Email: anthonyamills(at) gmail.com
Country: AT (Austria)
Affiliation: University of Vienna

Name: Darya Novatorova
Email: darya.novatorova(at) univie.ac.at
Country: AT (Austria)
Affiliation: University of Vienna

Name: Krisztina Rozgonyi
Email: krisztina.rozgonyi(at) univie.ac.at
Country: AT (Austria)
Affiliation: University of Vienna

Name: Francisco Seoane Pérez
Email: fseoane(at) hum.uc3m.es
Country: ES (Spain)
Affiliation: Universidad Carlos III de Madrid

Abstract: Do European media care about and uphold Human Rights - and does it matter? “Innocent until proven Guilty” is a legal maxim rooted in a long history of civil rights and provided for, among others, in Article 48 in the European Charter of Human Rights and Fundamental Freedoms and in Article 11 in the UN Declaration of Human Rights. The recent EU directive 2016/343 on presumption of innocence aims at preventing the social tarnishing of crime suspects in the public sphere and provides a regulatory ‘partner’ to the well-established case law of the ECHR providing for due process and a fair trial.

Given a remarkable historical comprehensive regulatory framework at global, supranational and national levels, mature democratic systems and fairly robust journalism cultures of self regulation, the conditions for a culture of crime reporting which upholds the human right to be presumed innocent until proven guilty are arguably optimal.

Through the lens of governance of information and media treatment of human rights, this paper explores crime reporting online in seven European countries. Against the background of national media landscapes, the paper identifies patterns of reporting on suspects and accused individuals in Austria, Croatia, Hungary, Spain, France, Greece and Malta. It explores further the broader conditions of information generation and dissemination deriving from legal frameworks, the technological affordances to publish rapidly and elements of journalistic cultures, which, we argue, contribute to a) an uneven picture of crime reporting across nations b) a systemic undermining of the right to presumption of innocence and c) a conflict in following the letter of the law and subverting its spirit. The paper also identifies institutional and cultural features manifest in best practices of reporting.

The comparison content-analysed crime-related news published in quality and tabloid press as well as in online-only press, from June to September 2018 with geographical and legal variety as well as variety in the size of media markets.

Keywords: governance, human rights, presumption of innocence, online media, journalistic cultures.

Id: 21910

Title: The algorithmic governance of information and communications

Session Type: Individual submission

Authors:

Name: Sara Bannerman

Email: banners(at) mcmaster.ca

Country: CA (Canada)

Affiliation: McMaster University

Abstract: This paper will critique the responses of platforms and governments to fake news and other information and communications policy dilemmas by drawing on the concept of 'algorithmic imperialism'. In part one of the paper, I define algorithmic imperialism, drawing on Jin's (2015, 2013) notion of 'platform imperialism.' This notion of platform imperialism builds on concepts of cultural imperialism (Schiller, 1969) as evidenced in an international communication system "characterized by imbalances and inequalities between rich and poor nations (MacBride 1980, 111–15) that were "the outcome of fundamental historical inequalities" (Jin 2015, 40). Second, I note that algorithmic imperialism, like platform imperialism, can be seen as the fusion of nation-state political interests with capitalist expansion. Used by multinational corporations and nation states alike, algorithmic tools and techniques help to lay the groundwork for deepening and intersecting global inequalities (Barbrook and Cameron 1996; Crenshaw 1991; Eubanks 2011, 2018). Third, I argue that algorithmic imperialism fuses the problems associated with both imperialism and algorithmic governance. Algorithms are posed as a tool of governance that responds to various problematizations in information and communications governance, including fake news. However, the algorithmic governance of information and culture by global platforms incorporates the political problems associated with algorithmic bias, scale, and speed. The global and historical context of the global algorithmic governance of information and communications means that problems of alienation from technologized political processes (Medina 2015), and colonial cartography (Shepherd 2015), among others, are compounded globally, while the benefits (of advertising revenues and data services) accrue to a relative few. Algorithmic governance of information and communications takes place in neocolonial context, and requires a decolonial response (Ali 2016). Drawing on these points, this paper elaborates the concept of algorithmic imperialism in relation to the algorithmic governance of information and communications governance.

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Id: 22008

Title: The Vulnerable Internet: FOSTA-SESTA and the Safe Harbor

Session Type: Individual submission

Authors:

Name: Kearston Wesner

Email: kearston.wesner(at) quinnipiac.edu

Country: US (United States)

Affiliation: Quinnipiac University

Abstract: In April 2018, U.S. President Donald Trump signed into law a duo of controversial bills that claim to curb online sex trafficking. The Allow States and Victims to Fight Online Sex Trafficking Act and the Stop Enabling Sex-Trafficking Act, collectively known as FOSTA-SESTA, make it illegal to “knowingly assist, facilitate, or support sex trafficking.” The law was conceived mainly to target the shadier practices of the website Backpage, which, according to a U.S. Senate investigation in 2017, facilitated child trafficking. Most importantly, FOSTA-SESTA amended Section 230 of the Communications Decency Act, which immunizes websites from liability for third-party content.

With the historically robust protections of Section 230 shrouded in uncertainty, some companies reacted harshly to the passage of FOSTA-SESTA. Google, Microsoft, Facebook and Twitter, for example, proactively began to censor adult content or even ban sex workers’ accounts altogether. Legal commentators suggested that the companies, unable to parse the vague language of FOSTA-SESTA, elected instead to chill users’ speech. The voices of sex workers were abruptly and thoroughly silenced. Even more concerning, crime data suggests that FOSTA-SESTA has failed to stymie sex trafficking. Some reports even claim trafficking and abusive practices have increased. These reports extend beyond U.S. borders too. Sex workers overseas, lacking relatively safe avenues to advertise, have reported an increase in work-related violence.

Adding fuel to the fire, commercial enterprises such as Disney and 20th Century Fox publicly supported FOSTA-SESTA, signaling that even though their website-related activities were wholly unrelated, they expected some benefit from the law’s passage. Indeed, these companies could use FOSTA-SESTA as an avenue to chip away at the Digital Millennium Copyright Act (“DMCA”) safe harbor, which shields websites from liability for copyright infringement by third parties. Extending the rationale of FOSTA-SESTA could result in the government broadly requiring websites to police third-party content. Shifting these policing requirements to websites that host third-party content would ultimately be disastrous, especially for smaller sites that cannot bear that burden.

This paper first provides the historical background for the safe harbors articulated in Section 230 and the DMCA. It asserts that FOSTA-SESTA undermines the free speech-protective practices, particularly Section 230, that fortify the architecture of the internet. FOSTA-SESTA not only fails to achieve its asserted objectives, it functionally encourages widespread censorship, particularly of marginalized and vulnerable voices. Furthermore, the paper demonstrates how FOSTA-SESTA can be weaponized by companies to diminish the safe harbor protections of the DMCA. Resolving these

concerns is critical, especially given that (1) these laws have directly impacted not only U.S. citizens, and (2) some parliament members have expressed their desire to pursue the passage of similar laws in the U.K. Thus, the issues explored in this paper extend beyond the boundaries of the U.S.

Finally, this paper fills a gap in the current research. Although news articles and blogs have discussed FOSTA-SESTA, a Westlaw search shows only 13 secondary sources that address FOSTA-SESTA. And of these, zero articles analyze the possible impact FOSTA-SESTA could have on the DMCA safe harbor.

Id: 22051

Title: El nuevo reclamo revolucionario del siglo XXI en México: la repartición espectral.

Session Type: Individual submission

Authors:

Name: Rolando Guevara-Martínez

Email: rolandoguevara(at) comunidad.unam.mx

Country: MX (Mexico)

Affiliation: UNAM /EPCSG

Abstract: El reclamo en la época de la Revolución Mexicana sobre la “repartición agraria” ha llegado a su versión moderna de la “repartición espectral”. Pocos tienen la posesión de este recurso fundamental para ejercer los derechos a la comunicación en su vertiente de acceso a las tecnologías de la comunicación e información (TICs).

De la tierra al aire, las cosas han cambiado. Nadie, en teoría, tiene derechos adquiridos sobre los bienes nacionales. Sin embargo, en los tiempos de las TICs es necesario repasar esto, pues existe una confusión teórica sobre la posesión de los bienes públicos como el espectro radioeléctrico, el cual es un insumo esencial para operar la infraestructura de los servicios públicos de telecomunicaciones, cada vez más necesario hoy en día.

Sin embargo, el nuevo reclamo de “repartición espectral” tiene una realidad: la concentración comercial y el argumento de la insuficiencia espectral.

La propuesta es encontrar una luz en el camino. El contexto actual en México tiene al parecer un nuevo espíritu revolucionario, propio del siglo XXI, a través del reconocimiento de derechos fundamentales como el de acceso a Internet.

Asimismo, se requiere de un régimen especial para el acceso al espectro radioeléctrico basado en el rango constitucional que tienen, por ejemplo, las concesiones para uso social, incluyendo las comunitarias e indígenas.

Por tanto, una nueva realidad se vislumbra en México y, basados en evidencia empírica, se afirma que es necesario el acceso a más espectro radioeléctrico por agentes que no lo subutilicen ya que éste no puede estar en “manos muertas” (como era el reclamo revolucionario de hace más de 100 años). Ello con el objetivo de reducir la brecha digital y permitir que más población tenga el beneficio de las TICs.

Fuentes de Consulta

Legislación Nacional:

Constitución Política de los Estados Unidos Mexicanos (Artículos 2, 6, 27 y correlacionados)

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Unión Internacional de Telecomunicaciones

www.itu.int

Id: 22298

Title: SOLICITUDES DE INFORMACIÓN PÚBLICA EN ESPAÑA: "TOREANDO' AL PETICIONARIO

Session Type: Individual submission

Authors:

Name: Manuel SANCHEZ DE DIEGO

Email: msdiego(at) ucm.es

Country: ES (Spain)

Affiliation: S. Dptal. Derecho Constitucional - Universidad Complutense de Madrid -España

Name: Jose Luis Dader

Email: dader(at) ucm.es

Country: ES (Spain)

Affiliation: S. Dptal. Derecho Constitucional - Universidad Complutense de Madrid -España

Abstract: En la actualidad, el acceso a la información es imprescindible para el correcto funcionamiento de la sociedad y para el desarrollo personal y profesional. El periodismo de datos, de investigación, de precisión... precisa información en bruto sobre la que trabajar, por eso el derecho a acceder a la información es esencial en el mundo de la comunicación. Pero no son solo los profesionales de la información los únicos que necesitan la transparencia de las instituciones públicas para realizar su trabajo. También los académicos, los investigadores, abogados, emprendedores... precisan que la información pública esté a su alcance, tanto por la publicidad activa, como por medio de las preguntas que se hagan ejercitando el derecho de acceso. En los países occidentales se han aprobado leyes sobre transparencia y acceso a la información pública que permiten obtener conocer la información en manos de los poderes públicos. El problema se plantea cuando para conseguir una determinada información el peticionario se encuentra ante una negativa esquiva que dilata la entrega de la información, un procedimiento farragoso que desanima y hace desfallecer a quien necesita una información de forma rápida. En la comunicación se expondrá una experiencia sobre el derecho de acceso a información que en principio debe ser pública pues compromete fondos públicos. Se hicieron dos solicitudes de información sobre los profesores universitarios con méritos de investigación reconocidos y, de momento, los peticionarios hemos sido "toreados" por la Administración con argumentos "peregrinos" que nos han llevado ante los tribunales. Cuáles son los argumentos esgrimidos para no dar la información y, cuál ha sido el proceso y los tiempos empleados serán expuestos en la comunicación, para finalizar con unas propuestas de mejora del sistema de transparencia en España.

Id: 22414

Title: Revising open justice for the digital era

Session Type: Individual submission

Authors:

Name: Jane Johnston

Email: jane.johnston(at) uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: The ability of courts to administer justice and uphold social order depends on maintaining public confidence in their capacity to carry out this role fairly and impartially (Blackham & Williams 2015). This requires courts to show their work to the public, using the principle of open justice – that is, the public scrutiny of judicial proceedings. While courts usually actively embrace this legal principle, they have eschewed the idea of proactively seeking publicity or responding to criticism. The result is that courts are less equipped than other arms of government, or the corporate sector, in managing the changing communication and media environment they face as they enter the 2020s (Johnston 2018). This paper examines why special social, cultural and legal considerations have impacted on courts management of the communication and media environment. It uses a case study approach to examine recent changes within the Australian courts and also considers how the issue has impacted courts internationally. It reports on the most recent developments within courts' communication and publicity, including the employment of professional communication and media staff, media judges, the use of judgment summaries, streaming of audio judgments, and televised court proceedings. The paper concludes by proposing how courts might continue to expand these strategies and progress their open justice agenda as they enter the new decade.

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Id: 22521

Title: A True Right or A Fake One' - Discussion on the right of claiming to introduce abortion and the right to abortion in Taiwan

Session Type: Individual submission

Authors:

Name: Chiayi Chen

Email: sop0613(at) gmail.com

Country: TW (Taiwan)

Affiliation: Department of Law, National Cheng Kung University

Abstract: The purpose of the study is to discuss the freedom of speech of minors, which is if it is just an abstract right, or it is substantive. The right to freedom of speech of minors in Taiwan is not restrictive. However, this does not reflect on various rights. Among them, the most controversial issue is abortion of minors. This thesis is aiming at this interesting topic and in-depth discussion. Nowadays, young people enjoy their freedom of speech on various media, but does it mean the freedom of speech is equal to the right, which allows minors to put their speech into practice? In order to go further on this topic, this thesis will focus on the area of abortion. Do minors have the right to abort? According to the laws in Taiwan, minors may not abort without the consent of the legal representative. Even though it is absolutely no doubt that minors can express the message of wanting an abortion, they do not have the right to make it. For those who are under 20 years old, they are under the protection of speech, yet the actual rights are limited. Do we consider this fair? By discussing about different propositions, this thesis expects to make a bold interpretation of the communication rights and legal substantive rights of Generation Z, and to create more possibilities for the development of communication law.

The research method of this thesis using Document analysis and In-depth interview. By Document analysis, this thesis will collect other studies in the same field, and point out the relevance of the research of this thesis. By In-depth interview, this thesis intends to interview 5 to 6 people, who has had similar experience before or who are encountering this kind of problems. The conclusion of this thesis will summarize the results of interviews and make references to the results.

Key words: Freedom of speech. Minors. Abortion. Right of Abortion. Communication rights. Substantive rights

Id: 22573

Title: la censura disfrazada

Session Type: Individual submission

Authors:

Name: Isabel Serrano Maillo

Email: miserran(at) ucm.es

Country: ES (Spain)

Affiliation: Porf. Derecho Constitucional

Abstract: Estamos viviendo en los últimos años una creciente labor legislativa orientada, en teoría, a limitar los discursos de odio y, por ende, a castigar aquellos que han llamado delitos de odio. Digo en teoría, porque la realidad es que este tipo de normas está incidiendo en la libertad de expresión de los ciudadanos. En el derecho a decir lo que queramos aunque moleste. Como decía Orwell, “si la libertad significa algo, es el derecho a decirle a la gente lo que no quiere oír”. Esta forma de legislar y las últimas reformas penales que introdujeron entre otros, los delitos de odio, ha planteado un debate sobre si estas están limitando la libertad de expresión de una manera injusta y desproporcionada. Las declaraciones que eran chistes simples u opiniones simples hasta hace poco, ahora pueden ser castigadas como delitos de odio, las opiniones que no reproducen el sentir de lo políticamente correcto se consideran discurso del odio, machista, fascista.... La libertad de expresión no es un derecho absoluto e ilimitado, ¡obvio!, pero necesita de una protección especial dentro de las democracias. La libertad de expresión tiene como objetivo crear una opinión pública libre. Es por eso debe respetarse y considerarse preferente, incluso si algunas opiniones son diferentes o contrarias a lo que piensa la mayoría. No tendría sentido proteger una libertad de expresión consistente, tan solo, en replicar aquellas ideas más populares y correctas. ¿Dónde poner el límite? El objetivo de esta comunicación es poner en evidencia la proliferación de este tipo de normas sobre discurso del odio en España y en Europa y analizar, a través de casos reales, cómo su aceptación nos está llevando a asumir como normal la censura. Se trata de normas generalmente imprecisas, poco claras y que habitualmente se aplican de manera arbitraria, lo que, además, provoca una gran inseguridad jurídica. En esta comunicación se pretende demostrar que estas leyes implican una clara, desproporcionada e inaceptable limitación a la libertad de expresión. Algo que debemos combatir.

(Para la realización de este trabajo, además de referirnos a otros autores como Coleman, Pérez Madrid, W. Bull, etc. Se hará un repaso legislativo y jurisprudencial.)

Id: 22661

Title: News diversity for diluting disinformation: a fundamental rights perspective

Session Type: Individual submission

Authors:

Name: Judith Vermeulen

Email: judith.vermeulen(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University, research group Law & Technology

Name: Eva Lievens

Email: E.Lievens(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University, research group Law & Technology

Abstract: With the EU elections coming up in May, the European Commission is urging the signatories of the EU self-regulatory Code of Practice on disinformation to step up their game (European Commission, 2019). In September 2018, Google, Facebook, Twitter, Mozilla and the advertising sector committed themselves to contribute to solutions to the challenges posed by the dissemination of “verifiably false or misleading information that is created, presented and disseminated for economic gain or to intentionally deceive the public, and may cause public harm” (European Commission, 2018). ‘Voluntarily’ drawn up by the industry, the Code aims to achieve the objectives set out in the April 2018 Commission’s Communication on “Tackling online disinformation: a European approach”. In the latter, four overarching principles were put forward to guide any action in that respect, one of which being: “to promote diversity of information to enable citizens to make informed decisions based on critical thinking” (European Commission, 2018). The aforementioned Internet giants accordingly committed to invest in features and tools that make it easier for people to find diverse perspectives about topics of public interest (‘EU Code of Practice on Disinformation’, 2018). That, however, seems to remain just a promise so far. Indeed, from their recently submitted progress reports, the Commission concluded that, as of yet, user empowerment mechanisms are insufficiently being deployed and additional action will have to be taken by the start of the electoral campaign (European Commission, 2019).

Against this background, the question arises whether and how the argument that enhancing news diversity might “uncover, counterbalance, and dilute disinformation” (European Commission, 2018) is underpinned by a ‘right to diverse information’, stemming from article 10 of the European Convention on Human Rights and article 11 of the EU Charter of Fundamental Rights. While it has been argued that a diverse news offer fosters public debate, ultimately securing democracy (UN Special Rapporteur on Freedom of Opinion and Expression et al., 2017), this paper will explore whether the right to freedom of expression and information and the positive obligations stemming from the above-mentioned articles, include a right to diverse information – in particular in times of elections – and, hence, require stronger measures than an industry-drawn code of conduct in order to tackle disinformation. In order to uncover this, human rights instruments, policy documents, case-law and doctrine will be examined and interdisciplinary input from political and social sciences will be included.

EU Code of Practice on Disinformation. (2018).

European Commission. (2018). Communication to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions - Tackling online disinformation: a European Approach.

European Commission. (2019). Press release - Code of Practice against disinformation: Commission calls on signatories to intensify their efforts.

UN Special Rapporteur on Freedom of Opinion and Expression, the OSCE Representative on Freedom of the Media, the OAS Special Rapporteur on Freedom of Expression and the ACHPR Special Rapporteur on Freedom of Expression and Access to Information (2017), Joint Declaration on Freedom of Expression and “Fake News”, Disinformation and Propaganda

Id: 22874

Title: A Decade of CoE Digital Constitutionalism Efforts: Human Rights and Principles Facing Internet Privatized Regulation and Multistakeholder Governance

Session Type: Individual submission

Authors:

Name: Meryem Marzouki

Email: Meryem.Marzouki(at) lip6.fr

Country: FR (France)

Affiliation: CNRS & Sorbonne Université

Abstract: While attempts to conceptualize normative developments in the online environment are almost contemporary with first efforts to define and adopt Internet-related policies since the mid-90s (Celeste 2019), a more holistic definition of the concept of digital constitutionalism was only recently proposed as the set of various efforts “to articulate a set of political rights, governance norms, and limitation on the exercise of power on the Internet” (Gill et al. 2015). Since then, a growing number of scholarly work adopted this umbrella definition to explore more in depth the contribution of specific actors to digital constitutionalism (see, e.g., Padovani & Santaniello 2018).

This proposal addresses the case of the Council of Europe (CoE) as a major contributor in this framework. In the last decade, the CoE has adopted no less than 34 soft law instruments specifically dealing with the online environment. While other entities such as ‘Data Protection’ and ‘Cybercrime’ have concentrated on the international Treaties they respectively have in charge, the ‘Media and Internet Governance’ Division seems to have balanced the non binding nature of its own instruments with their quantity, their variety, and the width of their scope.

The proposed paper analyzes this true fabric of international soft law for the online environment that this CoE Division has become. It is structured around three main research questions: why the turn to such an intense activity in 2006; the kind, scope and substance of the considered 34 soft law instruments and especially the reasons for this choice of non binding instruments; the cooperation and tensions that punctuated the drafting and adoption of the considered instruments during the ten years period.

The multidisciplinary approach draws from communication studies, international and human rights law, political science and international relations. It shows a strong empirical dimension, based on data collection through interviews, document analysis and archival research, and enriched by the author’s unique experience of participant observation, from 2005 to 2013, to different CoE committees of experts.

The paper shows that CoE digital constitutionalism efforts and results cannot be isolated from both endogenous transformations and exogenous shifts that intensified in post-WSIS Internet governance. The former relates to the internal transformations of International organizations, as also confirmed in the literature in other global governance sectors. The latter is a direct consequence of the shift in how human rights and principles are envisaged and debated - from the traditional focus

on state obligations and state enforcement to an increasing involvement of private actors to play a prominent role - accompanied by a shift to multistakeholderism.

Selected references on the Digital Constitutionalism framework:

Celeste, E. (2019). Digital Constitutionalism: a New Systematic Theorisation, *International Review of Law, Computers & Technology*, DOI: 10.1080/13600869.2019.1562604

Gill, L., Redeker, D. and Gasser, U. (2015). Towards Digital Constitutionalism? Mapping Attempts to Craft an Internet Bill of Rights. Berkman Center Research Publication No. 2015-15. DOI: <http://dx.doi.org/10.2139/ssrn.2687120>

Padovani, C. and Santaniello, M. (Eds.). (2018). Digital Constitutionalism: Fundamental Rights and Power Limitation in the Internet Eco-system [Special Issue], *The International Communication Gazette* 80(4).

Id: 22994

Title: Cultural Commons: An Examination of Lebanese People's Knowledge of Copyright

Session Type: Individual submission

Authors:

Name: Veronica Alwan

Email: alwanveronica(at) gmail.com

Country: LB (Lebanon)

Affiliation: Notre Dame University - Louaize

Name: Christy Mady

Email: christymady(at) gmail.com

Country: LB (Lebanon)

Affiliation: Notre Dame University - Louaize

Abstract: Among the Arab countries, Lebanon was the first to legislate a copyright law in 1924 besides signing and joining a number of international conventions such as the Berne Convention for the Protection of Literary and Artistic Works, Universal Copyright Convention and the Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations. The 1924 copyright law was only amended in 1999 when the Lebanese parliament issued an Act replacing chapter VII of the 1924 Act.

While Lebanon has been on the forefront of copyright legislation in the Arab world, it still does not have a copyright law to deal with online material and the sharing of digital information on social media platforms. Add to that, and although many studies exist on copyright (Abdallah, 2013; Obeid, 2001; Rabah, 2001), none of these studies assesses Lebanese people's awareness of the law in Lebanon. This study, therefore, investigated the Lebanese people's awareness and knowledge concerning copyright and the use of the copyrighted material online. Moreover, this study offers a framework and suggestions for a new copyright law for the country - noting that the current law was issued in 1999 before the existence of the Internet in Lebanon.

To investigate the topic, the study used both the quantitative and qualitative research methods. A questionnaire was sent out and filled in by 533 respondents in the winter of 2018. The questionnaire asked about the use of social media, knowledge about the copyright law, awareness of copyright and respect of online copyright material. For the qualitative research method, face to face semi-structured in-depth interviews were conducted with parliament members and copyright lawyers including member of parliament Georges Okais, judge Charbel El Helo, lawyer Joseph Chamoun and lawyer Dolly Farah. The interviews covered the law's application, hindrances, complications and shortcomings. The questionnaire's results were also shared with the interviewees to get their feedback and recommendations for the putting together of a framework for a new copyright law in Lebanon.

Findings of the questionnaire showed a lack of knowledge concerning the online copyrighted material despite the fact that the Lebanese were in general aware of copyright as a concept. Findings also showed the nonchalance of the Lebanese who they do not file complaints against

copyright violators. The findings demonstrated as well that Lebanese know that they should take permission to use others' work but they do not. They do not apply the rules. The study revealed that age and education were not major factors when it came to knowledge about copyright. More importantly, it showed the urgent need for the suggested copyright law – an initiative that was welcomed by the interviewed law makers and members of parliament.

Id: 23074

Title: Retos legislativos de la publicidad interactiva en la televisión híbrida

Session Type: Individual submission

Authors:

Name: Sandra Vilajoana-Alejandre
Email: sandrava(at) blanquerna.url.edu
Country: ES (Spain)
Affiliation: Universidad Ramon Llull

Name: Josep Rom Rodríguez
Email: joseprr(at) blanquerna.url.edu
Country: ES (Spain)
Affiliation: Universidad Ramon Llull

Name: Eduard Vidal Portés
Email: eduardvp0(at) blanquerna.url.edu
Country: ES (Spain)
Affiliation: Universidad Ramon Llull

Abstract: La televisión e Internet son dos medios claves desde un punto de vista publicitario: año tras año, su liderazgo en términos de inversión publicitaria así lo constata (Infoadex, 2018). Los avances tecnológicos han transformado las formas de consumo y acceso a los tradicionales medios de comunicación y han posibilitado el desarrollo de nuevos formatos publicitarios. Convergen los medios y las acciones de comunicación se hibridan. En este contexto, la progresiva introducción de la televisión inteligente –Smart TV– y el también progresivo grado de penetración del estándar Hybrid Broadcast Broadband (HbbTV) han facilitado la creación de nuevos servicios que utilizan de manera complementaria la conectividad broadcast a través de la TDT y la conectividad broadband a través de Internet (Uteca, 2018).

Nacido e impulsado por la industria audiovisual europea, en España el conocimiento y uso del HbbTV se incrementa progresivamente al ritmo del factor de convergencia (Boronat, Montagud, Marfil y Luzón, 2018). Televisores conectados, decodificadores y dispositivos multipantalla posibilitan experiencias más interactivas y personalizadas y, también, de monetización y control de la actividad del telespectador que interactúa con los contenidos publicitarios (Fondevila, Botey, Rom y Vila, 2018) con los consiguientes riesgos en términos de privacidad del usuario (Irion y Helberger, 2017). En un contexto de revisión y actualización de la normativa europea en materia audiovisual y de privacidad, ¿hasta qué punto el legislador comunitario y estatal contempla los riesgos que esta convergencia entraña para los destinatarios de estas nuevas modalidades de publicidad televisiva interactiva?

El objetivo del presente estudio es identificar, describir y analizar los retos legislativos de la publicidad interactiva en la nueva televisión híbrida. ¿Qué normativa regula la publicidad televisiva interactiva difundida a través del HbbTV? ¿Se contempla este tipo nuevo tipo de publicidad en la nueva normativa en materia audiovisual, de privacidad en el entorno digital y de protección de datos

personal? Mediante un modelo mixto que combina la metodología descriptiva y analítica, el trabajo presenta un análisis del contenido de la legislación comunitaria y estatal en materia de servicios audiovisuales, publicidad y privacidad en el entorno digital aplicable a la publicidad interactiva difundida a través del HbbTV.

Los resultados de la investigación constatan una carencia de regulación que contemple específicamente el HbbTV y, en consecuencia, la publicidad interactiva difundida a través de la televisión híbrida. Sobre la base de los resultados obtenidos, el trabajo concluye con una síntesis del marco jurídico básico aplicable a esta modalidad publicitaria y una serie de propuestas para paliar los déficits en la regulación de la publicidad interactiva en HbbTV.

Id: 23096

Title: La privatización de los derechos en el entorno digital

Session Type: Individual submission

Authors:

Name: Leopoldo Abad

Email: abad.fhm(at) ceu.es

Country: ES (Spain)

Affiliation: CEU San Pablo University Madrid

Abstract: Conciliar los legítimos intereses de las empresas privadas que ostentan un papel central en el ecosistema digital con los derechos de los ciudadanos, y especialmente con sus derechos fundamentales a transmitir y recibir informaciones y opiniones con total libertad es cada vez más complejo en el ecosistema digital.

A ello se añade una posición respecto al aseguramiento de estos derechos por parte de los poderes públicos estatales limitada. Las razones son variadas, pero podíamos destacar: 1) el carácter transnacional de la sociedad digital impide la aplicación de las regulaciones estatales que siguen el principio de territorialidad; 2) las iniciativas regulatorias en Internet de carácter transnacional surgidas en el marco de las organizaciones internacionales tropiezan con el modelo regulatorio imperante basado en la gobernanza a través de diversas entidades privadas; 3) la tradición regulatoria en el ámbito de la comunicación ha considerado que la función que debe desarrollar el Estado es meramente garante del ejercicio de las libertades por los particulares, pues toda intervención se ve como injerencia o incluso censura.

Ante esta situación, los grandes gigante de Internet se encuentra en una posición de dominio cuasimonopolístico (algunos de ellos como Google o Facebook, sin el cuasi), y adquieren un poder sustitutivo del poder de Estado pues establecen las condiciones de ejercicio de las actividad en Internet a través de sus condiciones de uso o términos de servicio, llegando a actuar con funciones cuasijurisdiccionales para valorar si se está ejercitando las libertades de información y opinión de forma correcta o no, como pone de manifiesta el ejercicio del derecho al olvido por parte de Google o las consecuencias del artículo 13 de la propuesta de Directiva comunitaria sobre derechos de autor en el mercado único digital.

Autores como Morozov destacan la censura llevada a cabo por el sector privado y su propio poder regulador en el desarrollo de términos de servicio, normas y prácticas que rodean el filtrado y eliminación de determinados contenidos en línea. Los gobiernos sencillamente no son capaces de emprender la compleja tarea de reglamentación de Internet, que ha dejado a las empresas privadas su carga y su poder regulador. Intermediarios como Google, You Tube y Facebook han logrado un dominio que, en términos prácticos, significa que los activistas digitales están obligados a comprometerse con estos mecanismos si buscan audiencias globales. Un ejemplo aquí es la confianza de la comunidad de derechos humanos en You Tube, Facebook, Twitter y otros operadores comerciales después de una ola inicial de sitios independientes que no pudieron competir por la atención de las masas.

Incluso la efectividad de los mensajes alternativos es limitada debido a que las formas de comunicación/información mayoritarias son la redes sociales donde se acentúa la idea de la disonancia cognoscitiva. Ello es contrario a la idea de pluralismo como bien social, entendido que el pluralismo requiere de intercambio de ideas.

Id: 23184

Title: PRIVACY IN PUBLIC SPHERE WITHIN DECISIONS FROM ECrtHR AND TURKISH SUPREME COURT ON COMMUNICATION, TECHNOLOGY AND HUMAN DIGNITY

Session Type: Individual submission

Authors:

Name: Seldağ Gunes Peschke

Email: seldag.peschke(at) gmx.net

Country: TR (Turkey)

Affiliation: Ankara Yildirim Beyazıt University Faculty of Law

Abstract: The improvement of mobile phones in the last 10 years, made the access of people to internet easier and faster. However, this rapid distribution of information brought up some legal issues along. The protection of personal data and privacy in the digital world became the most discussed subjects in the last years.

According to European Data Protection Supervisor (2015), 'Opinion 4/2015 Towards a New Digital Ethics Data, Dignity and Technology', privacy is one of the fundamental human rights which is an integral part of human dignity. As it is stated inside the constitutions of many democratic countries, the respect and protection of human dignity is the duty of all state authority. Therefore, data protection and privacy have constitutional dimensions on the basis of the guarantees of human dignity and personhood.

Privacy can be described as one's own space which he/she doesn't want to share with the public and limit the access of the others to his/her personal information, data or secrets. Privacy cannot be localised as home or family, which is associated with certain procedures and it can be in everywhere, also in the middle of public places. By the technological developments, impact of digital technology on right to privacy has changed. The people are watched 24 hours by cameras in streets or inside buildings. Companies monitor their staff's emails and web searching habits. Under these conditions there is a need to balance the right to privacy and the public interest. In the last years there are many cases from the ECrtHR on breach of privacy which is regulated in article 8 of the European Convention on Human Rights. As it is stated, everyone has the right to respect for his private and family life, his home and his correspondence. Privacy is regulated under the article 20 of Turkish Constitution and in some other codes. For example, Turkey has Data Protection Code which is very new since 2016 in accordance to EU Directives.

For the protection of the individuals, the effective application of international law in different countries is very important. Therefore, there is a need to harmonise national legislation with international regulations and to take the international court decisions into account in national States. In this presentation, the effect of communication technology on human dignity and privacy in public sphere will be discussed within decisions from ECrtHR and Turkish Supreme Court.

Id: 23486

Title: HACKING, LEAKING AND DATA DUMPING: BARTNICKI V. VOPPER AND THE STILL-UNSETTLED LAW OF REPUBLICATION

Session Type: Individual submission

Authors:

Name: Erik Ugland

Email: erik.ugland(at) mu.edu

Country: US (United States)

Affiliation: Marquette University

Abstract: One of the disquieting effects of the Digital Age is the ease with which private data can be illegally captured by hackers and revealed by leakers or intermediaries. The laws in most countries provide strict punishments for those who engage in computer crimes involving the acquisition of private material. The law is less clear, however, about the extent to which people can be civilly or criminally liable for publishing or re-publishing information that was illegally obtained by someone else.

In the United States, a key Supreme Court precedent seems to give publishers strong protections in these situations. In *Bartnicki v. Vopper* (2001), the Court held that those who disclose illegally acquired information are protected by the First Amendment, provided: 1) they played no part in the illegal acquisition of the material, and 2) the material addresses a matter of public concern.

In media reports about hacking and leaking incidents, journalists and commentators regularly overstate the extent of *Bartnicki*'s protections, treating it as essentially a grant of absolute immunity and overlooking either the "public concern" condition noted above or the concurring opinion by Justice Breyer, which narrowed the scope of the ruling. They also commonly overapply *Bartnicki* by referencing it in coverage of cases like *Bollea v. Gawker* (involving a leaked sex tape) where it has limited relevance.

These flawed media accounts mask the fact that *Bartnicki* is simply not the robust, anchoring precedent that many people assume; it is, rather, a cautious, narrow and somewhat ambiguous first step by the Court into this domain, and a precedent whose utility and durability are even more uncertain in light of new technologies and changes in the makeup of the Court. New cases involving the republication of stolen or hacked information are arising every day, from Donald Trump's leaked tax returns to the DNC's hacked emails to Jeff Bezos's intercepted text messages. After 18 years, the law is still not clear about who has immunity in these situations.

There is an urgent need to fill these gaps and to provide some legal certainty by addressing some unanswered questions: Is *Bartnicki* protection limited to journalists? Can organizations that acquire and then "dump" huge caches of data always rely on *Bartnicki*? What constitutes a matter of public concern? What level of constitutional scrutiny should apply to laws limiting republication of stolen data?

The purpose of this paper is not to outline a normative solution but to help initiate that process by providing a comprehensive assessment of judicial interpretations of *Bartnicki*. The authors will conduct a case analysis and thematic analysis of all federal and state court decisions applying *Bartnicki* to understand how courts have answered the questions the Supreme Court left open in 2001. The ultimate goal is to be able to identify the remaining points of disagreement or

uncertainty (in terms of outcomes, doctrine and theory) and to establish a roadmap for scholars, judges and policymakers as they seek to bring clarity to this important but still-unsettled area of law.

Id: 23625

Title: 'Centuries old and tradition bound': Can Constitutions Adapt to Guarantee Fundamental Rights Online'

Session Type: Individual submission

Authors:

Name: Rodrigo Cetina Presuel

Email: rcetinapresuel(at) law.harvard.edu

Country: US (United States)

Affiliation: Harvard University

Name: Jose Manuel Martinez Sierra

Email: jose_martinez(at) harvard.edu

Country: US (United States)

Affiliation: Harvard University

Abstract: Internet, and new communication technologies, in particular social media, have proven to be a challenge to constitutionalism in general and to fundamental rights in particular. Constitutional guarantee of rights such as the right of citizens to freely impart and receive information an opinions online is mostly exercised through a handful of social media platforms controlled by a handful of private companies that in practice, have tremendous power to set the conditions for expression in said platforms (Rosen, 2011; Klonick, 2018). Another example of this is personal and data privacy protection, under pressure by a business model based on pervasive surveillance of people and the extraction of profit through personal data processing (Zuboff, 2015) which in turn, also gives these companies tremendous power to decide the degree of privacy people are afforded (Cohen, 2012; Hildebrandt, 2017).

One assumption that has emerged around the conflicts above described is presuming that the most veteran constitutions, those that are “centuries-old and tradition bound” (McKeown, 2014), face the greatest challenges to adapt to a new reality and to effectively guarantee rights in the online context than more novel constitutional frameworks, for example in relation to the principle of territoriality applied to platforms that are not constrained by physical space or national borders (Balkin, 2018); or state action aimed at guaranteeing the capacity to speak (Yemini, 2019) by trying to interfere as little as possible and by seeking a balance between the protection of both privacy and expression online (Youm & Park, 2016).

This work analyzes jurisprudence from the Court of Justice of the European Union in relation to articles 7, 8 and 11 of the EU Charter of Fundamental Rights from a comparative perspective with a selection of jurisprudence from Member States in order to determine if indeed there has been a qualitative leap that has allowed the European Union system to adapt and face the aforementioned challenges successfully in comparison with older national constitutional orders.

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Id: 23673

Title: Tracing the Tensions between Disputed Rights and Contested Truths in the Context of Right to Information: Turkey's Case

Session Type: Individual submission

Authors:

Name: Tugba Asrak Hasdemir

Email: tubahasdemir(at) gmail.com

Country: TR (Turkey)

Affiliation: AHBV University Faculty of Communication

Abstract: Many valuable studies question the nature and features of the interaction between government and citizen in the modern state structure. The right to information is one of the rights which play leading role to promote the interaction between government and citizen. This right has important ties with the freedom of thought and expression as well as citizen's right to ask their government to be accountable. It is a "right" with political and social implications: On the one hand, it can be a measure of the openness of the society, on the other hand it can give citizens a sense of ownership, and serve confidence in the legitimacy and appropriateness of public administration.

In Turkey, the regulations and practices related with the right to information, as the instrument of making the acts and actions of the government "public", came to the agenda on the beginning of 2000's. The law on the right to information was enforced in 2004. This presentation aims to investigate legal procedures and practices of the right to information in Turkey. The most significant practices of the right to information and the main problems encountered in the application process during the period 2004-2018 will be handled and elaborated by considering the worldwide experiences and the discussions on the issue. Within that respect, this study will also explore the decisions of the Council of Cassation of Right to Information in Turkey, as the final authority, which reviews the decisions related with partial or full refusal of access to information and documents by regarding the limitations in the legislation.

The statistical data on the applications for the access to information is made to public by the Turkish Grand National Assembly every year. Also, the decisions of the Council of Cassation of Right to Information are regularly published on its website. In our study, we will analyze this data and information and try to determine certain trends and explore some disputed issues in the practices of the right to information within the period between 2004-2018. Besides the data and the information related with the right to information, we consider the assessments and criticisms of the academicians, lawyers and experts on the practices and decisions related with the right to information in our analysis. Finally, the last part of the presentation is reserved for evaluations and recommendations based on the findings of the study, which can serve to advance the right to information and encourage the interaction between the citizens and the government.

Id: 23814

Title: Mercado relevante y pluralismo en la televisión y radiodifusión digital online.

Session Type: Individual submission

Authors:

Name: Maria Labrador

Email: maria.labrador(at) umayor.cl

Country: CL (Chile)

Affiliation: Universidad Mayor - Facultad de Humanidades - Escuela de Periodismo

Name: Rodrigo Alvarez

Email: rodrigo.alvarez(at) usach.cl

Country: CL (Chile)

Affiliation: Universidad Mayor - Facultad de Humanidades - Escuela de Periodismo

Abstract: El estudio analiza las categorías del mercado relevante y el pluralismo estructural, entendiendo por tal el conjunto de mecanismos que, sin afectar el contenido, permiten conocer la diversidad de mensajes y efectuar un control de la concentración de los medios. En el caso chileno, tal función le corresponde a la Fiscalía Nacional Económica (FNE), la que recibe información relativa al cambio de propiedad de cualquier medio de comunicación, y cuyo informe favorable es necesario para las operaciones que involucren a medios titulares de una concesión (radio y televisión). En ese contexto cabe destacar, que el estudio antecesor a la presente propuesta[1], consideró aspectos fundamentales concluyentes como la escasez del espectro radioeléctrico, que siendo el motivo más poderoso para la intervención estatal se ha visto sin embargo alterado por la digitalización de la televisión y la radio y por el desarrollo de Internet. Un ejemplo de lo anterior ha sido Noruega el primer país del mundo en terminar las concesiones radioeléctricas para las radios FM, proceso que comenzó en enero de 2017, lo que supone el principio del fin de las emisiones por dicha frecuencia tradicional. La iniciativa del país nórdico procura que existan más canales de radiodifusión y con ello más diversidad de contenidos. La industria de la televisión de pago –de cable y satelital- también experimenta importantes cambios, pues ha surgido un fenómeno conocido en Estados Unidos como «cord cutting». Dicho término da cuenta del retiro a gran escala de clientes de servicios de televisión de pago –en especial del cable- en favor de plataformas de Internet como Netflix, Amazon, Hulu y YouTube, por citar algunas. Dicha tendencia se advierte que podría observarse en países como Chile en donde la alta penetración de Internet[2], así como la sofisticación creciente de los modelos de conexión y la velocidad de la misma, pone de manifiesto dos aspectos fundamentales: la familiaridad general de los chilenos con el uso de la Red y el ajuste que esto implica en la democratización de la información.

Media Education Research Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 18/07/19

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

Id: 19623

Title: Combating fake news: Meaningful gamification for the public to enhance their critical thinking skills and media literacy

Session Type: Individual submission

Authors:

Name: Ling-Yi Huang

Email: lingyi0713(at) gmail.com

Country: SE (Sweden)

Affiliation: Linnaeus university

Abstract: To combat fake news, the social media giant Facebook has announced that its 27 fact-checking partners across the world now have access to a new tool powered by machine learning and designed to help reviewers identify and take action against false content faster.

However, to combat fake news cannot just rely on the companies and machines. To empower the public with media literacy and critical thinking skills can help increase the awareness of fake news and identify them. The goals of this study are to design a gamification mechanism applied to all kinds of news website for the public, to enhance their media literacy and critical thinking skills and therefore to help the public identify fake news.

In order to motivate the public to train themselves and to practice the learned skills in everyday life, this study borrowed the concept “meaningful gamification” and designed a gamified platform to assist the teaching and to promote self-training for the general public. Nicholson (2012) introduced the term “meaningful gamification” which emphasizes that connections between game elements and important aspects of learning activities should be presented to help the user make relevant connections between aspects of the non-game activity and his or her own learning goals and desires. Accordingly, a meaningful gamification system in education needs to encompass a wide variety of users’ backgrounds, desires, and skill sets. Some gaming elements including goals, challenges and quests, progress, feedback, competition and cooperation, actual grading, visible status, access/ unlocking content, freedom of choice, freedom to fail, storytelling, new identities and roles were employed in this gamified platform.

Several teaching goals are designed to put into the players’ manual booklets: (a) introduction to critical thinking, (b) introduction to media literacy, (c) introduction to Toulmin’s argument model, (d) critical thinking skills, (e) introduction to argument fallacies, (f) media argument fallacies, (g) critical thinking strategies, (h) critical discourse analysis and (i) visual culture and (j) fake news and politics.

The media literacy and awareness of fake news scale (MLAFN) will be developed by this study. The scale and the Critical Thinking Test Level II (CTT- II) will be employed in this study. Participants will be recruited from the college and join the experiment for 5 weeks. A pretest-posttest control group design will be employed. Repeated measure analysis of variance and structured interviews will be employed for the analysis of the effectiveness of the gaming mechanism. Hopefully, this study can contribute to the enhancement of media literacy and critical

thinking skills of the public and can help raise the awareness of fake news and sharpen the skills to identify them.

Id: 19674

Title: ICT and Media Education Curriculum for Teacher Training

Session Type: Individual submission

Authors:

Name: Alfonso Gutiérrez-Martín

Email: alfonso.gutierrez.martin(at) uva.es

Country: ES (Spain)

Affiliation: University Teacher. Full Professor

Name: Alba Torrego-González

Email: albatoregogonzalez(at) gmail.com

Country: ES (Spain)

Affiliation:

Abstract: Teacher education is in dire need of consistent criteria that can circumscribe a critical approach to media education and digital literacy. This proposal offers a nuanced view of the difference between training teachers for the use of ICT (or the so called “digital competences”) and teacher training in media education. We argue that, in order to address professional training for educators and, more specifically, the initial training of teachers in media education, it is imperative to clarify concepts, avoid reductionism and design concrete, feasible plans. Prioritizing technical training is among the most frequent types of reductionism, and this can be detrimental to more critical and reflective approaches. In general, teacher training focuses on the mastery of educational technology rather than media education. Moreover, ICT approaches are more focused on “learning to know” and “learning to do” than on “learning to live together” and “learning to be.” As a result, attitudes and values tend to be relegated to the background.

In this paper we propose new approaches to media education research and a revamped ICT and Media Education curriculum model for teacher training.

Id: 19712

Title: Media psychology: challenges of competence-based curricula and employment (Case of Georgia)

Session Type: Individual submission

Authors:

Name: Mariam Gersamia

Email: mariam.gersamia(at) tsu.ge

Country: GE (Georgia)

Affiliation: Ivane Javakhishvili Tbilisi State University

Name: Maia Toradze

Email: maia.toradze(at) tsu.ge

Country: GE (Georgia)

Affiliation: Ivane Javakhishvili Tbilisi State University

Abstract: The purpose of this research is to identify the core competencies for media psychology curricula and common criteria which employers consider in the process of employing media psychologists. The research holds significance for adjusting interdisciplinary educational programs and in particular, advancing media psychologists' competency matrix (graduate program's learning outcomes).

This research answers the questions as it follows:

1. What core educational competencies/learning outcomes are to be met by media psychologists (by completing graduate level)?
2. According to what criteria (in employers' opinion), knowledge and skill-based competencies media psychologists might be employed in Georgia?
3. what are the basic gaps and recommendations to be considered for adjusting higher educational programs?

Employers from 35 organizations (media, marketing and research organizations, governmental and non-governmental agencies) in Georgia answered the close and open-ended questions in 2018.

Media psychology is an emerging sphere and in Georgia it has already started to develop in the interdisciplinary context. The field might have a unique condition for development in the region for its unique media landscape: Georgian media managed to survive under omnipresent Soviet propaganda, but the legacy still looms large on the country's media landscape. For now, Georgia is in a condition of so-called hybrid war and struggles with anti-western propaganda.

According to the results, 71 % of employers do not have in staff media psychologists and up to 45 % wish to employ specialists with such competencies; there is a low awareness about media psychologists and 39 % still do not know if they want to employ them in Georgia. Still 75 % of employers would offer trial period to them. Majority of respondents (82%) answer, that knowledge and skill based competencies with emphasis of psychology is critically important (61 %) or

important (21 %) for journalists (in particular); 88 % of employers think that media employees should have a good understanding of the negative and positive phenomena/effects of Media (TV, Radio, Print and online) product, should be ethical (reduce stigmatization and strengthening stereotypes, not use hate speech, etc.); They should know, how fake, biased news and propaganda effects peoples' mind and perception of reality.

According to the research the core competencies for media psychology curricula have been shaped. The research is a valuable resource for educators in modernizing educational programs by taking into consideration employment requirements and fine-tuning accreditation standards.

Id: 19793

Title: INNOVATION IN MEDIA AND COMMUNICATION STUDIES: A SOUTH AFRICAN CASE STUDY

Session Type: Individual submission

Authors:

Name: Ylva Rodny-Gumede

Email: yrodny-gumede(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg, Department of Journalism, Film and Television

Name: Colin Chasi

Email: ChasiCT(at) ufs.ac.za

Country: ZA (South Africa)

Affiliation: University of the Free State

Abstract: In this paper we discuss the possibility of a discipline of media and communication that is innovative, pluralistic and open in ways that conduce to development. Based on a set of in-depth interviews with a select group of South African scholars teaching and researching in the discipline, we establish the extent to which they regard media and communication study as a field which is innovative. Innovation here talks to a discipline that is imaginatively open to a myriad of different, diverse and divergent contributions relevant to the human endeavour of understanding the world in ways that better humanity. In doing so, we explore the extent(s) to which the discipline is perceived by scholars in the field as variously enabling, encompassing and embody innovation in research, teaching, curricula, theory, methodology, resourcing, and community outreach. As such the paper addresses the breadth of involvements articulated that support or inhibit innovation.

Id: 19809

Title: Online children in Kosovo, use of the Internet and experiences

Session Type: Individual submission

Authors:

Name: hasan saliu

Email: hasan.saliu(at) aab-edu.net

Country: AL (Albania)

Affiliation: AAB College

Abstract: Current studies in European countries have shown that in recent years there has been an increase in the use of internet by children aged 9-16 years old, while parents are increasingly being shown to be ineffective in exercising parental control when it comes to the presence of abuse and pornographic online products. About 15 percent of households in 25 European countries are considered to be "incompetent families" to exercise the necessary control over harmful online phenomena for their children (Paus-Hasebrink et al., 2013). While there are no studies on the amount of internet use in Kosovo, there some reliable sources (alexa.com) which prove that Kosovo is a wide user of social networks compared to the European countries. The country makes a specific exception from other countries by having an online portal as the most visited site in contrast to European countries, i.e. google which is ranked first. For this reason, the study is focused on three study fields/scopes of online children: the use, activity, and risk factors, viewed in relation to parents, school and friends. The main purpose of this study is to identify the real situation of online technology usage in Kosovo, the time spent online and the products consumed on the internet by children aged 9-16, and to raise social awareness and offer empirical data also useful for media education. Quantitative and qualitative methods will be combined for the realization of this study project, which is ongoing and funded by the Ministry of Education of Kosovo and with the author of this abstract as the bearer of the project. About 2000 children from different schools in Kosovo, urban and rural, of both sexes aged 9-16 were surveyed through a standardized questionnaire. Another questionnaire was designed for parents to compare and test results from children's responses. The standardized questionnaire (Livingstone et al. 2011) used in conducting the online "Kids Online" survey in 25 different EU countries has been adapted to the social and cultural context of Kosovo. Parents of this age group have been interviewed in order to test the veracity of the children's questionnaire. In other words, the detailed survey is structured so that questions make the child accountable for his online experiences. The current data analysis concluded that higher education parents are more inclined to supervise their children in terms of time and how to use the Internet than less educated parents are. Meanwhile, children from smaller families are less exposed to online dangers compared to the children from larger families (families with more children).

Id: 20342

Title: Data Literacy and Media Literacy. Is an integration possible and desirable

Session Type: Individual submission

Authors:

Name: Leo Van Audenhove

Email: lvaudenh(at) vub.ac.be

Country: BE (Belgium)

Affiliation: IBBT-SMIT Vrije Universiteit Brussel

Abstract: Data literacy seems to be the new kid on the block in the growing attention to different forms of literacies. The reason for the growing attention lies of course in the fact that data, in all its forms, starts to have an enormous impact on our daily lives. Some of those evolutions are clearly situated in the field of media, such as search engines, recommendation engines, personalization of news, etc. However, some of these data driven evolutions are situated in fields outside of media such as smart cities, smart environments, data-based strategies and policies, etc. This evolution provides us with new opportunities, but also brings possible dangers with them such as filter bubbles, fake news, social sorting and digital exclusion mechanisms.

The question then is, what is the relation between media literacy and data literacy? Are current models for media literacy sufficient to understand data literacy? What are the similarities and what are the differences? How can we adapt models to integrate data literacy within existing models and frameworks? The literature on data literacy does not necessarily help, because the literature seems to go in all directions, covering data literacy, statistical literacy, algorithmic literacy, numeracy, etc. Furthermore, the existing research focus on data literacy at the level of the individual, at the level of sectors and organizations, in relation to skills sets and competencies, etc. Yet, we all feel that individual users need new critical skills to understand the use of data, its effects on their individual life and behavior, and the possibilities of making informed choices in relation to data.

In our paper we will first map the current discussion on data literacy by analyzing a broad body of publications in the field and clustering them in terms of definition, scope, target group etc. This provides us with a base to better understand the discussion and to make informed decisions as to how it relates to media literacy. Second, we will use the competence model on media literacy as developed by the Knowledge Center for Digital and Media Literacy Flanders/Belgium to map similarities and differences and discuss them in detail. We will propose possible adaptations to the competence model to integrate the concept of data literacy. Third, we will identify and map existing data literacy projects on the extended competence model. What competences are well covered? Where would we need new approaches to teach specific skills and competences? The last analysis—apart from informing our own work—can inform new actions in the field of data/media literacy.

Id: 20732

Title: Assessing the media literacy of adolescents (13-15 years old) in information search and multimedia creation

Session Type: Individual submission

Authors:

Name: Julia Bihl

Email: julia.bihl(at) uclouvain.be

Country: BE (Belgium)

Affiliation: Université catholique de Louvain

Name: Pierre Fastrez

Email: pierre.fastrez(at) uclouvain.be

Country: BE (Belgium)

Affiliation: Université catholique de Louvain

Abstract: In this presentation, we report on the first results of an international study (2018-2022) on the assessment of the media literacy of teenagers related to online information search and multimedia creation, in the French-speaking community of Belgium (Université catholique de Louvain, our team), Québec (Université du Québec à Montréal), France (Université de Rouen) and Switzerland (Université de Genève).

We consider media literacy as a set of competencies. Competencies involve “a personal ability to adapt oneself to novel situations in new and non-stereotypical ways” (Rey, Carette, Defrance, & Kahn, 2012, p. 13) that exceeds the mere acquisition and mastery of knowledge and skills, and includes the contextual selection and combination of the most relevant among them in complex situations. Our theoretical framework draws on prior work to distinguish between competencies pertaining to the semiotic, technical and social dimensions (Fastrez, 2010) of information search and multimedia creation. Additionally, we examine the relationship between the level of media literacy of individuals and their dispositions towards self-learning (Carré, 2005; Grasset, 2016). Our work combines different types of instruments that have traditionally been used separately. On the one hand, cognitive approaches to media and digital literacy tend to measure knowledge and skills through standardized tests (Gui & Argentin, 2011; Mittermeyer, 2004; Thirion & Pochet, 2008; van Deursen & van Dijk, 2010) and self-assessments (Literat, 2014; van Deursen, Helsper, & Eynon, 2015), which do not account for how individuals mobilize their knowledge and skills in the context of novel situations. On the other hand, critical-cultural approaches have focused on the qualitative description of situated media practices (e.g. (Aillerie, 2011; Coutant & Domenget, 2014)), which lack generalizability, and seldom make the leap from practice description to competence assessment (Litt, 2013; Martens, 2010). Our project is structured in three cumulative phases on three different samples. Phase 1 (2018-2019) includes a survey of information search and multimedia creation practices, the assorted self-assessed competencies, and dispositions towards self-learning. Phase 2 (2019-2020) will combine the survey with a test including simple tasks requiring predetermined bits of knowledge or skills, and a complex task (producing an explanatory website summarizing a web search) drawing on their knowledge and skills. Phase 3 (2020-2021) will add qualitative interviews with a subsample of respondents to the survey and test.

Data collection for Phase 1 (self-reported competencies and practices, dispositions towards self-learning) is underway with a large sample (N=2000 in each country) of 13 to 15-year-old adolescents, and will be completed in May 2019. Our presentation will focus on the first results concerning the relationship between self-assessed competencies and declared practices, as well as on the relationship between self-assessed competencies and declarations toward self-learning items. A correlation between perceived media literacy and perceived self-learning would cast a light on media education and education towards learning to learn in autonomy as being potentially mutually beneficial. More generally, the project will produce a multifaceted model of media literacy articulating its elementary levels (knowledge and skills) with its advanced levels (competencies), and a multilevel measurement method that could be adapted to other age groups and media activity domains. The results will also inform media education public policies, by identifying how to reduce media competencies gaps.

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<https://doi.org/10.1080/10447318.2010.496338>

Id: 20798

Title: Control of mobile phones in Norwegian Secondary Schools

Session Type: Individual submission

Authors:

Name: Yngve Nordkvelle

Email: Yngve.Nordkvelle(at) inn.no

Country: NO (Norway)

Affiliation: Inland Norway University of Applied Sciences

Abstract: Since 2012 many countries reached a critical point where more than 50% of the young generation owned a smartphone. In Norway, the prevalence of students using mobile phones extensively during school hours became a topic in the media. In 2013 a national media event hit the top news. Two schools had banned the use of mobile phones on the school premises. Subsequently a number of leading media figures were interviewed and gave statements about how regressive and backward-looking such a measure was, most notably from the director of the National government institute for the promotion of ICT in education. This paper evolved from the media debates emerging from the event and was developed as a participatory action research project with the two schools in question. The aim was to elicit the reasons for the restrictions on mobile phone usage, how it was implemented, how teachers, students and parents were involved, and how they experienced the process. It appeared to be a number of incidents of cyber bullying, nude photographs from the girls' gym wardrobe etc, and apparent lack of a responsible digital behaviour, which sparked off the restrictive turn. On one of the schools the initiative came from the students' body, claiming that time during recess had turned into an "alone together" event. The research design commenced with a series of focus group interviews with students, parents and teachers of the two schools. Results were discussed with the involved parties and developed to a survey of the entire student body. The first finding was that the school leaders had prepared the initiative properly by involving the democratic institutions for students and parents, who were very supportive. The second finding was that most students supported the initiative, agreeing with the stated aims, and the output they experienced with a significant drop of cyber bullying, more active recesses, more focused class activities and less worries for digital disturbances like messages, sms, instagrams etc. The resistance towards the regulations came from two groups: older boys who felt this was an infringement of their human liberties, - and a group of teachers who felt that mobile phones primarily needed to be seen as a valuable pedagogical tool. The strongest supporters were parents who expressed a state of helplessness towards the extensive use of digital media in their children's lives. The teachers found a significant improvement in the learning environment of the schools, and embraced the return to the "pre-mobile-phone" era. More laughs, more positive interactions and more time on task during lessons was greatly appreciated.

Id: 20864

Title: Social Media Literacy of Madrasa Students in Bangladesh

Session Type: Individual submission

Authors:

Name: Tahmina Dina

Email: biology_17(at) yahoo.com

Country: BD (Bangladesh)

Affiliation: University of Dhaka

Name: Minhaz Uddin

Email: minhaz_uddin_du(at) yahoo.com

Country: BD (Bangladesh)

Affiliation: Jagannath University, Dhaka, Bangladesh.

Abstract: The study portrays the social media literacy of madrasa students in Bangladesh. The main objective of current research is to understand the knowledge level of social media literacy of madrasa students. Social Media Literacy is the knowledge and ability to competently handle the digital content (such as posts, texts, images and audio-visual content) created for or published on social media platforms. Facebook, Instagram, YouTube, Twitter etc. are the popular social media tools among the youths of Bangladesh. Though most of them are using social media, not everyone exhibits the ability to properly interact with the content or create appropriate content for it. This study focuses on the social media literacy of madrasa students -both Qawmi Madrasa and Alia Madrasas, aged 16-22 studying in higher secondary level and up. The researchers gathered opinions of 825 students, both male and female, of 36 Madrasas all over Bangladesh. Among them 13 are Alia Madrasa and 23 are Qawmi Madrasa. The methods of survey and content analysis are used in the current study. Uses and gratification theory is applied here which guided the research. This study tries to illustrate the respondent's medium of access to social media, daily usage habit, preferred type of content, trend of post or sharing content and understanding of digital crime and punishments etc.

Keywords: Social media, Media literacy, Madrasa students

Id: 20956

Title: Travelling cycle radios for children's rights: concerns and expressions from their own voice

Session Type: Individual submission

Authors:

Name: Daniela Lazcano-Peña

Email: daniela.lazcano(at) pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Name: María Paz Gálvez-Pereira

Email: maria.galvez(at) pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Abstract: Showing the experience of using mass media in non-formal school context as means to empower children and young people to exercise their citizen role is the aim of this work as well as enhancing the knowledge and strengthening the practice of their rights.

We focused on the experience of “Radios abiertas por los derechos de la infancia” which was implemented in 2018 by the Escuela de Periodismo of the Pontificia Universidad Católica de Valparaíso (PUCV), in the context of the celebrations regarding the month of childhood organized by the municipality of Valparaíso.

“Radios abiertas” was a travelling cycle of radios, carried out in four public schools. In each session a radio clinic about the fundamentals of radiophonic language was conducted for students. Subsequently, they had to plan and perform a live radio conversation programme in presence of the rest of the school community. The main theme was children’s rights from a participatory methodology approach. The introduction and discussion about rights (Knowledge) was the core of the training phase. In the planning and performing phase students themselves were the ones who freely decided which right to address and from which point of view (Put into practice).

The paper proposal is organized in two phases: (I) a case study of the experience of "radios abiertas" as a way of systematizing a model of a radio clinic for working media education with children; and (II) an analysis of the radio programs thematic content carried out in the cycle. The latter to identify the concerns, approaches and perspectives that the students themselves express when reflecting on their rights, and where topics such as sexual identity, the right to play and non-discrimination stand out among the predominant tendencies.

This experience is part of a line of scholastic journalism that the Escuela de Periodismo-PUCV develops. It is an educational approach grounded on a sociocultural process in which various actors participate both formally and informally, and that transcends the institutional spaces of the educational process. Studies on the subject have shown that community culture in educational communities has a positive impact on student’s learning (Batle, 2010; Reyes, 2017; Rodríguez

Gallego, 2013) not only in their academic performance, but also in the training of social, civic and social commitment skills.

In the particular case of scholastic journalism activities as a space for media education, we observe that they can supplement the curriculum in aspects such as reading promotion, language and written expression, but above all, as a space for new learning in social, cultural and civic dimensions.

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Id: 20958

Title: Mediating civic competencies to negotiate with the imaginaries of social identities: Notes on media education programs in India

Session Type: Individual submission

Authors:

Name: Manisha Pathak-Shelat

Email: manisha.shelat(at) micamail.in

Country: IN (India)

Affiliation: MICA, Ahmedabad, India

Name: Kiran Bhatia

Email: kiran_fpm15(at) micamail.in

Country: IN (India)

Affiliation: MICA, Ahmedabad

Abstract: This paper examines three critical media education programs designed for a subset of young individuals in India who have limited access to new media technologies and rely on traditional media and offline, community-driven, spaces to forge social ties and communication networks. Studies indicate that individuals in countries of global south, especially India, inhabit media ecologies that are informed by the cultural, social, political, and economic dynamics characteristic of their everyday experiences. We argue that for educators to design and implement effective media education programs to promote civic participation among young individuals, they must de-center technology and adopt an approach to knowledge production that explores questions of audience, production, text, and interpretation, within the imaginaries of caste, class, religion, and other social identities.

We have selected these three media education programs- Budhan Theater, Main Kuchh Bhi Kar Sakti Hun, and Youth Ki Awaaz- based on the following criteria

- a) these programs are people-led and entail discourse/s of change or resistance
- b) they unpack the interaction between mediated (online/offline) and lived realities of the people/community involved
- c) these programs encourage the participants to enact their civic engagement through involvement in activities such as articulating issues, identifying alternatives, creating/circulating content, building support groups/networks, and so on

We have evaluated these media education programs based on the theoretical framework developed by the International Association for the Evaluation of Educational Assessment (IEA) because this framework allows to examine the locus of participation around issues of community involvement (membership), negotiation with local power structures (rights), and production of alternative truth regimes (critical participation). Based on the evaluation of these three cases, we argue that media education programs must be designed to include the use and analysis of different channels of communications, such as place-based communication, offline community engagements, social and cultural norms, and every day interactions, as potential sites to encourage practices of civic engagement among young individuals in India.

Based on our analysis we conclude that while designing media education programs for young individuals in countries of the Global South it is important to take into consideration four dimensions of their media cultures:

- a. Socio-political/civic identities
- b. Dominant channels of communication
- c. Local issues particular to their lived realities
- d. Access to media channels

We conclude that participants must own the knowledge production process and identify as members, negotiate with power structures for their rights, and works towards ideating, implementing, and nourishing the process of change through their active and critical participation.

Id: 21003

Title: Smart Toys: Struggling Between Pessimism and Euphorism

Session Type: Individual submission

Authors:

Name: Claudia Lampert

Email: c.lampert(at) hans-bredow-institut.de

Country: DE (Germany)

Affiliation: Hans Bredow Institut Hamburg

Name: Christine Trültzsch-Wijnen

Email: christine.trueltzsch-wijnen(at) phsalzburg.at

Country: AT (Austria)

Affiliation: Salzburg University of Education Stefan Zweig

Abstract: In the last years smart toys and internet connected toys have become increasingly present in the toy market as well as in the education industry. Media representations play an important role in shaping shared imaginaries around emergent technologies such as smart and internet connected toys. Such media representations influence discourses on children, media and technology and they can be seen as cultural seismographs for broader challenges of modernity (Springhall, 1998). They can be divided into three approaches: a) cultural pessimism, b) media euphoria, and c) critical optimism (Süss et al., 2018; XXX & Aliagas, 2017). This presentation will analyze actual discourses on smart and internet connected toys and children with a special focus on those under eight years of age. We do this by relying on a content analysis of media coverage in twelve European countries and Australia collected during the Christmas season of 2016/2017, and reporting on a follow-up study in Germany and Austria during the Christmas season of 2017/2018, as well as by presenting further analysis of trends for 2019. In these studies on the media coverage of smart toys media commentaries and advertisements were analysed by quantitative and qualitative content analysis in order to understand whether and how the emerging market of smart toys has already entered the discourses on children. Based on this data and compared with the actual diffusion of the toy market, we will present a framing of anticipated and perceived risks and opportunities, associated values, expectations and anxieties.

Id: 21038

Title: Developing Digital Literacy through Mobile Learning and Narrative Persuasion in Adolescents

Session Type: Individual submission

Authors:

Name: Isabel Rodríguez de Dios

Email: isabel.rodriguez(at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Abstract: The ongoing development of digital devices and their presence in our daily lives has made digital literacy and digital skills essential to be successful in our society. In the specific case of adolescents, there has been growing interest in researching whether they have developed the level of digital literacy and digital skills that are needed to function effectively in this environment. At the same time, concerns about online risks behaviours, such as contact with strangers, have emerged. Although, it has been claimed that adolescents could avoid such risks by improving their level of digital literacy, research has shown that more digital skilled adolescents experience more risks. Consequently, researchers have started to focus on coping strategies, since their use could mitigate the negative impact of online risks. Therefore, the present study focuses on the development of digital literacy and coping strategies for facing online risks.

In this sense, research has shown that the use of mobile learning is successful in promoting learning outcomes and can offer learning benefits. Moreover, mobile learning applications that use constructivism and gamification elements have positive effects on knowledge achievement and motivation. Likewise, literature has shown that the use of narratives, compared to nonnarrative formats, is more effective in changing attitudes, beliefs and behaviours. Accordingly, mobile learning and narrative persuasion have demonstrated their effectiveness for educational outcomes. However, they have not been combined in research until now. Consequently, the goal of the present study was to develop a mobile application with narrative contents for increasing digital literacy and the intention to use coping strategies, and to evaluate its impact on adolescents.

Thus, a mobile application with narrative contents was developed considering the mobile learning, constructivist, gamification and narrative persuasion theories. This application was intended to teach digital skills and active coping strategies for facing online risks to adolescents. A quasi experiment was conducted for evaluating its impact with a sample composed by 245 adolescents between 12 and 16 years old.

Results indicate that the mobile application was effective, since its use raised the level of digital literacy and the intention to use active coping strategies when facing online risks. Moreover, identification with the protagonist of the narrative and mobile application acceptance predicted the impact of the app. On the other hand, gender and age of the participant and previous experience with online risks did not moderate the impact of the app. Consequently, our findings show that mobile learning initiatives can be effective regardless of adolescents' individual characteristics. In conclusion, the results of the present study confirm that mobile learning and narrative persuasion can be successfully combined for developing digital literacy in adolescents and therefore for educational outcomes.

Id: 21195

Title: Media education in Latin America: the paradigm of Educommunication

Session Type: Individual submission

Authors:

Name: Cláudia Lago

Email: claudia.lago07(at) gmail.com

Country: BR (Brazil)

Affiliation: University of São Paulo

Name: Claudemir Edson Viana

Email: cviana(at) uol.com.br

Country: BR (Brazil)

Affiliation: São Paulo University

Name: Maria Cristina Palma Mungioli

Email: crismungioli(at) usp.br

Country: BR (Brazil)

Affiliation: São Paulo University

Name: Marciel Consani

Email: marcielc(at) gmail.com

Country:

Affiliation: São Paulo University

Abstract: The history of media education in Latin America is closely connected to social movements of popular culture and education as well as movements of alternative communication. In regards to Latin America, these movements are firmly rooted in the pedagogy of Paulo Freire, who was an advocate for liberal and democratic education, creating literacy projects for youths and adults. His methodology provided learners with the capacity to read and was in direct contrast to the traditional school model, which was exclusionary and authoritarian. These movements also draw inspiration from practices like those of Mario Kaplun, who proposed a popular participative communication that could make changes in politics. This configuration led to organizing around the concept and paradigm of Educommunication, which was identified, systematized and reframed by academia through studies that gave society the knowledge it needed to qualify and strengthen these social practices. Educommunication thinks about the relationship between communication and education through concepts such as the horizontal nature of relationships, a shared construction of knowledge, an awareness of the cultural diversity of those involved in the teaching/learning process, respecting human rights and valuing freedom of expression, critical reading of the media and communication technologies, qualifying media products in educative processes, and helping youths to use the powerful technological resources at their disposal wisely. Despite its widespread use across all of Latin America in social intervention projects, often through non-governmental organizations, it was in Brazil where it achieved institutional consolidation. It became a guideline for building public policies in several areas, including Education, Environment, Health, and Human Rights, on both a national and regional level. It has recently become a field of specific professional

activity with the emergence of different types of training courses, including higher education. This paper aims to tell the story of the field in Latin America and build up its distinctiveness, specifically the paradigm of Educomunication. From this contextualization, we shall describe the main initiatives, studies, authors and projects which have led to the institutionalization of professional training in the field and to Educomunication becoming a guideline for public policies in many areas. Lastly, we shall discuss the challenges and perspectives within this field.

Id: 21362

Title: Teaching Gender and Sexuality in a Critical Media Literacy Framework: Curriculum, Pedagogical Interventions and Auto-Ethnographic Reflections

Session Type: Individual submission

Authors:

Name: Ruchi Jaggi

Email: ruchi.jaggi(at) gmail.com

Country: IN (India)

Affiliation: Symbiosis Institute of Media and Communication, Symbiosis International (Deemed University), Pune, India

Abstract: The study of gender and sexuality in post-graduate communications programmes which are driven by an industry-oriented focus, largely requires an understanding of the following – contextualizing the need to conduct them; analysis of the interface between content and process; and evaluation of the pedagogical interventions. Education and training take it upon themselves to create competitive professionals. However there is a gap when it comes to structured media literacy interventions to understand the ideology of media representations even in communications programmes. It is in this context that I argue for an integration of media literacy framework to guide the curriculum and pedagogy of media education in the Indian context. Using the principles of liberatory pedagogy (Freire, 1998) and multiple literacies (Kellner, 1998), this research study builds a framework to understand the constructs of gender and sexuality using popular culture artifacts in a critical media literacy framework by students of media departments/institutes. While other socio-cultural markers including caste, religion and class are significant to this discussion, this study delimits itself to gender and sexuality. The relevance of both these constructs in critical in the Indian context because of multiple factors but a skewed sex ratio – 940 females for every 1000 males (Census, 2011) and the recent judicial verdict (Sep 6, 2018) that decriminalized homosexuality in India make this focus pertinent. Additionally, a dipstick test with educators from fourteen different media departments/institutes of Indian universities revealed that there is dearth of exclusive courses in gender and sexuality in media departments. This study documents the syllabus, pedagogical interventions and student reflections over the last three years (2016, 2017 and 2018) across two courses – Media & Culture Studies (taught in the first year of the MA – Mass Communication) and Communication Theories & Culture (taught in the first year of MBA – Communication Management) at Symbiosis Institute of Media and Communication, Pune, India. Using critical thinking and value-based framework as keywords, the aforementioned courses were developed in a liberal arts context. The study details how I have endeavoured to use the critical media literacy trajectory to help media students discuss, deliberate and reflect upon and representation and discourses on gender and sexuality in popular media narratives from textual, institutional and audiencehood perspectives. These pedagogical interventions were followed by assignments of different kinds which comprised creative writing, textual analysis and even media productions to critique and create media messages with alternative narratives on gender and sexuality. Using Chang's (2008) conceptualization of autoethnography, the study concludes with an analysis of students' reflections on their understanding of these concepts through these lectures and activities. One of the most crucial questions for me was to investigate how critical media literacy helps students to analyze the complexity of media texts and the audience's engagement with them.

While textual analysis of media content worked as pedagogical interventions; it was the students' responses that helped make sense of their understanding of the narrative of gender and sexuality embedded in their media environment.

Id: 21434

Title: Digital Media Literacy and Mindfulness in a Thai context; The process of developing a conceptual framework for generating an initial intervention

Session Type: Individual submission

Authors:

Name: Monsak Chaiveeradech

Email: mchaiveeradech(at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Abstract: The movement of digital media literacy in Thailand has been continuously developing and becoming more important for more than 20 years (Wirunrapan 2018). Many researchers have mentioned about a Buddhist concept of mindfulness to enhance Thai people being conscious when they are dealing with problems, difficult, or unpredictable circumstances. The current research findings from Gabai and Nupairoj (2017) proposed that integrating Buddhism philosophy into media literacy subjects in the education core curriculum might be a good strategy, while students use their mindful awareness to support the skills and competencies. Similarly, Krutasaen (2013) considered that one of the developments of media literacy learning's process approach is self-awareness. This approach integrates with Buddhist teaching to encourage and acknowledge people to understand themselves, while they consume the media. Additionally, some researchers and scholars have sought to apply Buddhist concepts to digital media literacy, which are concepts related to a critical thinking process (Kleebpung 2017).

According to UNESCO (2011), the terms of content are differently interpreted from multicultural context so understanding the cultural differences is the important part of competencies to identify the values of multicultural context. In particular, mindfulness, or Sati in Thai, is the key role to deal with Thais daily routines that links with the law of cause and effect in Buddhist concept. Mindfulness can make them presently aware of, appropriately act and react to situations at that moment. My research premise is mindfulness or Sati in this Thai context represents the state of encouraging oneself to pause the distracted thoughts and then come back to review oneself. This is a kind of self-reflection, which is to try to understand the actions that happened, describe what they did, and summarize the consequences that they received. That is why digital media literacy education in each country should be rethought and reframed in order to catch up with the change of technologies.

Therefore, this paper intends to share the development process of the conceptual framework, which is derived from the initial idea formulated from the current literature review and in-depth interviews with 27 Thai participants; policy makers, academics, online content creators, and consumers. This conceptual framework explains the relationship between digital media literacy, critical thinking, and mindfulness that initially generate a pilot intervention to cultivate digital media literacy for Thai people. I as a researcher consider that combining the Buddhist concept of mindfulness to educate digital media literacy might be the way to simplify the complicated theory to relate Thai consumers' experiences. It is not just the way to access the information in new media platform; it is the way to

get the idea of critical understanding, aware to ask questions that become part of an individual's skills in their daily life.

Key words: Mindfulness, Digital Media Literacy, Conceptual Framework, Intervention

Id: 21460

Title: Media education in formal education: diagnostic exercises

Session Type: Individual submission

Authors:

Name: Juat Jaani

Email: juta.jaani(at) ut.ee

Country: EE (Estonia)

Affiliation: University of Tartu

Name: Halliki Harro-Loit

Email: halliki.harro(at) ut.ee

Country: EE (Estonia)

Affiliation: University of Tartu

Abstract: Media education in formal education is somewhat different from other subjects as teachers and pupils synthesize their media knowledge and skills from very different sources and practices. Thus, even pupils within the same age group (the age group of this study is 11-13) have different basic skills and knowledge on media performance, depending on their background and actual personal experience. This creates a challenge for teachers who need to know: where should I start from? According to media education should be dialogic, meaning that it involves negotiation between existing knowledge that students already possess, their experience with media, and the new information that the teacher makes available (Buckingham, 2003; Schilder, 2019: 29)

For such challenge we propose a feedback and feed-forward tool that enables teachers to plan media education trajectories that take into consideration the previously acquired skills and knowledge of certain group of children. We propose a concept of diagnostic exercises: feedback tool for a teacher and concurrently a peer feedback tool that actively involve learners in the learning process (e.g. Wasson, Vold 2012, 256). It is important to point out that we do not attempt to propose standardized media literacy quantitative assessment tool or a tool for assessment of media literacy levels (e.g. Rosenbaum 2007; Celot, & Tornero 2010).

While any toolkit could capture the full spectrum of skills, habits and propensities teenagers acquire as daily media users. Therefore we selected three topic areas that are compulsory in Estonian national curricula: 1. critical assessment of media sources and information reliability (part of critical thinking); 2. public communication ethic: informational self-determination, privacy and defamation (public communication ethics is part of general moral education and character building approach and includes also some basic knowledge on legal regulation); 3. basic genre awareness (Bawarshi & Reiff 2010) on news, marketing texts and fictional content. The latter is part of general knowledge on how the media creates and represents reality (e.g. Cortoni, LoPresti, Cervelli 2015).

Planning a learning trajectory on media education requires key components including self-analysis on media usage and set of knowledge on media. Feedback tools include checklists, narratives (with dilemmas the learner has to choose or aspects the learners need to recognize), biased texts and texts that represent different propaganda means; texts where the learner needs to find out (and reflect his/her analysis) which is the author's position related to the subject matter etc.

This study presents three model exercises (one from each topic area) and the results of the tests carried out in classroom environment. The pupils (n 20) were asked to use the diagnostic exercises

(15) and discuss the results. Then short interviews were conducted with teachers in order to find out if and how the exercises and peer feedback from pupils would help her to plan media education trajectory for this group of pupils. After modification of exercises the second test was conducted. In this study we shall present the exercises teachers and students perceived as most useful.

Id: 21605

Title: Hidden in plain sight: Critical media literacy for STEM students on the neoliberal campus

Session Type: Individual submission

Authors:

Name: Shobha Avadhani

Email: elcsv(at) nus.edu.sg

Country: SG (Singapore)

Affiliation: National University of Singapore

Abstract: This paper argues that there is a pressing need for an augmented form of critical media literacy education as states and corporations increasingly connect their operations for the stated purpose of smart governance. Through an explanation of the design and implementation of a writing module on algorithmic culture in a Singapore university, the paper makes the case that the location of this module in the writing centre of the university enables it to function as an extra-disciplinary form of critical pedagogy that reaches the technical class (Ellul, 1964).

As governments around the world set their sights on developing the system of technologically defined urban governance known as “smart cities”, it has become clear that the processes and politics surrounding the algorithms that drive smart governance are not unmitigatedly benign (Beer, 2017; Finn, 2017; Gillespie, 2016). To use Langdon Winner’s terminology (1980), far from being the “democratic technology” that it was envisioned to be, the internet and its subsequent avatars have evolved as “authoritarian technologies”, imbricated in deepening surveillance (Zuboff, 2019), inequality (Eubanks, 2018; O’Neil, 2016), and other forms of loss of agency.

Associated with these shifts, education in general has been moving from humanist to instrumental (Bullough, Goldstein & Holt, 1984), and as students are encouraged to take up courses that prepare them to work in STEM fields, scholars have noted the need for a humanities approach (Nussbaum, 2016). Critical media literacy education, which can be a balancing force for this curricular shift due to its location at the intersection of technology and critique (Kellner & Share, 2007), is conspicuously absent in countries that have embraced the authoritarian capabilities of algorithmic governance (Buckingham & Domaille, 2009). Where there is critical interrogation, this largely takes place within disciplinary spaces marked out for the humanities rather than the sciences, resulting in the exclusion of STEM students from the consciousness raising that arguably should inform their decisions as the technical class (Okoye, 2017).

Recent events in Singapore and other parts of the world highlight the need for an engaged form of technological citizenship that runs counter to the more authoritarian forms that have arisen. While the authoritarian project is not new, the introduction of algorithmic governance makes more urgent the need for a form of media literacy that considers the political and cultural impacts of algorithmic governance and creates the conditions for imagining new forms of agency. This paper argues that the writing module it describes in depth is a step in that direction – made more effective because it is hidden in plain sight on the campus of a university where monetizable scientific research outputs are prioritized over critical intellectual engagements, in a country that many look to as a model for algorithmic governance.

Id: 21617

Title: The Development of Media Literacy in Chinese Societies: From Grassroots Efforts to Institutional Support

Session Type: Individual submission

Authors:

Name: Alice Y. L. Lee

Email: aliceleee(at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Department of Journalism Hong Kong Baptist University

Abstract: Media literacy education has been rigorously conducted around the globe for half a century. In the Chinese communities, including Taiwan, Hong Kong, and Mainland China, it has just developed in the past two decades. This paper examines the formation and development of media literacy education policy in these Chinese societies.

This paper aims at (1) examining the development of media literacy in Taiwan, Hong Kong, and Mainland China; (2) reviewing the official policies toward media literacy education; and (3) analyzing the similarities and differences of the development of media literacy in these three Chinese societies. The analysis is based on both document analysis and interviews.

All three regions started developing media literacy education in the 1990s. In Taiwan, the concept of TV literacy was first put forward in 1996 by a university professor, and then many educational materials on media literacy were published by advocates working at NGOs. After their patient lobbying, a Media Literacy White Paper was announced by the Taiwan government in 2002. However, no concrete educational policy was formulated. Until the rise of the post-truth era, the Educational Ministry has finally decided to include media literacy into Taiwan's national curriculum in 2018.

Hong Kong educators and youth workers also have great concern with the influence of the media on young people since mid-1990s. In 1998 the first series of media literacy textbooks were published by enthusiastic school teachers. A bottom-up media literacy education movement was launched in the city. Educational officials appreciated the movement but no official support was granted. Yet, in recent years, the Educational Bureau has started promoting the information literacy framework in all schools and provided training on media and information literacy (MIL).

The first article on media literacy was published in Mainland China in 1994. Over the years, media education has gradually grown in the country. The promotion of media literacy in China mainly depended on the effort of enthusiastic media educators. Their agency efforts have brought media literacy education to many schools and children's centers. The advocates also kept on lobbying the educational officials. In 2017, media literacy was finally accepted by the Guangdong Province Educational Ministry as an elective subject in the provincial educational curriculum.

These three societies have different socio-political and media environments, but their media literacy programmes have similar trajectories in terms of their development, moving from being supported by individual advocacy to later receiving institutional support from educational authorities. However, the goals, curricula, and targets of media literacy education are considerably different in each of these three Chinese societies. Nevertheless, the findings show that the transitions to a knowledge-based economy, revolutionary technological development, and

educational reform have all contributed to media literacy policy formation while simultaneously exerting different effects and generating different media literacy outcomes.

Id: 21624

Title: Educational reforms in Rwanda: confronting the challenges of journalism education in digital and commercialized institutional contexts.

Session Type: Individual submission

Authors:

Name: Margaret Jjuuko

Email: margarert.jjuuko(at) gmail.com

Country: RW (Rwanda)

Affiliation: University of Rwanda

Abstract: The expansion, restructuring and financing of the tertiary sector that begun several years ago in East Africa and other parts of the world, have meant that classes are not only larger but varied in terms of students' competences and innovations. Undergraduate (and postgraduate) courses, increasingly financed by student fees, tend to follow the lead of the market-meaning utopia, whereby tuition fees, from private students are increasingly becoming a source of revenue or additional funding for universities. Despite the increase in size and diversity of student population, teaching resources, including human and technical, have remained the same. In journalism and communication education, where coaching methods and close attention to individual students is not only crucial but students' access to ICTs and other training resources, is a must. Cognizant of the fact that large classes and inadequate resources are unavoidable in capitalist global markets, this study investigates how journalism teachers and students at three universities in Rwandan are coping with these veracities.

The study is predominantly qualitative and explicitly draws on three approaches: documents review and analysis of literature and relevant policy documents that facilitated the reform agenda (1999 - 2013); focus group discussions (FGDs) with students and individual in-depth interviews with journalism educators. It is theoretically informed by two theoretical perspectives: Political Economy and the Educational Change Model (ECM). Political economy is concerned with the degree to which economic structures influence political or social and cultural outcomes and recognises the importance of institutional or economical structures (McChesney, 2003). Within the current trajectories of educational reforms, tertiary institutions in Rwanda are increasingly viewed as structures based on free markets within a capitalist economy.

The Educational Change Model suggests that reform programs should be gradually introduced in three phases: the Initiation phase, the Development phase and the Consolidated phase (Pendergast, Main, Barton, Kanasa, Geelan and Dowden, 2015, p: 6). The periods associated with each phase are indicative only and can be accelerated through the alignment of enablers. In the Rwandan context, teaching resources, among other factors, are conceptualized in this study as either enablers or inhibitors to the progress and success or failure of the overall educational reform processes. Among other contentions, I will argue, that current educational reforms in Rwanda have compromise the quality of journalism graduates and professional standards.

Key words: Rwanda Journalism Education, Educational reforms, Political Economy, Educational Change Model.

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Id: 21819

Title: Creativity as a 21st Century Skill: preparing 21st century students for a global society

Session Type: Individual submission

Authors:

Name: Blanca Miguélez-Juan
Email: blancamiguellezjuan(at) gmail.com
Country: ES (Spain)
Affiliation: University Camilo José Cela

Name: Patricia Núñez Gómez
Email: pnunezgo(at) ccinf.ucm.es
Country: ES (Spain)
Affiliation: Complutense University of Madrid

Name: Luis Mañas Viniegra
Email: lmanas(at) ucm.es
Country: ES (Spain)
Affiliation: Complutense University of Madrid

Name: Christian Byrge
Email: post(at) christianbyrge.com
Country: DK (Denmark)
Affiliation: Aalborg University

Abstract: The term “21st century skills” is used to refer to a range of abilities and competencies that children need to acquire to succeed in a global society, and that go beyond what has conventionally been taught in the traditional education system and classrooms. In a constantly changing digital society, how do we prepare students to be successful in the so-called ‘knowledge society’? Educating new generations of students grown up with social media and digital games is not easy within the traditional teaching approaches. Initiatives such as Partnership for 21st Skills points out the significant relevance creativity skills has acquired in the education sector in order to transform schools, education, future citizens and tomorrow’s world.

The “21st century skills” are framed in a context in which creativity is considered one of the key skills of the Learning and Innovation Skills, along with critical thinking, communication and collaboration –known as the 4Cs–. The best way to find new opportunities and face uncertainty in a global society is to nurture social innovators and creative thinkers (Trilling & Fadel, 2009; Sternberg, 2010). Thus, creativity is considered as a higher order thinking skill that cuts across different activities and sectors.

There are many ways to foster creativity (Robinson, 2011), but the aim of this paper is to examine and determine the extent to which specific creativity training programs foster creative thinking in students and help educate 21st century learners. Therefore, this project assesses the effectiveness

and efficiency of specifically designed workshops and materials to assist secondary school teachers in the Spanish public school system to promote creative thinking in their classrooms.

Based on an eight-week implementation period, this paper reflects how exclusive creativity games used during several weeks in class, based on the feedback given by the teachers and a student survey, determine the empowering qualities of using creativity as a core skill in secondary education.

Creativity is a skill needed for success in the 21st century, but it necessarily requires a creative climate dimension (Ekvall, 1996) and projects and assessments that connect to current curriculum (Beghetto & Kaufmann) while simultaneously stimulate and engage students. Creativity as a 21st century skill is aimed to revolutionize education and transform how future generations are taught for the challenges that lay ahead.

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Id: 22133

Title: Media Education for the Inclusion of At-Risk Young People

Session Type: Individual submission

Authors:

Name: Mari Pienimäki

Email: mari.pienimaki(at) tuni.fi

Country: FI (Finland)

Affiliation: Tampere University

Name: Sirkku Kotilainen

Email: sirkku.kotilainen(at) tuni.fi

Country: FI (Finland)

Affiliation: Tampere University

Abstract: At-risk youth, those at the edge of dropping out of school and eventually society, are of ongoing global concern. In Finland, the amount of NEET youth (not in employment, education or training) has nationally increased since 2010 (Alatalo et al. 2017), except in 2018 due the rising economy (Suomen nuorisotyön tilastot 2019). This situation threatens to increase youth marginalisation, meaning that young people drift away from typical life paths, for instance, due completing only comprehensive school and being unemployed for too many years (Myrskylä 2012). Although youth marginalisation is more widespread in countries other than a Nordic Welfare state such as Finland, it is still a serious problem for Finnish society, as it is persistent. Although there have been diverse attempts to improve this situation by government, NGO's and art and research initiatives, there is a lack of critical discussion on media education for supporting marginalised and at-risk youth. The proposed paper describes a pedagogy that, besides developing multiliteracies (see Cazden et al. 1996; Cope, & Kalantzis 2010), awakens the motivation, hope and courage of at-risk youth to be active agents in their lives as well as including them as citizens-to-be in society, instead of citizens-to-become. By this, we mean that the youth are presently accepted as worthy citizens despite their difficulties, not seen as persons outside of the society to be integrated back into it. An extensive action-based qualitative study was conducted, consisting of eight substudies implemented in 2015–2017 with youth institutions around Finland. Each substudy included a media workshop promoting youth media-making as self-expression for participation through public media. The workshops were attended by nearly 100 young people, mostly ages 15–22. The youth displayed diverse challenges, such as social and learning difficulties or encountered challenges in language or life situations. The data of the action study include mainly researchers' observation diaries handling activities in the workshops and young people's and youth workers' interviews. As a result of the study, there is proposed a media pedagogical model for the support of inclusion of at-risk young people. The model contains five key features of media education as everyday practices: safe spaces, caring interaction, trust in competence, creative media-making and authentic agency. The goals are to advance at-risk youths' motivation to participate, communicative media skills, autonomous agency, relatedness and experiences of inclusion in educational settings and in society.

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Id: 22215

Title: Teacher-student Interaction on Facebook'A Qualitative Analysis of Student Perceived Teachers' SNS Disclosure.

Session Type: Individual submission

Authors:

Name: keng-yu Chang

Email: justdoit326783(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Chengchi University, College of communication.

Abstract: The two-way, interactive, non-anonymous social network service(SNS) attributed to the transformation of network technology leads to a type of interaction which has more interpersonal communication characteristics, allowing users to bring real-life relationships into the online world. Therefore, teacher-student interaction, the point-to-face interpersonal interaction, can also happen on (be transferred to) the SNS.

In Taiwan, 80 percent of the population are active Facebook users in 2018. The high usage rate forced many teachers to establish computer-mediated teacher-student interactions in various forms for different purposes. However, the flat and equal interpersonal relationship on Facebook is very different from the Asian tradition which emphasizes the authority status of teachers, and considers the teachers' self-disclosure in the classroom unnecessary. These differences show that when the teacher-student interaction front is extended to the SNS, the society's expectation of the teacher's professional role changes, making the teacher face the anxiety of how to properly expose themselves.

The past similar research often used experimental methods and asked respondents to check a fictional teacher's Facebook profile, which may not be able to fully explain the complex interpersonal interactions. Consequently, this study mixed two qualitative methods such as, In-depth Interviews and Focus group discussions to provide new research materials to make up for the lack of empirical research on such phenomena by investigating high school students' perceptions of teachers' self-disclosure on Facebook and changes in expectations of teachers' professional roles. All participants are from the same public high school in Hsinchu, Taiwan, and meet the conditions that (1) have more than two Facebook friends are school teachers, (2) have contact with these teachers in real life, and (3) the online relationships continue to these day. The interviews were conducted individually, with an average of 90 minutes for each respondent.

The results include the students' perception about the frequency, valence, and content type of the teacher's disclosure. The analysis found that compared with the teachers' presentation of subject knowledge and teaching profession on Facebook, the disclosure with caring and intimacy meets students' expectations more since the expectations is related to students' desire of prying into the private life of teachers. The study also found that teachers have to be aware of the open and non-anonymous platform characteristics and take different disclosure strategies, as well as properly using the information about students obtained on SNS.

The research results confirm that SNS brings a new channel for teacher-student interaction, but it also causes some problems, such as the expectation gap and the extension of teachers' working hours and work areas. By understanding students' perceptions and expectations of teachers' self-disclosure on Facebook, this study hopes to reduce the anxiety of teachers' professional role performance on social media, and provides some perspectives about the problems caused by the current development of technology.

Id: 22388

Title: Communication, Journalism and Social Media Literacy: the story of 16 young multimedia feature pieces.

Session Type: Individual submission

Authors:

Name: Fernanda Bonacho

Email: fbonacho(at) escs.ipl.pt

Country: PT (Portugal)

Affiliation: Escola Superior Comunicação Social / Instituto Politécnico de Lisboa

Abstract: Scholars and journalists have long hoped that media education is positively related to social goals such as political and civic engagement. We have been searching for the best ways to promote critical thought, particularly among youngsters, due to current desinformation times. This paper purposes to discuss the main inferences of a literacy pilot experience with young adults, conceived not only to develop their critical thought but also to understand the actual use of communication, information and social media among youngsters. The experience was developed between March and May 2018, as part of a journalistic literacy research plan hosted at ESCS/Lisbon Polytechnic Institute. Monitored by researchers and professionals with a solid experience in the field of journalism and communication sciences, TJAME - Transliteracia Jornalística: até que o mundo fique tal como é (Journalistic Transliteracy: until the world becomes itself), the work focused on a wide range of selected activities and immersive journalistic practices for participants finishing their high school studies and those already pursuing their journalism undergraduate education. There were more than 70 students from Lisbon and the agenda triggered informal but informed analysis and monitored discussions. Participants were asked not only to attend subject seminars and analyze different journalistic pieces, but also to create multimedia pieces and invited to publish them in the online newspaper 8.^a Colina. Thus, by producing these 16 feature multimedia stories they were challenged with media language in the context of our media system and online society (language literacy); they had to understand the visual and sound messages and the construction behind them (representation literacy); they had to comprehend media platforms in terms of its power and discourse (media production literacy); and they were able to check the public collaboration in our media culture (collaboration literacy). The results illustrate some of the contemporary contradictions between the youth's familiarity with communication platforms and their lack of knowledge about the complexity of media and journalistic procedures.

Id: 22403

Title: CATS&NT, Children, Apps, Tablets and Smartphones & Nine to Twelve in Spain

Session Type: Individual submission

Authors:

Name: Félix Ortega

Email: fortega(at) usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: María Esther Pérez-Peláez

Email: mariaesther.perez(at) campusviu.es

Country: ES (Spain)

Affiliation: Prof. Dr.

Name: Beatriz González-Isperto

Email: beatrizgonzalezisperto(at) gmail.com

Country: ES (Spain)

Affiliation: Msc.

Abstract: This Communication presents the results of the research project CATS&ZS «Children, Apps, Tablets and Smartphones from Zero to Seventeen».

Research Focus-Target: CATS&ZE-“Children, Apps, Tablets, Smartphones, Zero to Eight”

R. Focus-Target : CATS&NT-“Children, Apps, Tablets, Smartphones, Nine to Twelve”

R. Focus-Target: CATS&TS“Children, Apps, Tablets, Smartphones, Thirteen to Seventeen”

We present the data collected in the range Nine to Twelve (NT) at the city of Salamanca, Spain in this age group. Our Research aims to bring a valuable spotlight onto children and adolescents in these three age groups. We present the results of our Research Project “CATS&ZS” in Spain Phase I, age group Nine to Twelve.

Main Hypothesis:

H1: The predominant use of Smartphones and Tablets among the children in age group NT is mainly done at home and as a form/type of entertainment consumption, not Educationally-oriented.

H2: Most parents do not pay/invest in apps specifically dedicated/oriented for the education and/or entertainment of their children in the different age groups, parents do not supervise or understand risks and opportunities in these devices. Brand and Marketing consumption is frequent and invasive and not supervised or “child-protective-regulated”.

H3: The digital natives are in the process of adapting to the technologies, they need help and active-observation by formed and informed parents when using them.

H4: The simultaneous use of Smartphones and/or Tablets while consuming television or as a substitute for it –second and third screen phenomena-, is common among children in all age groups, NT.

H5: The Tablet and/or the Smartphone are “supporting” devices among children in the age groups NT and do not yet exert the relevance of other devices-instruments related to education and entertainment.

- Methods: 1st-We undertake a continuous Literature-Academic revision on Educational, Consumer Behaviour, Communication, Threats, Risks, Weaknesses and Opportunities for Children Education in tablets and smartphones, we analyse reports and investigation in the uses and consumptions in Tablets and Smartphones with a multidisciplinary approach and focus.
- 2nd We run a Face to Face in classroom supervised questionnaire to 189 children in the age group, 9 to 12 and 286 parents at the city of Salamanca, children and their parents were randomly selected in all schools.

Conclusions:

1. The ability to negotiate behavioural habits and digital methods-technologies for education and entertainment is critical. Education and communication user-consumers' patterns still tend to be approached as predominantly cellulosed-based at school vs "outside-patterns".
2. The technologies through which children now engage with all forms of knowledge are constantly changing with the widespread use of an array of digital, interactive and personalized devices in particular Smartphones and Tablets.
3. The acquisition and development of abilities and conscient critical use of "Internet" for all audiences including children-adolescents, parents and teachers in Tablets and Smartphones is crucial for a competitive and "sane" educational, economic, social, political and cultural progress in Europe.
4. We detect a Tech-Use-Gap in the lack of penetration of these devices and digital-educational methods associated to Tablets and Smartphones at the physical school.

Id: 22412

Title: My Technological Pathway to Information: The Benefits and Risks Model of Online Information Seeking and its Implications on the (Online) Information Seeking Literacy of Adolescents and Adults

Session Type: Individual submission

Authors:

Name: Nathan Stoler

Email: stoler(at) gmail.com

Country: IL (Israel)

Affiliation: Tel Aviv University

Name: Elad Segev

Email: eladseg(at) gmail.com

Country: IL (Israel)

Affiliation: Tel Aviv University

Abstract: Purpose

The research examines the role of definitions of information and the perceptions of information seeking of adolescents and adults in their information seeking behavior.

Theoretical Background

The contemporary literature shows how children and adolescents negotiate the role of new information and communication technologies in their lives (boyd, 2014; Jenkins, Ito & boyd, 2015). They contest current definitions of privacy (boyd & Marwick, 2011), negotiate context in social media (Marwick & boyd, 2014) and perceive differently than their parents the role of social and mobile technologies in interacting with friends and family (Livingstone, Haddon, Gorzig & Olafsson, 2011; Schofield-Clark, 2013). Even more, they hold different beliefs and attitudes towards many technological aspects, from piracy, through learning to creativity (Palfrey & Gasser, 2013). However, the role of these definitions and perceptions on how they build their information seeking literacy (Case & Given, 2016; Shenton, Nessel & Hayter, 2008) needs further investigation.

Method

Using the grounded theory approach (Larkin & Thompson, 2012), 35 interviews were conducted, with 17 adolescents (13-18) and 18 adults (40-55). The interviews were conducted using the Think-Aloud Protocol.

Findings

Adolescents defined information in a narrow way which was only goal-oriented. Information was considered as such when they felt they needed something, like preparing homework or choosing a movie to watch with their friends. Incidental encounters with information, such as randomly browsing the internet were not defined as "information". Adults, on the other hand, used a wide-definition of information. For them, the definition of information was abstract and included every possible situation (e.g. day-dreaming or watching a movie on Netflix).

It emerged from the interviews that while their definition of information was narrow, adolescents held wide perceptions on how the information seeking process should take place. For them, search tools must be used in a non-systematic way. Hence, no limits should be put on what they defined as “the natural flow of information on the internet” (e.g. clicking on push notifications as they are being delivered and choosing the first results on Google) and new criteria for evaluating information should be created while performing information seeking tasks. These wide perceptions, characterized by the belief that no restraints should be put on the information seeking process, served them in finding good information, feeling positive emotions and succeeding in finding answers to questions. They were afraid that narrowing their perceptions might risk the benefits they aimed to achieve.

Adults, on the other hand, defined information in a wider perspective, but held narrow perceptions of the information seeking process. For them, using a systematic method for information seeking, controlling the flow of information (i.e. deciding what, where and when to consume information) and using predefined criteria to evaluate information served them in gratifying their information needs. They believed that widening their perceptions might risk them in getting unwanted results, bad information or feeling negative emotions.

Conclusions

The benefits and risks model of online information seeking, that emerged from the findings, is illustrated in Figure 1. It shows that the interaction of narrow and wide perceptions with the desired benefits users want to achieve and the risks they wish to avoid create four areas. Those areas show that wide and narrow perceptions can be perceived as leading to desired benefits, but also to potential risks, from which searchers wish to avoid. Two areas represent the benefits of wide perceptions (Flexibility) and narrow perceptions (Order). The other two represent the fear of wide perceptions (Losing-Focus) and narrow perceptions (Fixation). This model helps in understanding based on which definitions and perceptions adolescents and adults develop their information seeking literacy, that in their eyes, lead them to desired benefits and to avoid information risks.

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Figure 1. The Benefits and Risks model of Online Information Seeking.



Id: 22438

Title: PARTICIPATORY VIDEO AND MEDIA LITERACY: Questioning identities through filmmaking.

Session Type: Individual submission

Authors:

Name: Dorneles Neves

Email: dodaneves(at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade do Porto

Name: José Azevedo

Email: jmpazevedo(at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade do Porto

Abstract: Context

The availability of low-cost and ubiquitous media technologies does not necessarily mean that what young people are already creating and publishing on the internet represent their agency and voice. Beyond access to technology, there must be access to an understanding of what is being created and the discourses being reproduced in their media production.

Purpose

This study attempts to raise awareness through critical media education, specially audiovisual media, of groups of young women from marginalized areas. It is a challenge this research aims to address by leading the participants to deconstruct and then construct images through an action research based on participatory video.

Methods

Participatory video (PV) is a set of techniques to involve a group or community in shaping and creating their own film. PV enables participants two things: access to the means of media production and self-representation according to their own aesthetic and cultural conventions. The participants were twelve young women from the age of fifteen to eighteen years old coming out of marginalized areas from João Pessoa, Brazil. Participants had access to three workshops where it was discussed the relationship between media and society, and also video production techniques. Each workshop was three hours long and had a theoretical as well as a hands-on moment where the participants could manipulate the video equipment and put into practice theoretical concepts. The theoretical-practical class was finished with a moment to participants share their conclusion, opinions and doubts. The participants were divided into three four-girl groups and to each produce a short-documentary where they should interview people from their communities to answer questions about women and representation.

There were two types of data collected from the participants. The first is the documentaries produced by them, and the second one was two questionnaires based on the template of the evaluation toolkit available by the European e-Media Education lab. This method was chosen to evaluate their media literacy competencies and to assess the progress of the participants during the PV intervention.

Results

The results from the questionnaire suggest an improvement of media literacies competencies. The comparison between the average answer from the first and the second questionnaire shows an increase of competencies to critically identify and understand values, representation and stereotypes conveyed in the media, and to identify key concepts of media culture.

Three short-documentary were made. The first asked the question of “What is it to be a woman?”, the second short-documentary was produced around the theme of “Black, poor and conscious women“, The third short-documentary investigates how the feminism movement is presented in professional and school environments.

Significance

The results show an improvement in the ability to analyze and produce audiovisual media messages, and the short-documentaries produced by the participants served as a way to express the voices of the participants and their communities and also to question their identities.

Id: 22555

Title: Teenagers as digital apprentices. A case study of the transmedia skills and informal learning strategies of adolescents in Spain

Session Type: Individual submission

Authors:

Name: Maria-Jose Masanet

Email: mjose.masanet(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Mar Guerrero-Pico

Email: mariadelmar.guerrero(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: María-José Establés

Email: mariajose.estables(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: We present the results of the Spanish context of a study carried out with adolescents within the Transmedia Literacy international project. Our aim is to identify the transmedia skills that teenagers have and the informal learning strategies carried out to acquire them. Therefore, the research is based on the following main questions: What can teens do with media? and how did they learn to do it? These central questions include other secondary questions that focus on teenagers' media practices and motivations, consumption, playing, creation and dissemination of contents. To do this, the project followed an ethnographic approach based on the precepts of short-term ethnography (Pink and Morgan 2013). This methodology is appropriate for being carried out within a shorter time period compared to that of traditional ethnography. Given the time limitation of the project and the difficulties involved in working with different educational contexts and environments at an international level, this methodology is suitable for creating contexts in which researchers can go deeper into research questions in a short and intense period of time.

This research followed five steps: Contact with schools and consent management; Administration of questionnaires about teens' socio-cultural backgrounds and their media access, habits, uses and perceptions; Creative participatory workshops to immerse the researcher and explore the media practices and universes of adolescents and their informal learning; In-depth interviews and media diaries were carried out to deepen discourses about media practices and about media in general; Online observation of the teens' favourite websites, media celebrities, and online communities. We worked with two schools from Barcelona that differ in terms of location, cultural context, income level, and average education level.

The results show that teenagers have different transmedia skills but they have them to very varying degrees. Their acquisition of these skills is conditioned by their motivations, attitudes and context. YouTube is a key source of information and learning of transmedia skills among the adolescents of the study. The study findings show that young people rely mostly on imitation and "learning by

teaching” strategies to acquire new skills. Based on these results, the myth of the digital native is deconstructed and the concept of ‘digital apprentice’ is proposed: adolescents who have been born and raised in a media environment that has provided them with a digital space for learning about this digital world, that is, for acquiring transmedia skills. In this space they can find answers to their doubts based on their practices and media uses. Their motivations are a key element in this sense. They follow traditional models such as ‘imitation’ and ‘learning by teaching’ but in new virtual spaces and with new actors (peers, influencers,...). This can be considered collaborative learning that would be complementary to school learning but never a substitute. These virtual spaces provide unprecedented opportunities for cross-generational and cross-cultural learnings (Ito et al. 2013) in changing environments.

Id: 22578

Title: History of Media Education in the Czech Republic: From Comenius` Inclusion to Disconnection

Session Type: Individual submission

Authors:

Name: Lucie Römer

Email: lucie.romer(at) fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Charles University Prague

Abstract: Education available to everyone, reading and explaining newspapers at schools and teaching about media by using media – these are some of the key contributions of philosopher and educator Jan Amos Komenský to both Czech and international media education (Sloboda, 2018). Komenský (internationally known as Comenius) started a swift development of the discipline in Czech lands in the 17th century, which lasted until the beginning of the 20th century. By then, media education had become a firm part of the public debate, training of teachers took place and the first textbooks were published (Jirák & Šťastná, 2012). WWII and the communist regime (1948-89) brought the development to a halt.

The resurrection of media education at schools after 1989 has had moderate success. It became a compulsory cross-sectional subject at elementary schools and grammar schools in 2004. However, unlike Comenius` vision, the current Czech media education is highly exclusive and disconnected. As it is not compulsory for vocational high schools, most of these schools completely omit it, leaving the majority of Czech high school graduates untouched by media education. There is little communication between the teachers of media courses, as well as between them and the policymakers and academia. The learning-by-doing approach is scarce and most teachers have no media education training (Člověk v tísní, 2017; Jadrná, 2016).

The proposed paper will present both the history of Czech media education, stressing the contribution of Comenius to the international community, and the current state. Further, it shall present some of the recent initiatives which are trying to overbridge the disconnection and also improve other media education issues, such as dealing with new literacies, with the lookout for the future.

Besides media education practice, the paper shall summarise Czech research in the field, which has exploded over the past 20 years. Apart from using the local literature, the contribution shall operate with original data from author`s doctoral thesis research (Media Education at Vocational Schools in the Czech Republic), namely data from interviews with Czech media education teachers and class observations.

The proposed paper might be relevant to the international audience because it will address the history, presence and future expectations of media literacy education practice and research in a post-communist country in transition, where media education still is a treasure left for few lucky

ones. This experience, along with specific attempts to improve the situation might be inspiring to the international community.

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Id: 22596

Title: [Panel] "The Truth is Out There': The Ever Growing Importance of Media Literacy in the Digital Age, Panel description

Session Type: Panel Submission

Authors:

Name: Philip Auter

Email: auter(at) louisiana.edu

Country: US (United States)

Affiliation: University of Louisiana at Lafayette

Abstract: The definition of media literacy is evolving in this era of digital technologies. It is no longer just about helping students become competent, critical and literate in all media forms and cross platforms, so that they can interpret and analyze media messages but also teaching them the basic ability to exercise citizenship in a global society by understanding and contributing to the the issues and challenges of the time. Additionally, it is vital that they know how to accurately interpret past messages.

But contested truths are becoming the norm, not the exception. Fake news, claims of fake news attached to legitimate news, disinformation, online hate speech and other adversarial behavior are polluting our communication channels. Meanwhile, the true meaning of past messages becomes lost in the mists of time. Young people are becoming cynical and do not trust media. How can our students learn to decipher media and use it for the betterment of society?

This panel aims to learn about and share effective strategies used by educators internationally to promote media literacy education in service of civic engagement and to bring meaningful and positive change to global society at large.

Moderator: Philip Auter. University of Louisiana at Lafayette, auter(at) louisiana.edu

Discussant: Naila Hamdy. American University Cairo. nailah(at) aucegypt.edu

Id: 22623

Title: Introducing Media Literacy to Students in Egypt

Session Type: Panel Submission

Authors:

Name: Naila Hamdy

Email: nailah(at) aucegypt.edu

Country: EG (Egypt)

Affiliation: American University Cairo

Abstract: The Arab region has its own media literacy movement and arguably, its own reasons for introducing media literacy courses to its curricula. Egypt the most populous country in the region has been recognized for its social media savvy youth. However, the widespread use of internet applications is not just for activism or political participation, as witnessed in the past and noted in literature, but also as a day-to-day information seeking and sharing platform. This underlines the importance of introducing the core concepts of media literacy to students. Such instruction should not be limited, to preparing students to evaluate and become critical consumers of media messages but also to become effective citizens who can create and disseminate their own media to support civic engagement.

A detailed snapshot of the design and experience of teaching a new media literacy course at the American University in Cairo, Egypt will be presented at this panel. The rationale behind the design and the success of the course will be highlighted.

Id: 22628

Title: Was there a point to that joke' Subtle Promotions of Diversity and Civil Rights in 1960s American sitcoms.

Session Type: Panel Submission

Authors:

Name: Philip Auter

Email: auter(at) louisiana.edu

Country: US (United States)

Affiliation: University of Louisiana at Lafayette

Name: James Black

Email: BLACK_JE(at) mercer.edu

Country: US (United States)

Affiliation: Mercer University

Abstract: Twenty first century Americans often look back at mid-20th century TV and see disparity in representation as well as inappropriate treatment of women and people of color. “Normalcy” was presented in the situation comedy household as a suburban white family, usually with two parents and two to three children. Father worked at a business, mother ran the house, and the children went to school. Humor centered around mom burning the roast, dad closing a business deal, or one of the children learning a “life lesson” after breaking a minor household rule. For the most part, minorities, if present, were relegated to the background. Women maintained stereotypical accepted norms of housewife or school child.

Meanwhile, in the real world, the United States was experience the beginning of the end of legal segregation. Although there are differing views about when the Civil Rights Era began, it became more visible and active in the early 1950s and continued to grow throughout the 1960s. And during the early 1960s, what has been termed the “Women’s Movement” (aka: “Second-Wave Feminism” went beyond women’s legal rights and focused on expanding their role in the family, the workplace, and society. Both issues, along with the Korean War, the Vietnam war, and the ever-present threat of the Cold War, were a prominent part of TV news and American society throughout the 1960s.

Were 1950s and 1960s TV sitcoms places for “white male America” to escape reality? Perhaps. But while they consumed this purely entertainment oriented content, they may have been receiving some subtle messaging. Although not the majority, some TV programs with more of a fantasy / horror approach -- although they had all white casts, seemed to promote diversity. Horror sitcoms like The Addams Family and The Munsters celebrated uniqueness and upended the definition of “normal”. And the sitcom Bewitched, about a mortal man marrying a witch, not only addresses issues of women’s rights, but hits at the issues surrounding interracial marriage -- without a minority to be seen.

Was Hollywood trying to send a subtle message to white America during the Civil Rights Era and the Women’s Movement? Were they trying to raise important issues without raising their viewers’ ire? We will explore these concepts.

Id: 22653

Title: Audiences are Being Attacked from All sides: Assessing Battlefronts in the Information War

Session Type: Panel Submission

Authors:

Name: Phillip Madison

Email: phillip.madison(at) louisiana.edu

Country: US (United States)

Affiliation: University of Louisiana at Lafayette

Abstract: Now more than ever we need greater media literacy. This includes understanding the content of messages, how we process messages, and the motives behind the creation of mediated messages."The information war is real, and we're losing it," Westneat (2016) tells us. While Macedonian fake news promoters gear up to cash in on ad revenues related to the 2020 elections, increasingly wary eyes look at the Chinese and Russian weaponization of social media, and health supplement vendors continue to enjoy profits from questionable products with fake news as a sales vehicle, both domestic and global propaganda mills are enjoying a golden age. Reality appears to no longer be a concern for various groups vying for power throughout the world; bias and outright falsehood push both socio-political agendas and ad revenue. In many countries such as the US and India, the spread of fake news through tech services such as YouTube and Whatsapp has led to violence and murder. This presentation explores a variety of propaganda sources, their ownership, and their motives and incentives for production. Understanding such motives, whether they are associated with political or financial gain, is critical for becoming media literate in the richest information ecosphere in history. Through media literacy, particularly in understanding content producers' motives, we may be able to prevent the violence and cultural divisions created by propaganda mills.

Id: 22715

Title: "Keys For Life": The challenge of no one left behind

Session Type: Individual submission

Authors:

Name: Carla Patrão

Email: carla(at) dei.uc.pt

Country: PT (Portugal)

Affiliation: Centre for Informatics and Systems of the University of Coimbra (CISUC), IPC-ESEC

Name: Dina Soeiro

Email: disoeiro(at) esec.pt

Country: PT (Portugal)

Affiliation: IPC - ESEC

Name: Sílvia Cruz Parreiral

Email: scruzp(at) esec.pt

Country: PT (Portugal)

Affiliation: IPC/ESEC, GRUPOEDE, CEIS20/UC

Abstract: The organization of this Congress reminds us of the celebration of the 70th anniversary of the Declaration of Human Rights. Everyone has the right to live in dignity, have a voice and have visibility, have access to information and social participation. But in the age of new technologies, artificial intelligence, automation, big data and robotics, do they all have the same opportunities? It seems to us that the elderly are having difficulty getting into the race, but cannot be left behind. Societies are getting older. The number of elderly people in Portugal exceeds two million, according to the National Institute of Statistics (2017). The population is ageing and the skill gap between young people and older adults is increasing, as the OECD (2018) alerts in the Implementation Guide for the Skills Strategy for Portugal.

The digital literacy “Keys For Life” workshops, taking place in the municipality of Coimbra, in Portugal, aim to improve the day-to-day ICT skills. The participants are elderly people that seek out the workshops by curiosity, willingness to learn, or the need to use mobile phones, tablets and computers.

Digital skills are promoted through the use of e-mail, text and photo editing, Internet search and the interaction of social networks. Participants practice these digital skills for different purposes, as an example, they use online health services and consult news portals.

In order to evaluate the results of the project, we develop a participatory action research methodology. We evaluated the participants' progress through participative observation of the workshops. Content analysis was performed over the publications and online interactions within the group, the texts they write about the experience, and the testimonies they share on Facebook. The evaluation strategy is based on Fetterman's Empowerment Evaluation principles (2005).

Participants reveal themselves quite engaged when they have the opportunity to talk to family members who are distant through videoconference. They surrender to the fascination of seeing their previously written text appear on the computer screen and then fly through the email, Messenger or WhatsApp to its destiny.

Compromised with Freire's perspective of Pedagogy of Autonomy (1996) we propose a critical digital approach that empowers the elderly to compensate the delay of the gap in the competences race and in the consequent reading and participation of the world.

Keywords: critical digital literacy, empowerment evaluation, elderly

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Id: 22857

Title: Data and privacy literacy: The role of the school in educating children for a datafied society

Session Type: Individual submission

Authors:

Name: Sonia Livingstone

Email: s.livingstone(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Name: Mariya Stoilova

Email: m.stoilova(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Name: Rishita Nandgiri

Email: r.nandagiri(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: Of the many calls upon educators, one of the most recent is that children should be taught about their online privacy and data, given today's increasingly datafied society. This poses a new challenge for schools already struggling to address e-safety, online identity and reputation, coding, information navigation, misinformation and "fake news," digital dimensions of sex and relationships education, screen time and mindfulness, and more. How can children be educated about commercial and state uses of their data, when this involves complexities of data protection and privacy regulation that most adults – including parents and teachers – hardly understand?

This paper reports on the findings of a systematic evidence mapping of the available research followed by with 28 workshop-style focus group discussions with children of secondary school age (11-16 years old) and, separately, interviews with parents and educators. Real-life scenarios and exemplar digital experiences were used to facilitate the discussions and to ensure that children were engaged in deliberating on the opportunities, risks and practical dilemmas posed by the digital environment.

We argue, first, that a functional skills-based approach to the digital interface (teaching about terms and conditions, age requirements, privacy settings, etc.) is necessary but not sufficient. To exercise their rights as agents and citizens in a digital world, children will need a deeper critical understanding of both the digital environment (including its business models, uses of data and algorithms, forms of redress, commercial interests, systems of trust and governance) and, indeed, of the wider society.

Second, drawing on Nissenbaum's notion of privacy as contextual integrity, we distinguish three privacy contexts – interpersonal, institutional and commercial – arguing that children have not only a better understanding of interpersonal privacy than either institutional or commercial privacy but

also that they try to apply this understanding to the privacy management of their school and of the commercial digital environment. While older children have a greater understanding of the commercial environment, across all ages, children experience a series of confusions and misguided assumptions which merit an educational response.

We find that children are very aware that there is much they do not know. In the workshops, they asked over and over again: Who has got my personal data and what do they do with it? Why do they collect, share and sell my information? When data are deleted, are they really gone? These are not questions that can be answered quickly or easily, and each question reflects a curiosity about the networked and commercial data economy behind the interface of the screen with which users directly engage.

Reflecting on our interviews with parents and teachers, we conclude that just as with citizenship education, in relation to data protection the school is not only the site of education but also a microcosm of the wider society. If schools became transparent and accountable in their processing of student data, they might have better prospects of teaching data and privacy literacy to their students.

Id: 22886

Title: International student experience and the importance of voice

Session Type: Individual submission

Authors:

Name: Lee Edwards

Email: L.Edwards2(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: LSE

Name: Nancy Thumim

Email: n.thumim(at)leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: This study addresses the experiences of international students studying for an MA in Media and Communications in the UK, during the year 2015-2016. The study explored the links between their emotional, affective experience of studying in the UK, and the different ways in which they reflected on that experience in relation to their academic engagement. Ultimately, we wanted to consider how a holistic understanding of the student experience could inform and shape approaches to learning and teaching international students in HE. The study challenges the increasingly marketised discourse of student experience as something measurable and measured, located primarily in the classroom and owned by higher education institutions in the host country through its translation into a specific, marketable form of reputation. Instead, we rehabilitate the idea of student experience as an affective, personal and vital aspect of international students' journey through M-level education. We thereby reassert the importance of student experiences grounded in diversity, difference, and individual human experience. Data was collected through interviews, focus groups, diaries and blogs during the course of the academic year, and we prioritised the students' own voices in the analysis. The findings show that students' experiences were characterized by both positive and negative experiences. Positive aspects included self-discovery and empowerment through new opportunities to travel, to live independently, to make new friends and to create a new 'home' during their time abroad. More negative experiences included uncertainty and anxiety, some language difficulties, missing family, friends and food from the home country. In conclusion, we argue that, as well as revealing a broader and more meaningful notion of student experiences, the material gathered for this project leads to two key observations: Firstly, our methodological emphasis on hearing the students' own voices generated narratives that were remarkable in their eloquence, expressiveness and beauty, in sharp contrast to the awkward discomfort often displayed in the academic writing we require students to produce. We argue that this issue of voice and where it can be expressed within an MA programme requires attention. Secondly, we argue that the data from this project produces a compelling counterweight to international student stereotypes, latent racism and language barriers – which we suggest are sometimes entwined in how the UK academy meets and listens to the international students on which it so heavily relies. This observation suggests that finding ways of listening to students' own voices is a vital part of de-westernization agendas in the academy – not only for the quality of our teaching but also for the vitality of our research. MA teaching should be a dialogue, and the

teaching we offer should find ways to share knowledge and listen to our students' experiences as knowledge.

Id: 22915

Title: What digital experts' strategies to engage with and evaluate online content tell us about how to promote digital literacy through the national curriculum in the United Kingdom

Session Type: Individual submission

Authors:

Name: Gianfranco Polizzi

Email: G.Polizzi(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: Educationalists' and policymakers' decisions to promote digital literacy through the national curriculum in the United Kingdom have failed to consider the expertise of digital specialists such as information, IT and media professionals. Informed by semi-structured interviews with digital experts in the United Kingdom, enhanced by a diary methodology and a conversational approach to the think aloud method, this paper explores how the experts draw on their expertise to engage with and evaluate online content. In doing so, it reflects on what digital literacy entails, what type of digital skills and knowledge are crucial for engaging with and evaluating online content, and how the national curriculum in the UK is and may be expected to promote digital literacy. It is argued that how the experts engage with and evaluate online content involves not only reflections on the nature and origin of information along with contextual knowledge, but also functional and critical digital skills and knowledge about the internet and the broader digital environment in synergy with the practice of using multiple sources. More specifically, this paper reveals that functional knowledge about what the internet affords is crucial for engaging with and evaluating online content, and so is a critical understanding of the digital environment as embedded in power structures, in relation to internet-related socio-economic issues along with the internet's democratising potentials and structural constraints. Addressing how the national curriculum in the UK can benefit from the expertise of digital specialists, this paper argues that there is a disconnect between what digital literacy entails for evaluating online content, and the potential of the curriculum to promote it. While subjects such as Citizenship, Computing and Media Studies encourage students to learn skills and knowledge that are crucial to digital literacy, this paper suggests that the curriculum needs to be revised to meet such an expectation. More specifically, it is argued that Citizenship should be more focused on teaching students not only about the positive potential of the internet for democracy but also about the constraints that it can place on it. While Computing is beneficial for teaching functional digital skills and knowledge about the internet, it needs to place more emphasis on how to evaluate online content, and on the social implications inherent to what the internet affords. Finally, as Media Studies allows students to develop a critical understanding of the digital environment but is taken by only few students at GCSE and A levels, elements of this subject should be made compulsory in primary and secondary education.

Id: 23126

Title: MEDIA EDUCATION, SPIRITUAL COMPETENCE AND HUMAN DIGNITY Proposal for an Analysis and Intervention Grid

Session Type: Individual submission

Authors:

Name: Patricia Cortés

Email: pattyradio(at) yahoo.com

Country: BO (Bolivia)

Affiliation: CEPIES -UMSA

Abstract: The lack of awareness of citizens around the world about the uses and abuses that can be made when using information and communication technologies is evident. Rights such as privacy, spirituality and dignity are involved. How can we make a substantial improvement in this relationship of communication, technology and dignity?

This question leads us to reflect on the growing development of information and communication technologies and the urgency to improve media production and, at the same time, to strengthen the diverse competences of the receiver, of the human being. This implies that the latter needs to develop competencies that lead him to strengthen a responsible attitude toward and from the messages established by these new means of communication.

From this perspective, our initial question can be formulated as follows: Among the competences that the human being should have in the face of media messages, what role does spiritual competence play, how should it be understood within media education and in the perspective of preserving human dignity?

To address these questions, we start with the main results of our previous research on the communicative dimension of media education (dialogue and cognitive decentration) in order to delve into the anthropological-philosophical dimension and deal with the aspects of spirituality and human dignity

On this occasion we wish to offer researchers and those in the field of education and the production of media messages a proposal of "Analysis and Intervention Grid" on spiritual competence (based on communicative and educational competences). Our proposal is based on the theoretical contributions of Arnaud Join-Lambert, Walter Lesch, Henri Derroitte, André Fossion, Marie-France Daniel, Jean-Pierre Meunier, Paul Ricoeur, Paulo Freire Mario Kaplún, among others. In the experimental part our indicators emerge from research results with children and adolescents - that is, people with identity, spirituality and dignity - after having been exposed to various types of media messages in different geographical, social and cultural contexts.

As a general conclusion, it has been observed that the understanding and the subsequent application of spiritual competence in media education - within formal, non-formal and informal educational processes and at any stage of life - can contribute considerably to strengthen the values noble and to preserve human dignity in the midst of all kinds of contrary currents.

Id: 23163

Title: My teacher has a YouTube channel. I wonder where its media competencies come from

Session Type: Individual submission

Authors:

Name: Juan-José Boté

Email: juanjo.botev(at) ub.edu

Country: ES (Spain)

Affiliation: Universitat de Barcelona

Abstract: Most teachers of all educational levels have YouTube channels. This permit to connect them among younger generations but also to be known among other audiences. At the same time, their videos are used to review lessons. Students' parents also connect in most cases with teacher watching its videos. The question besides here is if this aspect, publishing videos, is enough to ensure digital media competencies into next generations. Media competencies in YouTube comprises several issues. Video recording, marketing, graphic design, oral speech and didactics if videos are educational. Is likely that teachers with YouTube presence have learned these competencies by themselves. Therefore, these competencies are not shown in education faculties. For instance, in countries like Germany or the United States teachers acquire media competencies through elective courses during basic teacher training (Tiede, Grafe, & Hobbs, 2015) or additional certificates to their training career.

Media competencies in education comprises several elements, also with students training (Grafe & Breiter, 2014). According to that, teachers need not only to be YouTube publishers, but also being able to apply its knowledge to the class. This would be a way to ensure media competencies for longer generations. Depending on the ages, different technologies could be used, while other will have to way to further ages. The relation of teacher knowledge about the use of media has a strong relation on how the teacher later uses it in class. Nevertheless, not only to tech savvy teacher would need to show media competencies in class, but also as much teachers as possible.

Media literacy at the same time facilitates to have media competencies. However, media competencies and media literacy have different terminology and different discourses (Weigand, Zylka, & Müller, 2013). This situation provides different understanding about the topic how media competencies can be acquired. Media literacies are as a set of competencies associated with accessing, communicating messages.

Media competencies not only corresponds to communication through social media, but also through other types of media. These media can be integrated, for instance, developing a lesson plan integrating digital media. Being more specific, examples of theses competencies can be the use of Wikipedia to develop writing strategies, the use of Wikidata to manage ethical use of information, to create presentations online or being able to do a speech with a recorder.

This paper is a literature review discussing media competencies that future teachers can acquire during its basic training at the university.

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Id: 23186

Title: Future audiences and journalism: News media literacy for children in local contexts

Session Type: Individual submission

Authors:

Name: Anabela Gradim

Email: anabela.gradim(at) labcom.ubi.pt

Country: PT (Portugal)

Affiliation: Universidade da Beira Interior

Name: João Correia

Email: jcfcorreia(at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade da Beira Interior

Name: Pedro Jerónimo

Email: pedrojeronimo.phd(at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade da Beira Interior

Abstract: The end of journalism has been routinely announced in the last couple of years (Jones, 2009; Charles e Stewart, 2011). The digital circulation of content; the crisis of news outlets classic business model, with distribution oligopolies now capturing 60 to 75% of the world's digital advertising revenues; the rise of tabloidization and infotainment; the de-professionalization of journalists and newsrooms, a hard won 20th century conquest (Schudson, 2003); a new set of amateurs, influencers, and hard to classify new players (Grubisich, 2005; Gillmor, 2006; Rosen, 2006; Lewis et al., 2010) are eroding classical journalistic practices. As a result, a new media ecology (Scolari, 2012); unfamiliar content-spreading models (Papacharissi, 2010; Jenkins et al., 2018); a disinformation crisis shaking the foundation of western journalism, that manifested in Brexit, and in the American and Brazilian elections, with the untamed spread of propaganda and fake news, assisted by AI (bots and algorithms), constitute a set of new challenges posed to consumers, producers and educators alike.

Older people (65 and up) are more likely to spread fake news on facebook (Guess et al., 2019), while young people are more savvy in dealing with dubious information. The EU Kids Online project found that children (9 to 16 years old) are more likely to be exposed to threats and dangerous online content than 10 years ago. Among the many risks detailed, those who weren't born and have not come to know the classic ecosystem of journalism, and for whom the idea of accurate, collected, verified, and "true" information has the same face value as viral, plausible information, circulated by influencers is a real one.

Quality independent journalism is consubstantial to liberal democracies - not a sufficient condition, but certainly a necessary one.

In this project, "Cientificamente Provável" promoted by the Portuguese Science Funding Agency (FCT) we developed, together with a group of basic and high schools located in Covilhã, in inner central Portugal, a set of articles and pedagogical materials on media literacy in journalistic contexts. The kit is composed of lectures, video presentations and exercises, and will have

sequential experimental presentations in March of 2019, in Basic and Secondary Schools, for an estimated audience of 300 students aged 12 to 18 years old.

These initial presentations will gather feedback to develop a free access multimedia product destined to teachers and educators, with basic contents on media literacy in the journalistic field.

The project is part of the Scientifically Probable FCT program, and the research project

Remedia.Lab, a regional press revitalization program with public funding.

The results intend to shape the new emerging audiences, and are expected to contribute to clarify the role of journalists in the era of mobile journalism, online journalism and citizen journalism, and to promote awareness and understanding on the importance of verifiable, independent and curated information among youths. The premise is that journalists will continue to act as mediators between the people, power, and deliberation in democratic societies; and that educating new audiences is vital for the future of both.

Id: 23253

Title: The Public Realm as a Shelter

Session Type: Individual submission

Authors:

Name: Leena Ripatti-Torniainen

Email: leena.ripatti-torniainen(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Abstract: The paper elaborates the topic I introduced at IAMCR 2018 MER Section in Eugene, Oregon. I then discussed an analytical comparison between the polis and the cosmopolis interpretations of the public realm (Weintraub 1997). Referring to Biesta's (2012) tripartite concept of education as qualification, socialization and subjectification, I observed that the emphasis on the polis interpretation in the modern West suggests that public realm related educational practices may tend to operate as qualifying and socializing practices within the existing orders, traditions and ways of being. In contrast, the cosmopolis interpretation highlights the unknown and strange character of the public realm without aiming to overcome difference. The polis bound educational practices, such as citizenship related practices, easily turn into normalizing practices (Biesta 2012). In the IAMCR 2019 paper, I will argue that focus on the unknown and strange in the public realm would, instead, reveal room for unknown forms of subjectivity.

Drawing on scholarly history (e.g. Arendt 1958; Sennett 1977), I identify a concept of the public realm as a shelter for the unknown. In both actual and abstract terms, the public realm has provided room and protection for persons and issues that have been excluded from communities or consciousness. Homeless sleeping on the street may be the most explicit materialization of the public realm as a shelter for the excluded Other.

Discussing with contemporary philosophers of education Zhao (2012) and Todd (2015), I suggest that the educational power of the unknown lies its capacity to weaken our confidence as agents. Instead of comforting and strengthening our competent Ego, the unknown Other, again actual as well as abstract, may take us to the end of our world, even to the thresholds of human being (Kearney & Semonovich 2011) and our subjectivity. Such probability has increased due to the significant shifts in humans' environmental, social and cultural relations.

I conclude that the public realm as a shelter for the unknown means room for our transforming, vulnerably emerging subjectivities. The paper connects with the conference and the section call in relation to the topic of human dignity as well as to the questions of voice and visibility.

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Id: 23282

Title: MIL Observatories: qualifying policies and practices

Session Type: Individual submission

Authors:

Name: Manuel Pinto

Email: mpinto(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: University of Minho - Communication and Society Research Centre

Name: Sara Pereira

Email: sarapereira(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: University of Minho - Communication and Society Research Centre

Abstract: One of the trends of the last decades was the emergence of a movement to affirm citizens' rights vis-à-vis the media, translated in particular into the creation and fostering of observatories. This movement was developed in parallel with a series of studies on bringing media accountable, in the light of their social responsibility.

Media and Information Literacy (MIL) may be considered an expected component of this drive that values the citizens and communities' engagement in relation to the media. In fact, information and knowledge production about the media field, as well as the development of critical thinking and citizen empowerment about the media, seem to be bridges and common points both for media observatories and for media literacy initiatives and projects. However, literature review does not allow a strong confirmation for this proposition, although the work of media observatories is by its nature functional to media literacy.

With this paper, the authors intend to discuss the role of MIL observatories for MIL policies and practices, starting from the case of MILOBS - Media and Information Literacy Observatory, which resulted from a partnership of several Portuguese public institutions with responsibilities and intervention in media literacy. It will highlight the context and genesis of the project, its characteristics, the difficulties of its implementation and the contributions it intends to make to the different actors in the socio-educational, cultural and political domains. The aims are three-fold: to underline that in the current context of network communication, with its potential and its risks, it is fundamental to link local contexts with the international/global dimension; to empower people regarding the media sphere; and to emphasize the procedural dimensions of policies regarding media and information literacy.

Id: 23358

Title: Estimulando el aprendizaje universitario y cultural a través de la narrativa transmedia

Session Type: Individual submission

Authors:

Name: William Vicente López-Arias

Email: wlopeza(at) ups.edu.ec

Country: EC (Ecuador)

Affiliation: Universidad Politécnica Salesiana

Name: Jack Fernando Bravo-Torres

Email: jbravo(at) ups.edu.ec

Country: EC (Ecuador)

Affiliation: Universidad Politécnica Salesiana

Abstract: El desarrollo de las tecnologías de la información y comunicación (TICs) junto con la ubicuidad de los sistemas de comunicación móviles, la masificación de las redes sociales y los avances en sistemas inteligentes y de virtualización está generando ecosistemas sociales de alta complejidad, los cuales se fundamentan en la convergencia de plataformas (físicas y virtuales), medios y contenidos (Biggs & Johnson, 2012; Pratten, Scolari, & Aarseth, 2016; Rebolledo-Bustamante, 2016). Este nuevo contexto socio-tecnológico plantea nuevas formas de interrelación entre las personas, su entorno y los contenidos que reciben. Precisamente, en este último punto, esta convergencia tecnológica permite que la información sea creada por diversos actores en forma independiente o colaborativa y, a su vez, transmitida en múltiples direcciones, formatos y medios. Esta realidad no es ajena al campo de la educación; por el contrario, introduce nuevos retos y oportunidades para impulsar el desarrollo de procesos formativos integrales y transdisciplinarios. En este sentido, uno de los recursos que están siendo investigados para ejecutar acciones educativas que estimulen la asimilación de conocimientos en los estudiantes de todas las edades, y en particular de las universidades, es la Narrativa Transmedia (NT) (Elordui, Fernandez, Penafiel, & Retolaza, 2014; Gutiérrez Pequeño, Fernández Rodríguez, & De la Iglesia Atienza, 2017). Así, en la literatura encontramos varios estudios que analizan diversos aspectos del diseño, creación y difusión de contenido transmedia en el alumnado universitario (Del Mar Grandío-Pérez, 2016; Gutiérrez Pequeño et al., 2017).

En este trabajo, aprovechando las características de la NT para mejorar los procesos de comprensión y retención estudiantil, presentamos una aproximación para generar un ecosistema de aprendizaje que usa a la NT como catalizador de los procesos de docencia y aprendizaje colaborativos y mediado por pares. Todo ello, a través de la generación y difusión de contenidos transmediales con valor social, cultural y artístico, y en un entorno virtual de aprendizaje. Como caso de estudio, describimos en forma amplia, el trabajo y resultados alcanzados en la implementación del modelo propuesto en el sexto ciclo de la carrera de Comunicación Social de la Universidad Politécnica Salesiana del Ecuador, en la materia de Estética de la Imagen.

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Id: 23446

Title: MOOCs: Challenges to human communication

Session Type: Individual submission

Authors:

Name: Norma Medina

Email: norma.medina.uaa(at) gmail.com

Country: MX (Mexico)

Affiliation: UNIVERSIDAD AUTÓNOMA DE AGUASCALIENTES

Abstract: The Open Educational Movement, guided by one of the fundamental human rights, has bet for more than a decade to the democratization of knowledge through MOOCs (Massive, Open and Online Courses).

These courses that emerged in 2008 in Canada, have spread across all continents proclaiming open access to educational opportunities for all. However, the review of experiences is not very encouraging, since it is evident that many of the beneficiaries of MOOCs already have academic degrees.

On the other hand, the massiveness of these courses test the communication process and fosters an atmosphere of anonymity, although it is important to recognize the interculturality that occurs in these open education environments that attract students of multiple nationalities.

The interconnection that can be achieved in MOOCs was contemplated from its creators Siemens and Downes, through their proposal of Connectivism as a theory of learning in the age of networks, therefore it is important to account for the extent of connections between those who participate in a MOOC.

According to the above and with the intention of exploring the MOOCs of the Mexican context, the research presented in this paper, carried out in 2016-2017, highlights the real possibilities that the participants have to communicate in these open education environments, due to the massive nature that characterizes them.

The results are part of a larger study that aimed to identify the profile and training of MOOC teachers and facilitators from four Mexican universities, as well as ways to interact with the participants.

The study was of an exploratory nature, with a qualitative approach in which four professors and four facilitators of MOOCs of two private and two public universities participated as informants. Interview guides were designed and applied online for further analysis. In particular, the categories referring to communication practices were the following: possibilities of interacting, frequency and opportunity of communication, strategies, advantages of communication and suggestions to promote communication in MOOCs.

The interviewees agreed on the difficulty of establishing one-to-one communication in MOOCs, however they have developed asynchronous communication strategies that allow them to follow up on learning.

Finally, in the conclusions, we discuss the breakdown of the paradigm represented by MOOCs, the challenges to develop communication and above all, the opportunities they have to assert the right to education to which every human being aspires.

Id: 23524

Title: Toward a cohesive theory and evaluation methods of visual literacy.

Session Type: Individual submission

Authors:

Name: Jorge Luis Barcelos
Email: jorgebarcelos2011(at) hotmail.com
Country: PT (Portugal)
Affiliation: Porto University

Name: Jorge Luis Barcelos
Email: jorgebarcelos2011(at) hotmail.com
Country: PT (Portugal)
Affiliation: Porto University

Name: José Azevedo
Email: jorgebarcelos2011(at) hotmail.com
Country: PT (Portugal)
Affiliation: Porto University

Abstract: Keywords: Visual literacy, Methods, Theory.

Context

The exposition to images in our daily life is now massively shared. Although, visual literacy has not deserved recognition in the educational system. Youth presents low levels of literacy but there is no clear training available. Those major contradictions are in part a result of a lack of conceptual clarification and the consequent operationalization difficulties.

Purpose

In this study we address the problems enunciated above by presenting a new method of visual literacy measurement as well as a designed structure for training university students on visual literacy.

Methods and Results

A content analysis of the published literature on visual literacy was conducted over the last ten years. The study considers the online web search; two data-bases were consulted on web science and Scopus. In the Web science had 82 papers and Scopus 94 papers. The quantitative and qualitative results from the content analysis is presented. And discussed in terms of the main conceptual definitions presented in those papers.

A comprehensive model based on that assessment is offered and mostly important the implications for the the evaluation procedures are discussed.

Accordingly, to Bowen (2017), the learning assessment methods of visual literacy have used to understand how digital users analyze, interpret and create images with some objectives to a target group. In the last years, those measurement methods rely on psychological theories such as behaviorism and constructivism (Fosnot & Perry, 1996). Those methods are Bloom's Taxonomy (Newton & Martin, 2013), the SOLO Taxonomy (Bowen, 2017), and Housen's Measuring Aesthetic Development (Housen, 1983). Each method has different dimensions of the measurement

of knowledge and learning. Bloom's Taxonomy uses a behaviorist approach, while Structured Object Learning Outcome Taxonomy (SOLO) and Hosenfeld's Measuring Aesthetic Development are constructivist. While the constructivism "draws a picture of knowledge and understanding being slowly constructed" (Woollard & Pritchard, 2013, p. 5). These knowledge allow them to improve the learning quality process.

Significance

The importance of findings shows a more precise method of evaluation and design effective approaches to training visual literates as well as critical thinkers. To be visual literate implies to understand the different meanings of images and many contexts. Images can be digitally manipulated as information. It means they can create fake news and threaten Democracy.

Id: 23563

Title: Media Literacy Education and Children's Right to Communicate: Disputed Rights, Contested Truths in Turkey's Case

Session Type: Individual submission

Authors:

Name: Tugba Asrak Hasdemir

Email: tubahasdemir(at) gmail.com

Country: TR (Turkey)

Affiliation: AHBV University Faculty of Communication

Abstract: The right to communication is one of the important topics discussed widely by the communication researchers as well as media professionals, practitioners and other persons/sectors related with the issue. Beside other human categories, children and youth, and their relations with media including new media are specifically addressed by the international documents. The UN Convention on Rights of the Child (1989) is one of the international legal documents which refers to children's rights to communicate in a range of important ways: children's right to express their views freely in all matters affecting them (Article 12), freedom of expression (i.e. to seek, receive and impart information of all kinds) through any medium of the child's choice (Art. 13), freedom of association and peaceful assembly (Art. 15), protection of privacy (Art. 16) and to mass media that disseminate information and material of social and cultural benefit to the child, with particular regard to the linguistic needs of minority/indigenous groups and to protection from material injurious to the child's well-being (Art. 17). Implementing the UNCRC is a task for governments, but the thinking and values underpinning this framework have also served as a rallying call for public, private and other persons/sectors seeking to improve children's rights and well-being.

Media literacy education might provide important means for enabling children, youth to safely enjoy their right to communication. The history of media literacy education can be traced to the first half of the 20th century in the world. As the first step, we can see uses of different kind of media in education and then "media literacy" as a course has become a part of formal and/or non-formal education at different levels. Regarding Turkey's position to media literacy education, we can say that the issue of media literacy has appeared on the agenda of academic studies and various meetings since the beginning of 2000s. Also the studies and discussion on media literacy in Turkey have been encouraged by the project to include media literacy course into the school curriculum. This course has been educated countrywide since 2007-2008 school years. As a further step, the curriculum and textbooks of the media literacy course were modified in 2013 with the target of acquainting students with the information and the skills which enforce them as young and critical audiences of traditional and new media.

In this respect, this presentation aims to elaborate media literacy education in Turkey by regarding their contributions and challenges for the development and enforcement of children's right to communicate. For this purpose, the media literacy curriculum and textbooks will be investigated by considering leading educational policies, practices which are sensitive to children's communication rights on the issue of media literacy at the international levels. Based on the findings and investigations, the concluding part of the presentation is reserved to further evaluations and

recommendations for formulating media education policies and practices which advance children's right to communicate.

Id: 23756

Title: Social media, smart phones and unaccompanied refugee children: the possibilities and limitations of media education

Session Type: Individual submission

Authors:

Name: Anamaria Neag

Email: aneag(at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Abstract: It was July 2015, and thousands of asylum-seekers camped out around Budapest's Keleti railway station. Europe was once again on the verge of crucial change. It was the start of an on-going process dubbed by the media the 'European migration crisis'. Since then, several thousand asylum-seekers have arrived on the continent, triggering widespread debates about migration and human rights. Among those seeking asylum, the most vulnerable are, undeniably, unaccompanied children. By 2017, more than 150.000 unaccompanied minor asylum-seekers have been registered in different EU countries. European authorities and NGOs stress the need for suitable integration policies. Previous research talks about 'connected migrants' (Diminescu, 2008), and the relevant IT skills that refugees have (Gillespie, 2016). However, this presentation will address the question of whether digital technologies and (social) media can be useful tools for addressing the challenges of integration. Moreover, beyond this it will look at whether these platforms can enable individual expression and social participation for these young people. The findings are based on rich data gathered through interviews, participant observation and digital ethnography in the Netherlands, Sweden and Italy, and through participatory action research carried out in the UK. The presentation will build upon the lived media experiences of these children and will focus on how the process of migration has changed children's media use, and how digital technology enables children to make sense of their new lives in Europe. In line with the conference's theme, our findings show both the immense importance of the children's background in gaining a voice online, and the possibilities that lie ahead, but only if social and economic capital is available to unaccompanied refugee children. The presentation will end with a discussion on the importance of ensuring mentors' and social workers' media competencies. For unaccompanied youth these are the only people who can truly help in navigating the maze of social media and digital technologies.

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Media and Sport Section

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

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

Id: 19492

Title: Gamification of sports media coverages: an infotainment approach to last Olympics and Football World Cups

Session Type: Individual submission

Authors:

Name: Jose Luis Torrijos

Email: jlrojas(at) us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: Along decades sports journalism was underrated and used to be called 'toy department' (Rowe, 2007), but in the digital world it behaves much more as a real laboratory of new formats, new storytelling techniques and disruptive ways of engaging audiences. In many ways sports journalism is nowadays at the forefront of the innovation in journalism and it even has demonstrated that some ideas and experiences stemming from sports, especially during the coverage of mega-events like Summer and Winter Olympic Games and Football World Cups, were successful and, consequently, were emulated by other journalisms (Rojas Torrijos, 2018). Mega sporting events become increasingly captivating spectacles (McGillivray, 2014) and produce their own media narratives (Wenner and Billings, 2017). In this sense, sports journalism has given birth to liveblogging and multimedia longform, and has built new patterns of data journalism visualisations and predictions, formats of video or even native content adapted to each social media platform and mobile devices.

Among other trends, sports media coverages of mega-events are more and more visual, infographic, data-driven and customised through interactive pieces which add value to previews, analysis, reports and features. These coverages are also oriented to gamification of news (Ferrer Conill and Karlsson, 2016), an infotainment approach to events developed by media outlets as an original and effective way to capture more audience's attention and put them into context before sports competition starts. Interactive newsgames turn out to be a key element for sports outlets inside their digital strategy to increase their user engagement rate from a softer news and entertaining content.

This paper analyses gamified sports pieces developed by international media outlets during the last two Olympics (2016 Summer Olympics in Rio and 2018 Winter Olympics in Pyeongchang) and Football World Cups (2014 in Brazil and 2018 in Russia). By showing and explaining the results of these projects, we pretend to shed more light on the way sports journalism is exploring new storytelling models to transform traditional coverages into an involving, social and fun activity for fans and so make them feel like at the same core of news production process in the digital age.

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McGillivray, David (2014). Digital cultures, acceleration and mega sporting event narratives. *Leisure Studies*, vol. 3, n. 1, pp. 96-109. En: <https://doi.org/10.1080/02614367.2013.841747>

Rojas Torrijos, José Luis (2018). El legado periodístico de los megaeventos. Estudio de innovaciones en las coberturas de los últimos Juegos Olímpicos y Copas del Mundo de fútbol. *Revista Comunicare*, vol. 18, pp. 34-50

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Wenner, Lawrence; Billings, Andrew C. (2017). *Sport, Media and Mega-Events*. Abingdon: Routledge

Id: 19536

Title: USA Gymnastics: The worst #MeToo sex scandal in sport

Session Type: Individual submission

Authors:

Name: Linda Fuller

Email: LFuller(at) worcester.edu

Country: US (United States)

Affiliation: Worcester State University

Abstract: Betrayal. Guilt. Shame. These are MY feelings about the sex abuse scandal relative to the USA Gymnastics team, since I never covered them in my extensive reportage on female Olympians (Fuller, 2016, 2018). IAMCR/Madrid will allow me to make amends, presenting the background to how, over two decades, some 368 young gymnasts alleged sexual assault by coaches, gym owners and staff but the Olympic arm USA Gymnastics failed to report them and take action. Only after an intensive report by IndyStar and the USA Today Network did the horror come to light—a classic case of the importance of Media/Sport.

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Palgrave Macmillan.

Fuller, Linda K. (2018). Female Olympian and Paralympian events: Analyses, backgrounds, and timelines. New York:

Palgrave Pilot

Id: 19732

Title: Mourinho at Manchester: An Anatomy of Power (Or the Lack Thereof)

Session Type: Individual submission

Authors:

Name: Neil O'Boyle

Email: neil.oboyle(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: At its core, the theme of the 2019 IAMCR Conference in Madrid – ‘disputed rights and contested truths’ – is essentially about power. In this paper, I draw on John Kenneth Galbraith’s bestselling book, ‘The Anatomy of Power’ (1985), to examine the operation of power at the world’s most valuable football club, Manchester United (£3.1bn).

Throughout history, the ‘personality’ of supposedly powerful persons (including football managers) has attracted significant attention, but Galbraith argues that this has greatly exaggerated the role of personality in the exercise of power. Against this, he argues that we are now living in the ‘age of organisation’ – an age in which even the most charismatic personalities are subject to the collective will of the larger group. On 27 May 2016, José Mourinho was appointed manager of Manchester United. On 18 December 2018 – just four months shy of completing his three-year contract – the club let him go. In this paper, I employ Galbraith’s exposition of power to analyse Mourinho’s relatively short managerial career at Manchester United, drawing some broad conclusions from it. The paper is divided into three parts.

In the first part, I describe Galbraith’s detailed study of instruments and sources of power, and examine a selection of commentaries on famous football managers, including those by players. It is within this context that I then turn, in the second part, to examine Mourinho’s time at Manchester United. To develop a sense of how the initially celebratory narrative surrounding his appointment gradually changed over time, I present findings from an analysis of more than a hundred articles on the BBC Sport website. BBC was selected because it is an avowedly non-partisan news source, and the analysis here is framed and guided by Galbraith’s study. Ultimately, I argue along with him that it is the organisation that is the paramount source of power.

In the final part of the paper, I consider a new form of power that could not have been anticipated by John Kenneth Galbraith when writing in the 1980s. Numerous observers have recently documented the emergence of new disruptive digital technologies and the seismic impact of social media in particular. (More critical scholars have focused on the power of the technology companies behind these innovations). Here I consider how the social media-enhanced commercial power of some players has implications not only for managerial power but also for the organisational power of football clubs. In Galbraith’s terms, we can suggest that social media have become both instruments and sources of power, and that these generally complement but also sometimes conflict with the power of organisation. In concluding the paper, I point to some recent journalistic accounts which suggest that what I call ‘player promotional power’ – power that delivers commercial returns

for both player and club alike – can sometimes overwhelm the influence of the club's manager, as singularly charismatic as that manager may be.

Id: 19801

Title: Interaction, promotion or patriotic education' Exploring the social media uses of Chinese athletes under the national sports policy

Session Type: Individual submission

Authors:

Name: Yanfan Yang

Email: yangyf1997(at) gmail.com

Country: CN (China)

Affiliation: Peking University

Abstract: China sports industry witnesses a big transformation over the last two years. For the last century, China has paid much attention to the glory of the Olympic Games. With the changing national policies, China currently turns to the national fitness development. In order to welcome the 2022 winter Olympics, a series of activities to promote the popularization of snow and ice sports was organized.

These promotions show the government intending to uses social media and returning the focus back to the athletes. The development of social media “has a profound impact on sports industry” (Pegoraro, 2010, p. 501). Since the 2016 Summer Olympics held in Rio de Janeiro, Weibo became an important stage for sports news, athletes-fans interaction, sponsorship and promotion. According to the official data released by Sina, the amount of interaction on the Weibo reached 61.9 million on the opening day of Rio Olympics, and the total amount of reading of related topics amounted to 10 billion. Sun Yang, Zhu Ting, Zhang Jike and other athletes were mentioned the most. Also, a series of stickers and memes became popular. Fu Yuanhui, a swimmer, used “Hong Huang Zhi li” during an interview, or a kind of power that is mighty enough to manipulate the universe, to describe her hard work, which became a hit on the internet.

More and more scholars began to explore athletes self-use of social media. (e.g., Du, 2014; Gregory, 2009; Hambrick, Simmons, Greenhalgh & Greenwell, 2010; Pegoraro, 2010; Wang & Shi, 2012). Scholars found that the social media provided the audience a medium to express emotions, thus enabling the audience and the sport's characters to develop virtual interpersonal relationships (Weiss, 1996). However, there are few studies on the active use of Weibo by Chinese athletes and the interaction between athletes and fans under the new sports policy. Many scholars in China pay attention to the media image of athlete and brand effect brought by it (Luo, 2013; Liu, et al., 2016). Hence, this study fills the gap by exploring the tweets posted by athletes and the interaction between Chinese athletes and their fans on Weibo, in order to see what characteristics does the athlete's interaction with fans; how does this interaction affect fans' activity and how athletes' social media uses help promoting sports under China's national sports policy.

A content analysis of weibo posted by Chinese athletes is conducted. Athletes from the different sports categories are randomly selected. Also, an in-depth interview will be conducted. Results show that only a few Weibo were promotional, indicating that the potential of achieving promotional objectives has not come to athletes' full awareness. However, they did try to promote

national fitness and patriotic education using the role of athletes. Suggestions are athletes enhance the relationship with fans so as to enlarge the sport and the national policies per se.

Id: 19823

Title: Sports betting advertising: Too much money to ignore and too vaporous risks to acknowledge

Session Type: Individual submission

Authors:

Name: Hibai Lopez-Gonzalez

Email: hlopez(at) idibell.cat

Country: ES (Spain)

Affiliation: Bellvitge Biomedical Research Institute (IDIBELL), Barcelona, Spain

Name: Susana Jimenez-Murcia

Email: sjimenez(at) bellvitgehospital.cat

Country: ES (Spain)

Affiliation: University Hospital of Bellvitge

Abstract: Sports betting is becoming a fundamental by-product of sport commodification. Although many scholars argue that gambling practices date back to the origins of sport, the advent and popularisation of the internet has provided a new impulse for sport gambling behaviour. Online betting on sport is the most rapidly-growing form of gambling, accounting for about half of the online gambling industry in Europe. Betting products are widely advertised in media sport platforms, jerseys, stadium banners, and other marketing formats. From an economic point of view, the blooming of sports betting only calls for extra care regarding integrity issues (i.e., match fixing), which could devalue sport competitions. However, from a public health perspective, such blooming of the sport gambling market brings forward issues of gambling-related harm and addiction.

This paper summarises research conducted over the past three years on the topic of advertising and sports betting and its impact on problem gambling. The paper covers data from (1) a content analysis of sports betting advertisements from the UK and Spain; (2) a cross-sectional survey-based study with regular sports betting; and (3) a focus group study with Spanish sports bettors undergoing treatment for gambling disorder whose primary gambling form was sports betting.

As a particularly salient form of contemporary media sport, betting commercial communication introduces sport fans to a world of fun and money-winning that only depends on their ability to adequately use technological devices (particularly smartphones) and their knowledge of sport. Advertisements generally overemphasise the skill components of gambling, underestimating the luck-based components of figuring out the outcome of sport competitions. Many advertising techniques build on psychological distortions to present information relevant to gambling in a way as to induce illusion of control, heuristics, cognitive biases and other irrational cognitions about gambling. These studies provide important implications as to how regulate sports betting, and make the case for a more scientifically-grounded evaluation by the sports industry of the gambling-related risks, not only from the point of view of the fairness of its competitions but concerning the health of its consumers.

Id: 19856

Title: The Rise of Media Sport Portals: Live Streaming Services, Coverage Rights Markets and the Platformisation of Television

Session Type: Individual submission

Authors:

Name: Brett Hutchins

Email: brett.hutchins(at) monash.edu

Country: AU (Australia)

Affiliation: Monash University

Name: Bo Li

Email: libo(at) sau.edu

Country: US (United States)

Affiliation: Miami University (Ohio)

Abstract: The growth of over-the-top (OTT) Internet and mobile video streaming services is a major development in the distribution, transmission and consumption of global media sport. Heavily-capitalised services such as Tencent Video, DAZN and Amazon Prime Video are intervening in coverage rights markets and changing how live sport is experienced and shared across television, computer, game console, tablet and smartphone screens. This paper identifies and analyses six defining characteristics of OTT live sport streaming, and outlines three services (Tencent Video, DAZN and Amazon Prime Video) that operate across Asia, the UK, Europe, the Americas and Australasia. Its argument is that, first, live sport streaming is a key means by which television content and practices are escaping the boundaries of broadcast media, while also continuing to perpetuate the logics of television coverage and viewing practices. Second, drawing on Amanda D. Lotz's conceptualisation of portals, it is proposed that these services are establishing new norms concerning how media sport is accessed and curated and, as such, their arrival signals an historic shift in the global marketplace for sport coverage rights and the media systems through which live content circulates.

Id: 19941

Title: Racialized discourses in televised football - production, content and reception ' with a focus on the Spanish context.

Session Type: Individual submission

Authors:

Name: Carmen Longas Luque

Email: longasluque(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus School of History, Culture and Communication, Erasmus University
Rotterdam

Name: Jacco van Sterkenburg

Email: sterkenburg(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus School of History, Culture and Communication, Erasmus University
Rotterdam

Abstract: In today's world, football has the power to mobilize and entertain massive amounts of people across Europe and worldwide. In the words of an editorial from The European newspaper, football, "previously viewed as a 'slum sport'" has been transformed in "the common currency of popular European culture" (as cited in Schirato, 2007). Although attending to the football field remains for most fans an exciting experience, television is the most popular medium to watch football across Europe (Repucom, 2014; 2016). Within the current sociopolitical context, we consider it relevant to take a look at how the media deals with the representation of marginalized and/or minority groups, also in sports media. Previous research has found a systematic association of Black players with "natural" physical athleticism while White athletes are relatively often represented in terms of leadership, rationality and perseverance (Buffington & Fraley, 2008). With televised men's football acting as an important frame of reference for audiences to give meaning to racial and ethnic diversity (Bruce, 2004), we are interested in exploring racialized discourses in football coverages and highlights. Earlier research on the topic has mainly focused on the content of these discourses and - to a lesser extent - on the reception of these by the audience. In our research, we want to combine content, production and reception in one project across four different European countries, namely Spain, The Netherlands, Poland and England. We use a mixed methods approach, combining quantitative and qualitative data. In this presentation, we present some preliminary findings on the content analyses of weekly football highlights in the Spanish media, using racial/ethnic categories that go beyond the Black-White categorization that is commonly used in such studies. Our analysis is informed by insights from media studies and cultural studies and findings will be placed in a wider societal perspective.

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Id: 20122

Title: Selfies instead of goals' An Analysis of the influence of social media activities of football stars on German live TV sports coverage during the 2018 FIFA World Cup.

Session Type: Individual submission

Authors:

Name: Benjamin Held

Email: benjamin.held(at) w-hs.de

Country: DE (Germany)

Affiliation: Westphalian University of applied Sciences

Name: Matthias Degen

Email: matthias.degen(at) w-hs.de

Country: DE (Germany)

Affiliation: Westphalian University of applied Sciences

Abstract: 1. Introduction

The rapid development of social media "had a profound impact on the way sports are created, delivered and consumed" (Sheffer & Schulz, 2013). While the players use their channels to build their own brand, sports journalists use the opportunity to apply social media as a research source. At the same time, they also recognize the difficulty of obtaining exclusive content (Nölleke, Grimmer & Horky, 2017). This study takes a closer look on how the social media activities of football stars influence the German live TV sports coverage during the 2018 FIFA World Cup.

2. Literature Review & Theoretical approach

Football became "mediatized and visualized" as a result of constant commercialization (Krotz, 2016). The sports coverage is getting more complicated by social media. The Internet has given associations, clubs and players the opportunity to distribute their content directly to their target audience, bypassing the gatekeeper function of the media (Nölleke, Grimmer & Horky, 2017; Grimmer, 2014). At the same time, the economic interests and influences of professionalized PR make it difficult to obtain and gather independent information (Williams & Chinn, 2010; Wiegand, 2014).

3. Central research questions

The central research question of the study is: What influence do the social media activities of the world stars in professional football have on the live TV sports coverage during the FIFA World Cup 2018?

In the course of this question the following hypotheses were examined:

- Selected social media activities of football professionals are cited as part of the live TV sports coverage of the Football World Cup.
- Football professionals are distributing more exclusive content through their own social media channels than they reveal in interviews with the media of live TV sports coverage.

4. Methodological approach

The study is based on two quantitative content analyzes (Früh, 2015). The social media channels of various football stars and the content of the live TV coverage of the public broadcasters in Germany were analyzed to find possible content-related matches.

A sample of extreme cases was chosen for the social media analysis (Brosius et al., 2016). On this basis, the respectively most popular football players of the five leading football nations (FIFA World Ranking) were chosen.

The selection of the research material of the live TV analysis is based on the social media analysis. The live TV analysis will focus on the games of the nations of the selected players. The analysis was limited to the group phase.

5. Results

The results of the study show that the media of live TV sports coverage can withstand the pressures of social media. Although the reaction range of the selected professionals was extremely large, the content was not included in the live TV sports coverage. Instead, especially the live event has shaped the coverage. It seems like that during tournament phases like the World Cup, there exist two parallel medial worlds – the live TV sports coverage and the Social Media Universe. And both worlds have their own Gatekeepers.

6. Literature

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Id: 20204

Title: Self-tracking and recreational sports: A social-communicative phenomenon

Session Type: Individual submission

Authors:

Name: Veera Ehrlén

Email: veera.ehrlen(at) jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Abstract: Sports-related self-tracking is increasingly popular in recreational sports. Leisure sport practitioners use wearable devices that are connected to online platforms such as Sports Tracker or Strava to record and share their exercise data. Worldwide, the market for wearable devices is estimated to nearly double by 2021 (International Data Corporation, 2017).

Importantly, self-tracking is not only about oneself. According to Lupton (2014), self-tracking is a 'profoundly social practice'. Lomborg and Frandsen (2015) conceptualize self-tracking as a communicative phenomenon by proposing that it is about interacting with a digital system, with oneself, and with peers. Literature on the first two dimensions of self-tracking communication is extensive. However, apart from a few studies (e.g. Smith & Treem, 2017) little is known about the social-communicative dimension of self-tracking.

The paper complements existing literature by examining what social factors motivate sports practitioners to use self-tracking platforms. Moreover, it investigates the social limitations of data sharing. Data for the study was collected using online questionnaires and in-depth interviews directed toward Finnish trail runners. Questionnaire data was collected to recognize broader patterns of the use of self-tracking devices and platforms, whereas interviews were conducted to go deeper into the meanings the practitioners ascribe to self-tracking. Altogether 125 trail runners (46 % females, age $M = 39.9$ and $SD = 8.5$) participated in the questionnaire, and of these participants seven were interviewed in-depth.

A statistical analysis of the questionnaire data verified the wide extent and variety of the use of self-tracking platforms, as well as the importance of self-tracking as a motivator for physical activity. An inductive content analysis of the interview data identified information sharing, comparison, and recognition to be the main social-communicative aspects that motivated the use of self-tracking platforms. Additionally, the analysis identified ordinariness and privacy as reasons that limited data sharing. Based on these results, the paper argues that motivation for physical activity does not only come from personal tracking, but importantly, from communicating about self-tracking with other practitioners. Furthermore, the paper sheds light on the role of social ties and interpersonal communication in promoting physical activity.

Id: 20297

Title: The Peace Games': Media representations of North Korea at the 2018 Winter Olympics

Session Type: Individual submission

Authors:

Name: Peter English

Email: penglish(at) usc.edu.au

Country: AU (Australia)

Affiliation: University of the Sunshine Coast

Name: Richard Murray

Email: r.murray1(at) uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: North Korea's last-minute participation in the 2018 Winter Olympics began a cooling in both cross-border and international tensions that soon led to peace talks. What started with the reopening of the border hotline between the two nations quickly turned into a unified Korea marching in the opening ceremony, heralding the beginning of the "Peace Games". The inclusion of the combined team created a variety of news angles that were focused on sporting and non-sporting topics, highlighting the intersection of sport and politics on a global stage.

This paper examines the representations in media reporting of North Korea at the 2018 Winter Olympics. Issues such as sport, politics, sports diplomacy and novelty are explored through the lens of Bourdieu's field theory, against the background of the shifting and disrupted sands of the journalism industry. Utilising a content analysis of major online news providers from five regionally and internationally significant nations – North Korea, South Korea, Japan, the United States of America, and Great Britain – it examines what was included in articles dealing with North Korea's return to the global sporting arena. The time-frame of the analysis started on January 3, 2018, when the border hotline between North and South Korea reopened, and concluded a week after the Winter Olympics on March 3.

A total of 660 articles were analysed, with two-thirds predominantly about the Winter Olympics, and the remainder mentioning the event in some form but predominantly about another topic. Despite the global sporting status of the event, athletes were included in stories slightly more than a third of the time. By comparing the representations by online newspapers among the five nations, it helps to understand the different narratives applied when reporting on North Korea in both sporting and broader contexts. The results suggest the sporting field is smaller than the political field in relation to North Korea and the Winter Olympics.

Id: 20375

Title: Unglamorous but Pivotal Concerns: Sport Media Ownership and Intellectual Property

Session Type: Individual submission

Authors:

Name: David Rowe

Email: d.rowe(at) westernsydney.edu.au

Country: AU (Australia)

Affiliation: Western Sydney University

Abstract: The media-sport nexus, despite appearances, is not a seamless coincidence of interests, structures and practices. Each institution has its own priorities, and has sought to exercise power over the other. These struggles for power explain why ownership and control in sport and media have far-reaching social, cultural, political and economic consequences. Understanding the entire 'media sports cultural complex' does not only involve grappling with issues of ownership and control, but there can be no comprehensive or effective grasp of the phenomenon without a thorough grounding in the rather unglamorous world of rights deals and distribution agreements. Although those interested in sport, especially dedicated sport fans, have (legitimately) much more interest in, and knowledge of, contests on the field of play rather than the stock market, they also become quickly aware of financial changes when they affect their access to their favourite mediated events. Cultural citizenship remains a central issue in media sport because its concerns operate as a check on capital to 'slice and dice' mediated public culture in a manner that is exclusively focused on private economic interests. Media sport has been subject to deeply disruptive technological changes ranging from the printing of the sport news to the live broadcast of major events. The latter remains the most economically important point of reference in the arena of sport, exercising the enthusiasms of sport watchers, sport organizations, and media/information technology companies alike. Sport's importance as a form of physical culture is undiminished, and only a small proportion of sport-related activity is professional. However, it is elite sport that is the 'engine room' of the global sports economy, and that is only the case because, across the last century or so, it has been made globally available through the profound interpenetration that has created 'MediaSport'. But the media-sport nexus is historically dynamic and increasingly volatile. The rise of 'networked media sport' may not yet have resulted in 'sport beyond television', but it is creating a world where social media rival institutional media for influence on sport, and where competitive sport gaming (e-Sport) competes with the more traditional flesh-and-blood forms for players, spectators and capital. This paper argues that, despite the 'weightless' appearance of such digitally-inspired sport, weighty issues of ownership and control remain central to what is played, who gets to see it, and who materially benefits from the mediation of sport.

Id: 20377

Title: Anything can happen in women's tennis, or can it? An empirical investigation into prejudice in sports journalism

Session Type: Individual submission

Authors:

Name: Ladislav Křišťoufek

Email: ladislav.kristoufek(at) fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Name: Alice Němcová Tejkalová

Email: alice.tejkalova(at) fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University in Prague

Abstract: “Anything is possible in women’s sports” is a sentence with variations used by some sports journalists, as well as audience members, which reflects a widespread and seemingly uncontested truth about female athletes and their ability to perform consistently at peak levels in comparison to men. Frequently highlighting women’s instability, the underestimation of female athletes by predominantly male sports journalists and experts has repeatedly been described in analyses of sports media (e.g. Bernstein & Galily, 2008; Bruce, 2012 or Schmidt, 2016). This unequal treatment is often supported with an appeal to “common sense” or reference to past competitions of which the author or speaker had personal experience.

One such example of media prejudice against female athletes is found in the world of women’s tennis where the “anything can happen” attitude has particular traction, as we explored using media content analysis of the Czech media.

Fortunately, tennis is one of the most popular and most bet on sports around the world which means detailed data are available for essentially all matches played at the professional level decades into the past. We thus aim to test the “common sense” and “experience” of women’s tennis which purportedly justifies the claim that female players are less predictable and less results-stable than their male counterparts. To do so, we utilize Jeff Sackmann’s database

(<https://github.com/JeffSackmann>) which goes back to the 1970s. Combining ATP and WTA tournaments, it gives a dataset of around 250,000 matches. We approach the hypothesis of the “anything can happen” effect through logistic regression with the higher ranked player winning the match being the predicted variable. As a crucial variable to test our hypothesis, we use the effect of the rank difference of the players and how this effect differs between men and women. The less predictable outcome means that the rank difference plays a lower role, i.e. if the women’s matches are less stable or less predictable, the effect for the subpopulation should be lower. In addition, we control for other effects – surface, age difference, tournament stage, tournament level, and actual rank in the sense of Top 5, Top 10 and Top 100 players. The results are rather shocking.

The women’s matches do not show higher instability or lower predictability at all, rather it is the other way around – the men’s matches show lower dependence on rank difference. This is true both for the entire sample going back to the 1970s but also for the more current sample starting in the

year 2000. The depth of the dataset allows for various testing hypotheses and subsamples. One example is to limit testing to Grand Slam matches where the difference between men's and women's results are believed to be more profound. However, even for this specific restriction, the results remain qualitatively the same as for the whole sample.

The underestimation of women's sports is sometimes used by sports media editors to explain the minor coverage in comparison to men's sports (Boyle, 2006). Our results show that this underestimation is based more on bias than reality.

Id: 20495

Title: 'Moneyball Plus': Sports Journalism in the Age of Big Data

Session Type: Individual submission

Authors:

Name: Marisse Gabrielle Panaligan

Email: marspanaligan(at) gmail.com

Country: PH (Philippines)

Affiliation: Institut für Journalistik und Kommunikationswissenschaft, Universität Hamburg

Abstract: In 2003, the publication of Michael Lewis' best-selling book Moneyball created the mythology of Big Data among professional sports leagues in the United States. Quantification is already central to such a competitive field which determines winners and losers via scorekeeping, but the arrival of Big Data made statistical analysis even more relevant in the production of sports knowledge. A decade later, the development of motion tracking camera technology paved the way to an even deeper datafication of sports—the next stage of the analytics revolution dubbed as 'Moneyball Plus.'

As an integral component of mediated sport, sports journalism reflects this affinity for numbers. However, one of the key issues is the underlying tension between the god-like attribute of Big Data as a trusted oracle of objective truth and the more humanistic nature of journalistic storytelling. This study examined how this tension plays out in the journalistic process of a data journalism website with a devoted sports section—FiveThirtyEight. Using quantitative content analysis on the website's articles on the National Basketball Association, four different aspects of the journalistic process were examined: data sourcing, data use, data visualization, and data contextualization.

Drawing from the Journalism as Assemblage theory, FiveThirtyEight's epistemological practices were inferred based on the 'objects of journalism' it puts together to produce a journalistic output. These objects are the raw materials collected by journalists to be used as facts or evidence, such as quotes from interviews, visual objects like photos and videos, and numerical figures from a statistical database. This materialist approach recognizes the active processes within the journalism artifacts themselves, especially of the number as a 'communication medium.'

The study found that FiveThirtyEight did not appear to be concerned with balancing quantitative evidence against human observation. On the average, each article cited 16 statistical objects in the text and typically used a table or a chart to visualize the data. However, more than 80 percent of the articles (N=241) did not include a single quote, and a measly 8 percent quoted multiple human sources who can put the numbers into context. This appears to be partly due to the expertise of the journalists themselves, who often did not need to consult other sources in order to explain both the numbers and the basketball phenomena.

In terms of data use, statistical objects were classified into different types. Traditional statistics are basic categories of easily countable events recorded by scorekeepers and generally considered misleading and inadequate by analytics experts. Advanced statistics, meanwhile, are developed metrics based on calculations of combined statistical categories. Surprisingly, the two were almost

equally used by FiveThirtyEight, as both appeared in more than 81 percent of the articles. These could be because complex Big Data metrics, despite their explanatory power, tend to be abstract, which creates a necessity for simpler numbers collected through human perception in order to be understood by the lay audience. In this sense, the humanistic aspect of journalism is still kept despite the rise of datafication in sports.

Id: 20693

Title: Árbitras y violencia en el deporte. Tratamiento televisivo en Brasil y España

Session Type: Individual submission

Authors:

Name: Paula Bianchi

Email: paulabianchi(at) unipampa.edu.br

Country: BR (Brazil)

Affiliation: Universidade Federal do Pampa

Name: Joaquín Marín Montín

Email: jmontin(at) us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: La presencia de la mujer en el ámbito del deporte competitivo moderno casi siempre ha sido figurativa: musa, animadora o azafata. A pesar de esto, la participación femenina se ha incrementado en los últimos años con roles de mayor protagonismo: deportista, entrenadora o dirigente. Sin embargo, las mujeres se enfrentan a otros obstáculos que no padecen los hombres para su participación en el deporte (Dunning, 2003). Las agresiones contra las mujeres en el deporte son en su mayoría de género y cuentan con elementos despectivos. Son múltiples los escenarios en los que se presenta la violencia de género y la discriminación en el contexto deportivo. Las formas de violencia en el ámbito deportivo femenino suelen ser más invisibles y abarcan desde las deportistas de cualquier disciplina hasta las entrenadoras, directivas o árbitras (Arguello, 2018). A partir de esas consideraciones, esta comunicación tiene como objetivo principal analizar el tratamiento televisivo de casos de violencia contra las árbitras en Brasil y España. Igualmente, el estudio busca reflejar qué piensan las mujeres que actúan profesionalmente en el arbitraje sobre cuestiones relacionadas con la violencia de género en el ámbito deportivo. Para la elaboración del estudio, se utilizarán una selección de piezas de programas informativos de televisión de TV Globo (Brasil) y Atresmedia (España), que divulgaron casos de violencia contra las árbitras durante el año 2018. Además, los datos serán complementados con la realización de grupos focales exploratorios (Gondim, 2003) con árbitras deportivas. El material seleccionado se organizará en torno a categorías de análisis obtenidas de los registros de los contenidos. En el material televisivo seleccionado se muestran sobre todo las agresiones verbales y físicas contra las árbitras cometidas por jugadores, entrenadores, dirigentes y aficionados. Asimismo, el discurso adoptado por los canales televisivos revela un punto de vista crítico en relación con la violencia de género al tiempo que reclaman más igualdad en el arbitraje. Los resultados obtenidos en este estudio permitirán discutir sobre la repercusión informativa de la violencia contra las árbitras.

Id: 20925

Title: Staging the Soccer World Cup Final 2018: an international comparison of five countries

Session Type: Individual submission

Authors:

Name: Hans-Joerg Stiehler

Email: hansjoerg.stiehler(at) yahoo.de

Country: DE (Germany)

Affiliation: University of Leipzig, Saxonia, Germany

Abstract: The Football World Cup is a media event with a global reach (Dayan & Katz 1992; Couldry 2010). Their finale is elaborately staged - "on location" in the stadium and by the broadcasting TV stations all over the world. The entire broadcast of the final of such sports events takes more than twice the playing time. The following research questions will be examined using the example of the 2018 FIFA World Cup in Russia: Are there global patterns in the staging of the final of the 2018 World Cup, especially in the pre- and post-reporting? Which formats/sub-formats and which programme dynamics are achieved?

The study compares television coverage in four major media markets: Europe (Germany, Switzerland), Asia (Japan), North America (USA), Latin America (Mexico).

The empirical analysis itself is based on the theoretical concept of infotainment (Thussu 2008). The subdimensions of infotainment include dynamics, storytelling and emotional style (Früh & Wirth 1997). On these dimensions, effects can be achieved which increase the entertainment experience and thus the attractiveness of sports events (even if this appears secondary in the case of the World Cup final) (Stiehler 2007).

The programme material (original recordings) was subjected to a multi-stage quantitative content analysis. The five versions of the coverage ranged from 3.5 hours (Switzerland) to 4 hours (all other channels). They were first broken down into programme segments („rough structure“ with categories as pre- and post-reporting, half-time and half-time break, ceremonies such as pre-game show and award ceremony) and measured in terms of duration. Differences between the various national versions result mainly from the extent to which the ceremonies in the stadium were observed (before and after the match) or more broadcasting time was produced in the accompanying studio.

Subsequently, the respective sequences („fine structure“) were examined. Here, the sub-formats, the dominant themes and the actors of a particular sub-format were analysed in detail. The number of sequences within the pre- and post-reporting is extraordinarily high, their length varies between 30 seconds and 2:30 minutes (average). Contrary to expectations, the post-reporting is less analytical. Here the images of joy and disappointment dominate - with deviations from channel to channel. Nevertheless, all national versions have sequences with "balance sheets" of the World Cup - the German version, as expected, with a long sequence on the failure of the national team and its consequences.

The first findings underline the large amount of media technology and human resources with which the channels stage the event and ensure a dynamic process of long pre- and post-reporting.

However, it remains within the framework because these are routines (studio discussions, pre-produced articles about country and people or final's individual players, advertising blocks, etc.) that were developed and used in the course of the four-week World Cup. The question of global

patterns or national peculiarities of the staging cannot yet be answered, as only three of the five versions have been analyzed.

Id: 20954

Title: Retransmisión televisiva y videoarbitraje en el deporte. Efectos del VAR en la narrativa del directo

Session Type: Individual submission

Authors:

Name: Joaquin Marin Montin

Email: jmontin(at) us.es

Country: ES (Spain)

Affiliation: University of SevilleDepartamento de Comunicación Audiovisual, Publicidad y LiteraturaFacultad de ComunicaciónUniversidad de Sevilla

Abstract: El desarrollo tecnológico en los sistemas de producción y realización audiovisual ha redefinido el sentido del deporte que transforma sus reglas y se adapta a las exigencias de la televisión (Whannel, 1995). Las repeticiones instantáneas constituyen uno de los recursos habituales de las retransmisiones televisivas del deporte (Owens, 2007). En la realización deportiva las repeticiones se utilizan para aclarar situaciones polémicas y mostrar aspectos que han pasado desapercibido en directo. A su vez, las grandes competiciones deportivas han aprovechado las herramientas televisivas para mejorar los sistemas de arbitraje, modificando el flujo reglamentario de diferentes disciplinas (Benítez, 2013). El primer deporte en utilizar recursos audiovisuales para apoyar las decisiones arbitrales fue el fútbol americano en 1985. A partir de ahí, otros deportes (tenis, rugby o baloncesto) han ido incorporando herramientas tecnológicas televisivas y virtuales (Instant Replay, Challenge o Hawk-Eye) que ayudan a deliberar situaciones del juego difícil de apreciar a primera vista por los jueces deportivos. A pesar de su popularidad, el fútbol ha sido de los últimos deportes en adoptar la revisión de vídeo al reglamento de sus principales competiciones. Por otro lado, la incorporación de estas tecnologías altera la dinámica del deporte y se convierte en un nuevo recurso para el discurso televisivo. A partir de estas premisas, esta comunicación tiene como principal objetivo analizar la aplicación del videoarbitraje en el fútbol con la implantación del sistema Video Assistant Referee (VAR). De igual modo, el trabajo busca examinar como el VAR modifica el relato narrativo de las retransmisiones en directo. Para la elaboración de esta investigación, se han seleccionado diferentes situaciones de partidos televisados por cadenas españolas en los que se aplicó el VAR, correspondientes a la Copa Mundial de la FIFA Rusia 2018, LaLiga Santander 2018-2019 y Copa del Rey 2018-19. A partir de los registros seleccionados se podrá valorar la manera en la que televisión refleja el momento del VAR y como incrementa el suspense durante la retransmisión. Los resultados obtenidos en este estudio permitirán obtener que cambios ha supuesto la difusión televisiva del VAR así como discutir las primeras diferencias respecto a otros sistemas de videoarbitraje ya implantadas en otros deportes.

Id: 21001

Title: [Panel] Crossing the borders' A comparative perspective on the communication about national sport, Panel description

Session Type: Panel Submission

Authors:

Name: Jörg-Uwe Nieland

Email: Joerg-Uwe.Nieland(at) gmx.net

Country: DE (Germany)

Affiliation: Zeppelin University Friedrichshafen

Name: Christiana Schallhorn

Email: christiana.schallhorn(at) uni-wuerzburg.de

Country: DE (Germany)

Affiliation: Julius-Maximilians-University

Abstract: Sport is a central element in all societies worldwide. This goes along with an enormous interest in media sport that is very popular among viewers in many parts of the world. Especially, when national teams or athletes from different countries take part in sporting competitions, media attention is high even beyond national borders, sometimes even across continents. However, because of its popularity and reach of its coverage, media sport also has both a political and a societal importance. Therefore, it is an exciting question to examine different perspectives on media sport in a country-comparative way. Thus, a comparison of similarities and differences in the media coverage and the impact of media sports in different countries might provide further insights into the countries' media systems, sport systems, and political cultures. As a result, the relationship between "national sport" and global sporting events becomes particularly interesting.

The panel's presentations start from a comparative perspective on several aspects: 1. Each paper will focus on one or more issues (e. g. sporting event, sporting discipline) and compare empirical findings of its representation in the media or effects caused by media coverage in at least two countries. 2. Each talk will be given by speakers from different countries so that a high degree of internationalization will also take place within the panel and thus, reflect national peculiarities of sports communication. 3. The studies deal with different types of media in order to examine several issues. This will contribute to the debate on the importance of traditional and new media in (global) sports communication.

The overall objective of the panel is to discuss what constitutes "national sport" and "media sport" and what differences and similarities come to light when comparing sports communication in different countries. The comparison shows not only the importance of sport and sports disciplines, but also of nationalism, identity and integration. This makes it all the more exciting to look for relationships between the media frameworks of national sport and global sporting events. After all presentations, the potential and limitations of the comparative perspectives in sports communication research will be discussed together.

Moderator 1: blinded for review (please see meta-data)

Moderator 2: blinded for review (please see meta-data)

Id: 21002

Title: Alpine-skiing and football in Austria and Germany: The diffusion and reach of social media in two different national sports

Session Type: Panel Submission

Authors:

Name: Philip Sinner

Email: philip.sinner(at) sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Name: Sascha Trültzsch-Wijnen

Email: sascha.trueltzsch-wijnen(at) sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Abstract: Football and alpine-skiing belong to the most commonly practiced grassroots- but also competitive-sports in Austria and Germany. Moreover, men's football and alpine-skiing are genuine mediasports (Horky, 2009, p.305f.): National Bundesliga and international games (Champions League and Europa League) as well as broadcasts of matches of the national teams belong to the most-seen TV-events in both countries, but they are also of prime importance for radio and written journalism. The same applies to broadcasts of FIS World-Cups and Alpine-World-Championships (male/female); this is particularly true for classics like Streif-downhill in Kitzbühel and Kandahar-downhill in Garmisch-Partenkirchen or events like night-slaloms in Schladming and Flachau. The importance of such events is an integral part of popular culture (Jacke, 2004, p.21). In addition, football and alpine-skiing take on the role of "national-sports" (Horky, 2009, p.300): These are characterized by "long tradition" and "ritual character" and they play a role in processes of national identity building. Austria is known as a winter sports nation and skiing is understood as part of the national identity (Karner, 2011). This is also true for many German regions, however, the national sport in Germany is football. Latest since the so-called Wunder of Bern (1st FIFA-World-Championship-title 1954), triumphs are identity-building factors and important topics within the society.

Social media have become increasingly important in society as well as in sports communication. Therefore, we are dealing with their diffusion and reach within the named field. Offering new media-channels, social media encourage diversity in many ways: as additional parts in "media repertoires" (Hasebrink & Popp, 2006), as tools of organizational-communication (Pleil & Zerfaß, 2014, p.731) and as communication-channels (Schmidt, 2011, p.135) for associations, clubs, athletes and fans. Proceeding from the concept of "communicative figurations" (Hepp, Breiter & Hasebrink, 2018, p.7f.), we will offer an analysis of the social media acting of 1) leading football-clubs (German and Austrian Bundesliga, organizational level) and 2) leading skiers from both countries (World-Cup-cadres male/female, individual level). This is based on a quantitative manual web screening (Plum, 2010, p.22) which is complemented by a qualitative content analysis.

The results illustrate similarities and differences on organizational and individual level. Findings will be discussed against the background of national contexts and identities but also with regard to the different sport disciplines, including organizational structures and socio-economic conditions.

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Id: 21023

Title: E-sport: media becoming sport

Session Type: Individual submission

Authors:

Name: Kirsten Frandsen

Email: imvkf(at) cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: During the last couple of years the IOC has been negotiating with the e-sports community about a possible future role in the Olympic program. Meanwhile, an increasing number of other traditional sports organizations have engaged themselves with e-sport. Across Europe and the US this involves a range of professional clubs, of which around 196 in 2018 was estimated to have entered the e-sports scene (Stewart 2018). This trend has been underpinned by e-sport becoming part of the program of a rapidly increasing number of US colleges and universities since 2014, and by e-sport becoming part of the activities offered by a still increasing number of leisure-oriented and civil-society based amateur clubs in a North European context.

This paper discusses e-sports' current integration into the frameworks of traditional sports organizations from the perspective of mediatization (Hjarvard 2013, 2014; Frandsen 2014; 2016), arguing that this is a process of institutional change of sport, where values and practices from a globalized digital gamer's culture and gaming industry now intersect with existing institutional values and practices from the institution of sport. More than 10 years ago e-sport was described as a new cultural formation mirroring traditional sports' event structures and business models, yet also "the product of the logic of media, communication and information flows" (Hutchins 2008, p. 857). E-sports' advances to sport and traditional sports organizations' actual integration of e-sport illustrate how these logics for the moment affect the institution of sport in both direct and very fundamental ways. In that process we can observe not only how logics from digital media and the gaming culture in different ways intersects with logics from sport, but also how traditional mainstream sports media, and the mixture of values and practices stemming from their historically shaped relationship with sport plays an institutionalizing role in e-sports' ongoing integration into the institution of sport. (Borowy & Jin 2013; Hallmann & Giel 2018; Hutchins 2008). Drawing on cases mainly from the North European context the paper analyses how an increasing number of traditional sports organizations on all levels currently engage themselves in e-sport in different ways, and it discusses what kinds of negotiations, tensions and structural changes that are entailed in this particular process.

Until now digital media have largely affected sport owing to their ability to change and enhance communicative structures in and around the sporting activity. Thus, they have called for a re-conceptualization of the relationship between sport and media, as sport has become media. E-sport provides a different case, being defined as an "area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies"(Wagner 2006). Therefore it calls for yet another reconceptualization of the relationship from "one of structural interrelation – respective industries and end-users serving the

others' needs in terms of content, audiences and profit – to material integration”(Hutchins 2008). E-sport adds to this, as the current process of integration into formal sports organizations supports that media are becoming sport.

Id: 21032

Title: Supporters, Consumers or Cheerleaders' Analysing the Media Reaction to Recent Developments in the Efforts to Neo-Liberalise Football

Session Type: Individual submission

Authors:

Name: Colm Kearns

Email: colm.kearns4(at) mail.dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: Conventional business wisdom dictates that market diversification is good for the consumer, while elsewhere, many assessments of social media have been optimistic about the potential it affords consumers to 'talk back' to big brands. Taken together these assertions could form quite a rosy picture for 21st century football fans and their relationship with the increasingly globalized 'top clubs' in the upper echelons of the sport's competitive and financial hierarchy. However, an alternative view is that football clubs' negotiation of a diversified television rights market and online communications platforms have actually accelerated neo-liberal globalization of supportership in a manner which fundamentally changes the relationship between fans and clubs. Drawing from previous investigations into fan resistance to efforts to further monetize and sanitize their experience as football supporters (McManus 2013; Numerato 2015; Gerke 2018), this paper explores whether advancements in communication technologies have ultimately facilitated what might be termed the 'neo-liberalising' of football supportership.

Free and Hughson (2006) have discussed how the globalised and commodified nature of modern 'top clubs' undermine the notion of organic community on which they were founded, while simultaneously facilitating new, more marketable conceptions of what constitutes authentic supportership. The latter half of the twentieth century saw many successful football clubs gain fans from well beyond the bounds of their local community and, in doing so, transform from community enterprises into international brands. However, they often maintained a degree of informal communal obligation in their relationship to their supporters, a responsibility often enforced by the supporters themselves, who, 'see themselves as stakeholders in the professional club and as the embodied spirit of the club itself, with management, coaches and players merely serving as the current stewards of the club' (Gerke 2018, 933). However, social media and other globalised communication developments have fostered a sense of perceptual flattening between the more active fans and those content to be consumers, aiding 'top clubs' in their efforts to neo-liberalise their role and that of their supporters.

This trend has not gone unnoticed in sports journalism circles, with journalists often the target of online ire from fans who view their role as supporters as unilaterally denouncing any criticism of their club. Many of these media responses have questioned whether advancements in communications technology, which theoretically afford fans wider options and a stronger voice, have actually been shaped to neutralise the subversive potential of football supportership by attempting to transform the role of the football fan into that of consumer-cheerleaders. This paper attempts to analyse these journalistic accounts with a view to constructing a theoretical framework

to account for the significance of this shift in fan-club relationships. Specifically, it examines three articles from separate publications (*The Blizzard*, *Football365* and *When Saturday Comes*) and attempts to frame their responses to these developments within wider media debates on the complicating effects of the internet on public debate and conceptions of truth and accountability. In doing so, this paper is intended to provide a platform for further discussion of the effect of technological globalisation on the position of sports fans.

Id: 21041

Title: Life beyond clickbait sports journalism: a transnational ethnographic study of the cult football magazine market

Session Type: Individual submission

Authors:

Name: Christopher Tulloch

Email: christophertulloch(at) gmail.com

Country: ES (Spain)

Affiliation: Senior Lecturer in Journalism - Universitat Pompeu Fabra, Barcelona

Abstract: The Twitter-fuelled media culture in which we operate (Hutchins & Boyle, 2017; Zelizer, 2018) has recently produced contradictory backlash effects known such as the boom of slow or long form journalism (Le Masurier, 2016) and the unexpected consolidation of niche magazine markets (Barranquero-Carretero & Jaurieta-Bariain, 2017) aimed at consumers who opt out of the speed cult dynamics of contemporary information supply and demand. One such market is that of the specialized sports product and in particular the international phenomenon that is the football magazine market. Building on some initial ideas launched at the IAMCR conference in Oregon in June 2018, this paper has since broadened its perspective by analysing eight prestigious magazines from seven different countries (USA, UK, Spain, France, Austria, Sweden and Germany). Eight in-depth interviews have been carried out with the editors of these publications (Howler, Panenka, Libero, SoccerBible, So Foot, 11 Freunde, Offside and Ballesterer). All the conversations were conducted between October and November 2018 and later transcribed for detailed comparative analysis. The results of this qualitative and ethnographic research will be presented for the first time at IAMCR Madrid 2019. Given the ambitious nature of this study, the authors made the decision to narrow down their analysis in order to take a more in-depth look at four specific issues.

First, the importance of design aesthetics and format innovation. One of the most interesting conclusions of the interviews was the key role played product interface regarding artwork, presentation and style. In this sense, an editor referred to “how compelling visual can be in terms of drawing people into reading”. Second, the expansion of the content agenda. All editors coincided in the need to go “beyond the 90 minutes” and revindicate stories which go further than the professional playing field. Such examples include stories on football as a tool of integration for refugees, the women’s game or as one editor said “stories about third-tier clubs that say something about society”. Third, the nostalgia factor. The intelligent incorporation of history whether referring to players, clubs, stadiums or fashions emerges as a driving factor in the success of these magazines. One of the interviewees eloquently referred to his magazine as one which aims to capture the “vinyl market” while another said there is a “giant content warehouse in everything retro or vintage”. Finally, the business model. Given the comparatively modest nature of their sales figures and subscriber lists, the authors pushed the editors of these magazines to explain their financial sustainability, current business model and plans for the future.

These four issues are then pulled together by the authors to draw some wider conclusions regarding the long-term viability of such counter offensives in the clickbait-dominant context of contemporary sports journalism.

Id: 21123

Title: Juegos Olímpicos, medios y nacionalismo: análisis de la cobertura del deporte cubano en The New York Times y El País desde Montreal 1976 hasta Rio 2016

Session Type: Individual submission

Authors:

Name: Victor Hasbani

Email: victorhasbani84(at) gmail.com

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: El periodismo deportivo se ha visto implicado en los últimos 50 años con la construcción de discursos que trascienden el ámbito del deporte. En ellos se involucran aspectos de primer orden como el género, la raza y la formación de la identidad nacional. Una parte fundamental del nacionalismo aplicado a la comunicación deportiva ha sido la construcción, a través de la cobertura mediática, de iconos deportivos nacionales que tienen la capacidad de arrastrar la afición. Los Juegos Olímpicos, como gran evento transmitido a nivel global, son un espacio clave para la creación y legitimación de estos héroes. Gran parte de la literatura académica sobre la relación entre Juegos Olímpicos, medios y nacionalismo se ha centrado en países como en Estados Unidos (Billings, Angelini y MacArthur, 2018), si bien es pertinente ir más allá para ahondar en la situación en otros contextos como el ámbito latinoamericano. Precisamente, Cuba ha sido el país que más éxitos ha obtenido en los Juegos Olímpicos, considerando la proporción entre su número de habitantes y medallas logradas. A través de la cobertura realizada por medios como Granma, las hazañas de Teófilo Stevenson y Alberto Juantorena, así como los éxitos en béisbol y del conjunto femenino de voleibol han servido al país caribeño como herramienta para legitimar su propio modelo socialista entre sus habitantes. Dicho esto, es preciso investigar de qué forma la prensa internacional de referencia ha relatado semejantes éxitos.

Con el objetivo de ahondar en este ámbito, esta investigación (1) ofrece una revisión de la literatura sobre la intersección entre deporte, comunicación y nacionalismo; y (2) analiza la mirada internacional sobre el deporte cubano. Se examinan los resultados del análisis de contenido sobre un total de 251 artículos publicados en The New York Times (Estados Unidos) y El País (España) durante los Juegos Olímpicos, desde Montreal 1976 hasta Río 2016. Los datos de los dos periódicos se han recolectado de forma sistemática a través de bases de datos internacionales y se han codificado mediante una herramienta construida ad hoc. Se ha confrontado el trabajo de los dos periódicos desde un punto de vista cuantitativo y cualitativo. Se explora el volumen de publicación; el género periodístico de las piezas; la agenda deportiva; el género de los protagonistas; el lenguaje utilizado y la conexión entre cuestiones deportivas y políticas.

La investigación revela que en ambos periódicos se dedicó una gran atención a temas extra-deportivos (relación entre política y deporte cubano, características del modelo deportivo socialista e incidencia de los boicots en Los Ángeles 1984 y Seúl 1988). Respecto a la agenda deportiva se aprecian diferencias relevantes: el boxeo es la especialidad más cubierta por The New York Times (37,12% de su producción periodística), mientras que éste se encuentra casi ausente en El País, que dedica un 30,01% de sus publicaciones al atletismo. El béisbol representa el segundo deporte para

el rotativo norteamericano (18,10%), mientras que ocupa un discreto espacio en El País (10,51%). El análisis también señala las diferencias de género durante la cobertura del período estudiado.

Id: 21131

Title: Hybrid cultural identities and nationalism. A comparison of German, Swiss, and Austrian TV coverage of the FIFA World Cup 2018

Session Type: Panel Submission

Authors:

Name: Daniel Beck

Email: daniel.beck(at) unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Name: Philipp Müller

Email: philipp.mueller2(at) unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Name: Daniel Nölleke

Email: daniel.noelleke(at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: In this study, we investigate how hybrid cultural identities of famous soccer players are framed in the TV coverage of the FIFA World Cup 2018. That way, we examine the role of nationalism and its impact on attribution of failure and success in sports media. We build upon previous research addressing the construction and representation of national identities in sports coverage (e.g. Ličen & Billings, 2012). Respective studies overwhelmingly found that sports media tend to reinforce national stereotypes and to engage in patriotic sports coverage. Especially when covering international events, media construct national identities to strengthen the frame of ‘us’ versus ‘them’ (Poulton, 2004). Often, media refer to national attributes in order to explain victory and defeat. However, in recent times, such explanations fail more than ever before e.g. Poli, 2007). Nowadays, players in national teams do not necessarily share the same national and cultural background. How does this affect sports coverage that tends to reinforce national identities to establish scenarios of ‘us’ versus ‘them’ and to explain outcomes of games?

To address this question, we analyze the TV coverage of German and Swiss players who attracted wide public attention by identifying themselves with their Turkish respectively Albanian roots just before and during the World Cup. German players Mesut Özil and Ilkay Gündogan posed for photographs with Turkish president Recep Tayyip Erdogan during his campaign for a constitutional reform in Turkey. Swiss players Xherdan Shaqiri and Granit Xhaka celebrated their goals against Serbia by making “double eagle” signs, thus referring to a national symbol of Albania.

The coverage of these two cases, and of the cultural identity of soccer players of foreign heritage in general, is examined in live commentaries as well as pre- and post-match-analyses of in total four matches of the German and Swiss national teams. We compare the broadcasts in Germany and

Switzerland as directly involved countries with the television coverage in Austria, whose team did not participate in the World Cup.

First results show that the “double eagle” affair is most extensively covered in the Swiss post-match analyses. However, the cultural identity of the Swiss players of Albanian heritage is already a topic before the match against Serbia, due to the difficult relations between Serbs and Albanians after the Kosovo conflict. The case is also discussed in the German and Austrian broadcasts. In both countries, Swiss soccer experts play an important role by giving some background information and sharing their – critical – point of view regarding Xhaka’s and Shaqiri’s actions.

Ličen, S., & Billings, A. C. (2013). Affirming nationality in transnational circumstances: Slovenian coverage of continental franchise sports competitions. *International Review for the Sociology of Sport*, 48(6), 751-767.

Poli, R. (2007). The denationalization of sport: De-ethnicization of the nation and identity deterritorialization. *Sport in society*, 10(4), 646-661.

Poulton, E. (2004). Mediated patriot games: The construction and representation of national identities in the British television production of Euro’96. *International Review for the Sociology of Sport*, 39(4), 437-455.

Id: 21132

Title: The Football 2018 World Cup ' an European Media Event' The impact of continental sports on global sports events and the coverage of mass media

Session Type: Panel Submission

Authors:

Name: Thomas Horky

Email: thomas(at) horky.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences Hamburg

Name: Galen Clavio

Email: gclavio2(at) indiana.edu

Country: US (United States)

Affiliation: Indiana University

Abstract: The Football World Cup belongs to the biggest media events of the world, the character of the event is both national and international (Haynes & Boyle, 2017). Nationalization and globalization are important areas of research in sports communication. With the perspective of imagined communities topics have been the national identification of fans (Mikos, 2006) and the national impact of reporting (Buffington, 2012). Recently, topics like working rights or migration a growing European influence were shown. More and more, football seems influenced by the European Champions League. Concerning international club teams and the growing player's relationships within the national teams King (2006) explained a transnationalism of tournaments we call "continentalization". This leads to research questions:

- Is there a continental or European impact on the World Cup?
- What is the influence of this impact on journalism?

In the examination, first the rosters of each team competing in the 2014 and 2018 World Cup were analyzed, based on an examination of the 2006 WC (Mikos, 2007). An impact of the European continent and an increasing influence of Asia were demonstrated. Second, based on a longitudinal analysis of TV broadcasts since 1994 (Horky, Clavio & Grimmer, 2018) with a quantitative content analysis a development of journalistic reporting can be shown. Third, a qualitative content analysis of the broadcasts of the 2018 World Cup final in four different continents is looking for a broader way of dealing with the aspect of continents. First results show a growing influence of the European and Asian continent, but a small impact of continents on the reporting of the 2018 final. Concerning the European Brexit debate and a growing impact of Asia with the 2020 and 2022 Olympic Games as well as a Chinese bid for the World Cup these results seem to be of interest.

Buffington, D. T. (2012). Us and Them: U.S. Ambivalence Toward the World Cup and American Nationalism. *Journal of Sport and Social Issues*, 36(2), 135-154.

Haynes, R., & Boyle, R. (2017). The FIFA World Cup. Media, football and the evolution of a global event. In L. A. Wenner, & A. C. Billings (Eds.), *Sport, Media, and Mega-Events*. (pp. 85-99) London/New York: Routledge.

Horky, T., Clavio, G., & Grimmer, C. G. (2018). Broadcasting the World Cup: A multinational comparative Analysis of Broadcast Quality in the 2014 World Cup. *Soccer & Society*. Online Resource, Retrieved from: <https://doi.org/10.1080/14660970.2018.1448794>.

King, A. (2006). Nationalism and Sport. In G. Delanty, & K. Kumar (Eds.), *The SAGE Handbook of Nations and Nationalism*. (pp. 249-259) London: Sage.

Mikos, L. (2006). Imaginierte Gemeinschaft. Fans und internationaler Fußball in der reflexiven Moderne. In E. Müller, & J. Schwier (Eds.), *Medienfußball im europäischen Vergleich*. (pp. 92-119). Köln: Herbert von Halem.

Mikos, L. (2007). Fußball-Weltmeisterschaft 2006 und Globalisierung – Das Ende der Vormachtstellung von Europa? In T. Horky (Ed.), *Die Fußball-WM 2006 – Analysen zum Mediensport*. (pp. 21-37) Norderstedt: BoD.

Id: 21133

Title: Do not mix sport & politics! Sport and health in electoral campaigns in Germany and the USA

Session Type: Panel Submission

Authors:

Name: Jörg-Uwe Nieland

Email: Joerg-Uwe.Nieland(at) gmx.net

Country: DE (Germany)

Affiliation: Zeppelin University Friedrichshafen

Name: Soeren Henn

Email: henn(at) g.harvard.edu

Country: US (United States)

Affiliation: Harvard University

Abstract: The paper asks how political parties in Germany and in the USA have engaged with the subjects sport, exercise and health in their election campaigns. The paper first discusses the general relationship between sports and politics and second, considers election campaign spots and the election programs directly.

Given the increasing importance in recent decades, politics cannot ignore sports and its staging potential. Sport not only creates a “we-feeling”, but sport has even become responsible for the “public mood” of nations—and thus part of the political culture of a country (see Reicher, 2013). Sport in general, especially football in Germany and American football, baseball and basketball in the USA, is an ideal projection surface for politics. Informative and factual political campaigns have become less effective and so symbolic or affective-emotional appeals gain the upper hand. In the study, campaign spots and election programs in both countries, Germany and the USA, were analyzed. We ask, if the campaigns are able to sensitize politics and voters to the interests of sport.

The electoral programs of the five major parties represented in the Bundestag and the two parties in the US-Congress were examined with regard to the categories proposed by the German Olympic Sports Confederation (DOSB): first “Sports funding”, second “Strengthening of volunteering”, third “Candidacy and organization of sport events”, fourth “Modernization of sports facilities”, fifth “Health services provided by sports clubs”, sixth “Lifelong learning via sports” and seventh “Maintain social values and enable diversity”.

The methodical approach and the theoretical basis of our study is located in the tradition of the Party Manifesto-Research (see Budge & Klingemann, 2001; Klingemann et al., 2017) and the research on election commercials (see Holtz-Bacha, 2000; Schicha, 2019). Our study focuses on the question of whether and in what form the sport's power/function of identification and integration, the health aspect and the promotion of sport (Sportförderung) in the electoral programs and election campaign spots are addressed.

The finding - that sport is scarce in the electoral campaign spots - is in direct contradiction to the growing importance of sport and its organizations in both countries. The sports organizations obviously did not succeed in sensitizing politics and voters to the interests of sport. The paper discusses the consequences in a comparative perspective.

Budge, I., & Klingemann, H.-D. (2001). Mapping policy preferences: estimates for parties, electors, and governments, 1945-1998. Oxford: Oxford University Press.

Holtz-Bacha, C. (2000). Wahlwerbung als politische Kultur. Parteienspots im Fernsehen 1957-1998. Wiesbaden: Springer VS.

Klingemann, H.-D., Gancheva, D. & Weißels, B. (2017). Ideological Congruence: Choice, Visibility and Clarity. In P. Harfst, I. Kubbe, & T. Poguntke (Eds.), Parties, Governments and Elites: The Comparative Study of Democracy (pp. 51–70). Wiesbaden: Springer VS.

Reicher, D. (2013). Nationensport und Mediennation. Zur Transformation von Nation und Nationalismus im Zeitalter elektronischer Massenmedien. Göttingen: V&R unipress.

Schicha, C. (Hrsg.) (2019). Wahlwerbespots zur Bundestagswahl 2017 – Analysen und Anschlussdiskurse über parteipolitische Kurzfilme in Deutschland. Wiesbaden: Springer VS (forthcoming).

Id: 21218

Title: From Rio to LA: Legacies and Impacts of Olympic Games

Session Type: Individual submission

Authors:

Name: Tanner Cooke

Email: tannercooke(at) gmail.com

Country: US (United States)

Affiliation: Portland State University

Abstract: “The world is watching”, “The biggest stage on earth”, and “A moment when the world comes together”; these are all ways fans, critics, journalists and athletes describe the Olympic Games. A mega-event like none other, the Olympic Games has continuously grown—in scale, scope, and impact—since its origins. Its media presence is unparalleled and highly coveted. Passionate sports fans religiously follow their countrymen’s successes and failures, and even those who regularly avoid sport often catch some of the action if their new found hero has a chance at eternal glory. The symbolic presence the Olympic Games offers to cities, regions, nations, and governments is second to none, and is only remotely challenged by its fellow mega-event the FIFA World Cup. As such, it is hard to overstate the social and cultural importance of focusing on mega-events in the scholarly study of sport, media, culture, and politics. With the continued processes of neoliberal globalization, mega-events have exploded in popularity and likewise attracted international capital investment, and the attention of developing economies. Many places consider mega-events as a way to establish global recognition in the new global economy and a form of symbolic power from the globally available media presence. From Beijing to Rio de Janeiro emerging economies have invested heavily in winning the right to host such events, and present a new image of a modern and global society. Even so-called developed cities and regions have hosted the games as a way to increase symbolic presence and redevelop specific districts in the post-industrial city—London 2012. However, since the 2012 London Olympic Games, the standards of bidding and hosting have continued to change dramatically. London set a precedent that included the concept of legacy in to the bidding process—that is, what will be the legacy of the Olympic Games for the host city, people, etc. Each bid after London has included a legacy initiatives in their bids as a way to attract the mega-events to their location. Accordingly, this research attempts to evaluate the proposed legacy initiatives from two specific cases, Rio 2016 and the newly won Los Angeles 2028. Rio, now two years past completion, provides the case to see the effects and manifestation of the proposed legacies, while the Los Angeles bid provides an early stage case study to understand and critique the discourse surrounding the proposed legacies. Ultimately, this research takes a critical perspective and interrogates the social and cultural value of the proposed legacy initiatives, considers who benefits and who loses from the initiatives, and analyzes whether or not the legacies promote pro-social values. Using the lens of neoliberal globalization, this research will articulate how the inclusion of legacy initiatives are often superficial in their approach, and regularly lead to unintended legacies that ultimately cause more harm than good for the average citizen of the global host city. Moreover, this research will consider how those legacies come up short in considering the impacts related to the environment and stakeholders other than sports fans.

Id: 21258

Title: Competitive gaming esports and streaming: a new way of creating communities in Latin America.

Session Type: Individual submission

Authors:

Name: Adolfo Gracia Vazquez

Email: adolfogracia(at) politicas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Name: Bernardo Rountree León

Email: Bernardorountree(at) politicas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Abstract: Esports according to the specialized research company SuperData are expected to be worth 2.3 billion dollars in 2022 a growth of 53% from the 1.5 billion dollars the industry was worth in 2017 (2018). This growth not only involves sponsorships, investments or prize pools, it also has impacted the consumption of streaming content of popular esports videogames in specialized platforms like Twitch.tv, Facebook.gg, YouTube, YouTube Gaming, among others. According to SuperData, gaming video content in these platforms generated a revenue of 5.2 billion dollars (2017), and esports events like the League of Legends tournament World's 2018 which accumulated 6.2 billion hours of watched content according to Riot Games (2018). This phenomenon creates a space where people have constant interaction with the videogames, the esports scene, the streamers, the athletes, other fans and other gamers. Firstly, this article discusses the processes involved in the creation of a robust streaming community around a competitive videogame, therefore attracting a bigger fan and gamer base; creating the opportunity for the videogame to become an esports. This paper analyses how the spectatorship of competitive videogames through streamers or professional players creates communities, thus creating a cycle of constant community reinforcement and continuous growth. These community creation processes ignore the boundaries in between online and offline bonding. Through the statistical analysis of online questionnaires, of self-reported streaming and esports spectators, distributed via internet forums of online gaming and esports communities and streaming channels in Latin America; the authors expect to help in the understanding of emergent ways of spectatorship that involve active participation, their relationship with sports (esports) and an alternative way of creating community through sports and entertainment.

Id: 21395

Title: Uncovering hidden patterns of meanings: the case of the most successful Spanish radio sports programs on Twitter

Session Type: Individual submission

Authors:

Name: Jesus Perez Dasilva

Email: [jesusangel.perez\(at\)ehu.eus](mailto:jesusangel.perez(at)ehu.eus)

Country: ES (Spain)

Affiliation: The University of the Basque Country

Name: Koldobika Meso Ayerdi

Email: [koldo.meso\(at\)ehu.eus](mailto:koldo.meso(at)ehu.eus)

Country: ES (Spain)

Affiliation: The University of the Basque Country

Name: Terese Mendiguren Galdospin

Email: [terese.mendiguren\(at\)ehu.eus](mailto:terese.mendiguren(at)ehu.eus)

Country: ES (Spain)

Affiliation: The University of the Basque Country

Abstract: Nowadays, sports programs have become spaces of great influence due to the status acquired by sports and everything that surrounds it. These types of journalistic programmes use the microblogging network to get closer to their fans and increase their visibility.

Spanish radio discovered social networks in the 2009-10 season (Peña and Pascual, 2013: 124) and soon became a new tool “to strengthen and build a renewed relationship with its audience providing it with a virtual meeting and socializing space” (Ramos del Cano, 2014: 1). Thus, “the community of a particular radio network is no longer only composed of its listeners, but this it is enriched with the addition of the ‘social audience’” (Videla and Piñeiro, 2013: 86).

In recent years, the microblogging network has become a tool that is generally used in sports journalism and affects the collection, publication and coverage of sports news (Butler et al., 2013; English, 2014). Twitter has grown into a meeting space where journalists can promote stories (Schultz and Sheffer, 2010), monitor news and discuss topics with the users interested in the latest sports news (Sherwood and Nicholson, 2013).

This paper analyses the profiles of the 5 most listened to radio sports programs on the Twitter platform. NodeXL software, one of the main open source analysis programs for networks (Hansen et al., 2010), is used to discover hidden patterns of meanings creating a semantic and a hashtag network. This software is also used to study the flow of information within the network and to identify which are the most important profiles. To do this, in this research we analyze the 3,200 most recent messages posted in the profiles of each of the most listened-to radio sports programmes (N=16.000).

Id: 21421

Title: Fan reaction through the lens of big data: Breaking down the Cristiano Ronaldo-Juventus transfer on social media

Session Type: Individual submission

Authors:

Name: Adolfo Nieto

Email: adolfo.nieto(at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Emilio Fernández Peña

Email: emilio.fernandez(at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: The shock and turmoil in the world of football around the Real Madrid's all-time top goalscorer move, Cristiano Ronaldo, considered one of the greatest players in football history, to Italian giant Juventus in the summer of 2018 had its reflection on social media, where fans expressed their comments directly to the player's posts on Facebook and Twitter. This paper studies the impact that transfer had on the online public opinion using the big data tools Netvizz and Twitter Capture and Analysis Toolset (TCAT), which have been designed for academic use, to monitor and collect data (Borra & Rieder, 2014).

Social media has embedded in sports in a very short period of time and, as a result, there is a need to understand the resources, the nuances and the power they possess. The process of demolishing the barriers between sports idols and their fans has led to the rapprochement between the two, which has modified or expanded the traditional forms of that interaction, i.e., now many athletes use social media as a way to interact personally with their fans (Hutchins, 2011) because they can control their messages and images (Gregory, 2009). But these platforms have also allowed fans to convey their feelings and get a sense of community when their opinions are supported by others.

The unprecedented number of indicators that big data can retrieve from users' interactions, always respecting the privacy conditions and the personal configuration (Rogers, 2013), could reveal what in Psychology is called anomic behaviours (Nester, 1989), that occur outside the formal group structure. Anonymity frees the individual from considerations of politeness and can lead them to be arrogant or offensive, although social networks not only foster violent feelings but mostly passionate ones: love, suffering, anger, disappointment.

These emotional scenarios connect well with the consumer, who demands brands to transmit sensations, stories where both (brand and consumer) are protagonists. Therefore, sporting events are the perfect framework to make a transcendent connection with the potential client, to engage with them.

From the perspective of business marketing, engagement is defined as "a behavioural manifestation toward the brand or firm that goes beyond transactions" (Verhoef, Reinartz and Krafft, 2010: 247), and includes "all consumer-to-firm interactions and consumer- to-consumer communications about the brand" (Gummerus et al., 2012: 858). In this context, engagement can be considered as an affective and cognitive bond with a personified brand or product, in our case, a football player.

By examining the engagement of these interactions, we can provide an overview of the sentiment that prevailed among fans, outlining opportunities for brands to identify obstacles to the effective dissemination of commercial messages and assess performance targets, and for athletes to improve their personal brand management when a major shift in their careers is about to happen.

This investigation has been possible thanks to the research project: Social networking and football: violence, the participation of the public and the ecology of the communication, funded by the Ministry of Economy and Competitiveness of Spain in the 2016-2018 call.

Id: 21705

Title: Análisis de la información deportiva en los medios de comunicación de Navarra

Session Type: Individual submission

Authors:

Name: Clara Sainz-de-Baranda Andujar

Email: cbaranda(at) hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Marian Blanco-Ruiz

Email: marianblancor(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: En la actualidad, los diferentes estudios sobre información deportiva a nivel nacional e internacional han demostrado diferencias de género en el tratamiento que reciben las y los deportistas. Apenas existen estudios que se centren en la información local y regional y profundicen en la presencia y el tratamiento con perspectiva de género.

El objetivo de esta comunicación es analizar si en las desconexiones territoriales de medios nacionales y en los medios regionales existen diferencias respecto a otros estudios en la presencia y el tratamiento de los y las deportistas y los temas y los deportes tratados.

La muestra está formada por un total de 4.590 noticias. Se ha utilizado la ficha de análisis planteada por Sainz de Baranda (2014), donde la variable género de protagonistas principales de la información será la que constituya la variable independiente. Para la proporción de espacio dedicado a las personas que aparecen en la información, en la prensa impresa se ha calcula en cm²; para la prensa digital se ha utilizado el número de caracteres; y para la radio y la televisión los sonidos.

Para el análisis de los resultados se ha realizado un análisis descriptivo e inferencial de los datos (tablas de contingencia, Test de Chi-cuadrado y ANOVA) con un nivel de significación estadística de $p < .05$.

Del total de 4.590 informaciones analizadas, el 6,1% están protagonizadas por mujeres frente al 87,10% que están protagonizadas por hombres. Un 3% de las informaciones son `mixtas`, donde hombres y mujeres comparten protagonismo y un 3,9% corresponden a un protagonista `neutro`. Según el medio analizado –diario impreso, diario digital, televisión o radio- encontramos diferencias estadísticamente significativas ($p=0.001$) en relación con quién es protagonista de la información. Nuevamente vemos reflejado un elevado protagonismo masculino en la información deportiva navarra, los hombres son protagonistas del 87% de la información de los diarios impresos, del 90,1% de la información de los diarios digitales, del 86,1% de la información en televisión y del 86,6% de la información en radio.

Id: 21980

Title: Professionalism in sports journalism: a multilevel study of journalistic autonomy in Mexico

Session Type: Individual submission

Authors:

Name: Mireya Márquez-Ramírez

Email: mireya.marquez(at) ibero.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Mexico City

Name: Juan Carlos Colín Vaughan

Email: colinjuancarlos(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Mexico City

Name: Ángel Iván Húquez Sánchez

Email: huguezsanchez(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Mexico City

Abstract: As sports journalism is normally placed in the field of infotainment and often questioned and challenged as real journalism (Rowe, 2007; Sugden & Tomlinson, 2007), it has struggled to defend its mission and professional values. The professional canons and values of sports journalism are less clear and consensual than those of other fields of specialty. Sports journalists either fail to assume such standards as part of their functions (Márquez Ramírez and Rojas Torrijos, 2017) or are "poorly prepared" to conduct the more difficult tasks associated with the "fourth power" associated to political journalism. Since journalistic professionalism is deeply connected to the notion of autonomy (waisbord, 2013), are sports journalists "professional" in the sense that the classic theory on professions and professionalism entail?

This paper is based on in depth interviews with 60 sports journalists in Mexico City and the northern city of Hermosillo, Sonora. We argue that while sports journalism in Mexico has struggled to conform itself as a professional occupation to gain legitimacy and public recognition against other actors, it had slowly been up to their actors –sports journalists— to establish the preferred norms and professional values that best epitomize professional practice, such as passion. At the same time, through a comparison of national and subnational journalists and their role conceptions and practices, we argue that even those incipient professional norms that have slowly configured the sports journalism field have been eroded by both digitalization and commercialism in ways that severely undermine the autonomy of journalists. For example, the mastery of knowledge and technical skills posed by new digital technologies and social media have, in fact, rendering less professionals and qualified sports journalists.

Id: 22192

Title: Radical football fans behavior in social networks - Case of Study: El Clásico 2017/2018

Session Type: Individual submission

Authors:

Name: Oriol Figuera Godoy

Email: oriol.figuera(at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Emilio Fernández Peña

Email: emilio.fernandez(at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: The radical fans, popularly known as ultras or hooligans, have been on the football fields for a long time. Spain has two of the most successful teams in the football history, FC Barcelona and Real Madrid, whose fans have enmity for years because of political, ideological and sports reasons (Viñas, 2005). El Clásico, the match between these two teams, is one of the most viewed sports events in the world.

This research analyses the activity generated on Facebook and Twitter by the ultras of those teams during El Clásico in 2017/2018 season of La Liga. The radical fans studied are Ultras Sur from Real Madrid and Supporters Barça from FC Barcelona. We don't include Boixos Nois in the investigation because they were expelled from Barça's Stadium in 2003. Despite this, it is important to mention that some members of Boixos Nois now are part of Supporters Barça.

This research aims to shed light on the use of social networks by the most radical fans of Spanish football. Our goal is to find out the engagement, nature and typology of the content generated by the ultras. The analysis of the data obtained will allow us to show empirically through the social networks the level of violence outside the stadiums.

The violence in the stadiums has been going on for many years, and now it seems that the extremist attitude has been transferred to social networks (Cleland, 2014). The research team wants to devise some possible mechanisms to regulate the activity of the football radical groups of La Liga in the social networks.

About the methodology, we could say that our research uses two tools developed by Digital Methods of the University of Amsterdam to analyze big data. Netvizz is software to study Facebook through their APIs always respecting the privacy politics of the platform (Rieder, 2013). The other software is TCAT also works throughout the APIs of Twitter. These virtual tools allow us to extract and analyze big data during a specific period of time in the most successful social media platform (Rieder et al., 2015). The methods developed are complemented by interviews with specialists in social networks and radical groups of Spanish football. We study El Clásico from the day before to the day after the match.

In the results, we will see that the language used by the ultras on Facebook is more provocative and aggressive than violent. In the last years, the radical fans started using more the metaphorical violence than the physical (Giulianotti et al., 1994). They try to scare and intimidate the rivals singing chants, shouting, using aggressive language or burning pyro. They hit or assault the other fans less than they used to do it in the late '80s (Adán Revilla 1998; Viñas, 2005).

This paper I would present is related to my Ph.D. dissertation, which is framed in an I+D Research Project funded by Ministry of Economy and Competitiveness of Spain.

Id: 22230

Title: "All even on style points" - Authobiography as the medium of female athletic identity

Session Type: Individual submission

Authors:

Name: Flóra Csatári

Email: fcsatari(at) eusp.hu

Country: HU (Hungary)

Affiliation: Eötvös Loránd University

Abstract: Sport is the number one news topic on which women are most likely not to report and the third most likely in which women not to be present in any medium (GMMP 2015). Manliness seems to be an inseparable characteristic of sportsmanship as an ideal type. Sportsman in a broader sense not only means an athletic man; it can be understood as a moral ideal as well. To a certain extent, autobiography as a medium offers a unique narrative position for female athletes. As perceived authors and principal characters of their own books, they can challenge this discourse and the available overt sexualized and/or ultra-feminine role models of it. In autobiographies, female athletes can have more narrative power to identify and represent themselves as athletes or even as 'sportsmen'. This presentation gives a narrative analysis of the autobiographies of the thirty-nine-time Grand Slam champion American tennis player, Serena Williams (titled: On the line) and the five-time Grand Slam champion Russian tennis player, Maria Sharapova (titled: Unstoppable – My life so far) from the point of view of cultural and gender studies. It reflects on the problematic aspects of authorship and authenticity with regard to the practice of ghost writing, moreover it identifies similar narrative strategies in the above-mentioned books. Williams constructs a powerful feminine type of sportsmanship, which appears as a role model. Sharapova merges her private and her public selves in an identity in which celebrity plays a more dominant role than femininity. Her purpose is not to set a role model and motivate the readers, her book is written out of a will of self-understanding. They both reflect on how they use their femininity as an athletic tool, they both give their personal definition on sports morality.

Key words: gender studies, sportsmanship, identity, autobiography

Id: 22336

Title: les vedettes sportives comme moyen de communication des marques en Côte d'Ivoire

Session Type: Individual submission

Authors:

Name: Katia Ouattara

Email: ouattarakatia(at) yahoo.com

Country: CI (Côte d'Ivoire)

Affiliation: Université Peloforo Gon Coulibaly de Korhogo

Abstract: La publicité est l'un des outils de communication les plus utilisés dans nos sociétés. A la télévision, sur internet ou en ville, nous sommes constamment sollicités par les spots ou les affiches publicitaires. Les marques recherchent ainsi à travers ce moyen de communication à influencer les consommateurs en vue de l'écoulement de leur produit ou service. L'on constate, ces dix dernières années, une utilisation de plus en plus importante des célébrités sportives comme moyen de séduction des publics cibles. Ainsi, il nous est apparu pertinent de porter notre regard sur l'usage de ces personnalités à travers ce type de media. Cette réalité nous conduit aux questions suivantes : quelles sont les stratégies persuasives utilisées, à travers les stars sportives, pour séduire les consommateurs ivoiriens ? Et quels en sont les messages ?

La méthodologie utilisée pour cette étude est la sémiologie qui s'appuie essentiellement sur le modèle binaire (dénotation et connotation) de Roland Barthe cité par Adam et Bonhomme (2014 :285), tel qu'appliqué par lui dans le cadre de l'analyse de la publicité des patates Panzani. Barthe distingue trois types de signes présents dans l'image publicitaire : les signes iconiques (l'image), les signes plastiques (dimension esthétique) et les signes linguistiques (tout ce qui relève des mots écrits). Concrètement, il s'agit d'énumérer, à partir de chacun de ces trois signes ce que l'on voit et d'en interpréter les diverses significations.

Notre corpus est composé de dix affiches publicitaires que nous avons analysées afin de dégager les stratégies persuasives et les messages sous-jacents. Ce travail révèle plusieurs stratégies persuasives utilisées par les annonceurs pour séduire les consommateurs : utilisation des vedettes sportives comme porte parole des marques et surtout comme promoteur des produits du fait de leur jeunesse, de leur élégance, et de leur notoriété. Ces promotions sont d'ailleurs le plus souvent faites à partir des espaces de compétitions lieu d'exercice de leur métier. En raison du faible niveau d'alphabétisation des populations, on assiste à l'usage d'un langage simple, etc.

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Id: 22444

Title: Reproduction of Indian national identity and Gender Binaries in Sports Advertising: A Study of Cricket themed Campaigns in India

Session Type: Individual submission

Authors:

Name: Kulveen Trehan

Email: kulvin_78(at) rediffmail.com

Country: IN (India)

Affiliation: Guru Gobind Singh Indraprastha University , New Delhi , India

Abstract: Sports advertising is one of the most visible media in creation and reproduction of national identities . Sports can both define a culture and express it. The Indian national identity has been dominating the discourse in the recent years. A unique national identity for India is being created and catered to especially by the media. Billings (2014) notes that Sports media has been central to the discourse on construction of a ‘nation as an imagined community to construct national sameness and differences to the other national collective’ as outlined by Cilia , Reisegl & Wodak (1999). Billings (2013) and Butterworth (2010) saw use of social identity gratifications in international sports and conceptions of nationalism in media sport consumption. Construction of national identity focuses on culturally meaningful pattern of signs and symbols and their meaning making along with dominant cues in the verbal narrative of sports media content. Sport because of its ability to hold audiences captive , creation of human drama , carefully crafted binaries of identity(Jhally, Guttman1996, Jackson,1988) and nationhood (Rowe,1996) acquires value as a socio-cultural commodity . Sports advertising has often served as a potent media text being a visible marker of promotional culture, consumption and capitalism that celebrates competition, achievement (Jackson,2012). Kennedy and Hills (2009) in ‘ Meaning between the Gaps – Humour and Identity in Rugby advertisements’ underline the use of national stereotypic signifiers , hierarchy of identities and the translation of meaning system of heterosexual masculinity and national identity onto the brand advertised. Cricket makes up the largest chunk of sports related media content produced and consumed in India. Boria Majumdar calls Cricket India’s “ de facto national sport”. Much of sports programming is dedicated to cricket in India. Therefore, cricket themed campaigns become the conduits of social communication and spheres of ideology making them a valid media text to study signification and meanings .

Research Questions

1. What are the patterned signs of the India National Identity in Cricket Advertising?
2. Are the recent Cricket ads legitimizing jingoism and nationalist regression?
3. How do binaries of gender interact with national identity in ads?
4. Do the Cricket advertisements deploy tropes of victory of the underdog, or avenging defeat from the mightier?

Methodology

A semiotic analysis of the cricket advertisements, Neighbour Vs Neighbour (Asia Cup,2018) #JerseyKnowsNoGender (T20 World Cup 2018), Cricket Ka Asli King Kaun (Ind Vs Nz,2018) and Mauka Mauka (India vs Pakistan, World Cup 2015) was done . These campaigns gathered maximum viewership on Youtube. Semiotic analysis of the campaigns revealed patterns of signs, meanings and their ideological simulations. Signifiers were identified and signification affixed

based on Kennedy and Hills step by step guide to Analysing Media Sport (Sports, Media and Society, p29-32). Derrida's deconstruction and Barthes semiotics guided the analysis. Post structural critique forms the theoretical foundation of semiotics in the present study. Post structuralism argues that 'the orchestration and manipulation of signifiers' (sound, words, images etc.) determine the quality and the nature of the signified, hence inverting the relationship between them unlike proposed in linguistic structuralism (Lee, 2015).

Id: 22455

Title: Global Sports-Media Complex competition in France and Francophone Africa

Session Type: Individual submission

Authors:

Name: Gerard Akindes

Email: gakindes(at) gmail.com

Country: QA (Qatar)

Affiliation: Josoor Institute

Abstract: Global sport broadcasting landscape has transformed substantially since the 1990s. These transformations have led to an increased competition for domestic and international broadcasting rights acquisition. Satellite and digital technologies open national or continental league games to a global audience. These technologies along with the liberalization of broadcasting laws in many countries gave the possibilities to national and international pay-tv broadcasters to penetrate targeted local markets by broadcasting locally or internationally hosted or produced sporting competitions.

For pay-tv broadcasters, live football and sport audiences as potential subscribers became an important business driver. Canal +, the first pay-tv broadcaster in France acquired the rights to broadcast the French professional football league, Ligue1, in 1984. In parallel to the French market Canal+ also became the first pay-tv provider in Francophone Africa.

From the pioneer years of Canal+ in France and Francophone Africa with mostly French football broadcasting, sports television broadcasting evolved in France and Francophone Africa with a more competitive mediascape. In France BeIn Sports owned by Qatar entered the French sports broadcasting market acquiring the French professional football league Ligue1. In Francophone Africa, the Chinese owned Startimes is today now competing with Canal+ in Francophone Africa. Without a direct causality, can the transformations observable in Francophone Africa be linked to France television broadcasting competitive transformations?

The paper is a comparative analysis of the transformation of the sport broadcasting landscape in France and Francophone Africa. The first two parts of the paper describe the evolution of the sports broadcasting landscape in France and Francophone Africa. The second section of the paper analyzes the implications of new entrants in Francophone Africa sports broadcasting landscape. In conclusion the paper discusses possible correlation between France and Francophone sports broadcasting transformations.

Id: 22543

Title: Equestrian sport, Influencers and identity.

Session Type: Individual submission

Authors:

Name: Aage Radmann

Email: aage.radmann(at) nih.no

Country: NO (Norway)

Affiliation: Norwegian School of Sport Sciences

Name: Susanna Hedenborg

Email: susanna.hedenborg(at) mau.se

Country: SE (Sweden)

Affiliation: Malmo university

Name: Lovisa Broms

Email: lovisa.broms(at) mau.se

Country: SE (Sweden)

Affiliation: Malmo University

Abstract: The aim of this presentation is to map out and analyse stable cultures in social media.

One of the most popular sports among Swedish and Norwegian girls and women is equestrian sports. This can be seen not only in the number of members in the Equestrian Federations, but also in relation to social media. Numerous blogs, Instagram, twitter and snapchat accounts are devoted to horses and horsey people. In this presentation Norwegian and Swedish social media influencers are studied.

According to Hirdman (2018) the constant flow of faces and bodies, the constant viewing, is characteristic of our time and perhaps the most revolutionary and profound experience of the media-driven society. It is a form of sociality where we can look at (un)familiar content, hidden from the eyes of others and be part of a community. We create emotional bonds of closeness and intimacy to media characters such as “Influencers”, people we do not know in personal and never meet. Relationships that we sometimes can experience as stronger and deeper than those we have for friends and family. This is a form of medial sociality (Thompson 1995) connected to attention economy (Miah 2017). It is “broadcasting of human emotions” contextualised in a relationship that we can control and fill with our own perceptions and expectations (Reeves & Nass, 1996). Social medias potential for informing, mobilizing, organizing and coordinating will be discussed (Larsson & Olsson, 2016).

This presentation is based on a study of the six most followed influencers on Instagram in the horse sector (3 from Sweden and Norway respectively). The number of followers were between 8000 and 365 000.. The influencers’ posts and comments to these posts were followed every day for one month (9/10–9/11 2019). Except Instagram Facebook, twitter, Youtube and Blogs was followed. A

netnographic method (Berg 2015) was used and our observations were documented using thick description (Geertz 1973).

The study shows that some of the Influencers use mixed social media in their communication with their followers others just broadcast their message. The most common themes concern: private life, knowledge about horses and general advices for (horse) life. Commercialization and admiration where important parts of the content and the use of pictures and emojis created an atmosphere of cozyness and happy life. A medial sociality, communicating an onstage version of life and a strong impression management from the Influencers was created.

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Id: 23032

Title: "ROY'S TURKISH DELIGHT": Football, Nationalism and the Representation of Turkey in the British Sport Media

Session Type: Individual submission

Authors:

Name: Nilufer Turksoy

Email: nilufer.turksoy(at) emu.edu.tr

Country: CY (Cyprus)

Affiliation: Eastern Mediterranean University, Faculty of Communication and Media Studies

Abstract: Nationalism is an old form of particularism; it creates marginalization, polarization and inequalities of power between the Self and the Other. “The Other is always constructed as an object for the benefit of the subject who stands in need of an Objectified Other in order to achieve a masterly self-definition” (Pickering 2001, 71). Western thinking is founded upon the logic of binary oppositions: heroes versus villains, civilized versus primitive, and good versus evil, or sane versus mad. As social actors, media institutions are the primary vehicles for the circulation of binary forms of representations that emphasizes the differences between the Self and the Other (Poole 2002; Said 1978, 1997). They can use representational and conceptual systems to construct meanings in relation to the Other. Western media’s coverage of an international event, in this case a football competition, raises some ethical questions about the choice of specific lexical items and textual manipulation.

Drawing on the work of Stuart Hall’s representation theory, this study examines how Turkey, a nation located on the semi-periphery of Europe, is represented in Western sports media outlets. By looking at the role that sections of the British sports press plays in their construction of the Turkish national identity, I evaluate the Euro 2016 and Euro 2004 reporting of the UEFA European Championship qualifying matches between Turkey and England. I employ qualitative content analysis as a method of inquiry (Schreier 2012; Berg 2001). The corpus consist of 170 news outlets, published in two different time frames: Euro 2016 and Euro 2004. I apply a combination of lexical, thematic and narrative analysis , and I question the way that Turkey is represented in the British sport texts.

The style, manner and language used in the presentation of football games between Turkey and England reveals that the British media outlets cynically disseminate the notion of the Turkish national team as a weak opponent, which England need not take seriously. They were intent on ridiculing the Turkish team and exercising cultural hegemony over Turkish culture. This reportage works well in giving Turkey a low-status and an orientalist angle. Furthermore, a reductionist and over-simplified forms of representation is used to degrade Turkey as an inferior country that does not belong to Europe. Especially, British tabloid journalists were inclined to portray Turkey as an Asian country. Findings also suggest that the discourse of the “West” and the “Rest” is alive in the modern world.

Id: 23237

Title: Have We Really Embraced 'The start of an exciting new journey': A Content Analysis of the Olympic Channel's Original Series

Session Type: Individual submission

Authors:

Name: Mingming Xu
Email: xumm(at) bsu.edu.cn
Country: CN (China)
Affiliation: Beijing Sport University

Name: Dolma Yangchen
Email: yangchendolma(at) qq.com
Country: CN (China)
Affiliation: Beijing Sport University

Name: Xiaoyu Lin
Email: 37397037(at) qq.com
Country: CN (China)
Affiliation: Jinan University

Name: Wenting Xue
Email: 1742613357(at) qq.com
Country: CN (China)
Affiliation: Beijing Sport University

Abstract: Following the 2016 Rio Olympics, the Olympic Channel was launched on August 21, 2016. This multi-platform website provides content of Olympic Games, News, Originals Series and Live sports events to promote Olympic spirits throughout the world. Applying framing theory, this research analyzed 653 Original Series videos focusing on issues of nation and gender from Aug 21, 2016 to Dec 31, 2017. Compared to traditional media such as newspapers and television, the Olympic Channel has a unique advantage.

The study found that the Olympic Channel is trying to cater to the younger generation's habits. For instance, "Original Series" records athletes in a documentary way, making the images of athletes more vivid and solid, narrowing the gap between the athletes and fans. In regards of the content of the Olympic Channel, it has been enriched from traditional focus on the event that represents the spirit of competition, to the Olympic humanistic spirit. The top five sports in Olympic Channel (track and field, skiing, swimming, basketball and gymnastics) vary from the top five most-covered Olympic events (gymnastics, track and field, swimming, diving, volleyball) in traditional sports media. The Olympic Channel's "Original Series" promotes the Olympic spirits mainly by telling characters' stories, nearly 60% are non-Olympic champions, which is another difference to traditional media. The characters include not only athletes, but also coaches and sports instructors involved in the Olympic movement. The shooting perspective also extends to ordinary athletes, and the multiple identities of athletes' outsides the field. In terms of gender, males and men's sports (46.3%) were still maintained the major position of sports coverage, the amount was larger than

coverage females and women's sports received. In addition, the coverage on men was related to their games and athletic abilities, while about women were more exposure to their personal life. The framing of coverage for the Olympic Games is yet to completely free from the stereotypes of traditional Olympic coverage on nationality. The uneven coverage of different types of countries and sports on Olympic Channel virtually increases the gap of people's awareness and exposure to sports among countries at different economic levels, may eventually create an imbalance in the spread of the Olympic spirits.

The result shows that the Olympic Channel is IOC's first step into a changing media environment, trying to secure the younger generation's understanding towards Olympic spirits. Placing the overall amount of coverage in a global context, how to make the Olympic Channel the primary medium for young people around the world to embrace the Olympic spirits requires the IOC to focus more on the content and propensity of the Olympic Channel. The true meaning of the establishment of the Olympic Channel is not only the transformation of media format, but also the transformation of Olympic culture "decentralization".

Id: 23267

Title: El periodismo deportivo de opinión en la televisión. Un análisis comparativo de las maneras de presentar la información en dos programas especializados: Futbol Picante (ESPN México) y El Chiringuito (MEGA España).

Session Type: Individual submission

Authors:

Name: Jair Hernández Toledo

Email: reporjair(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: Como muchos otros contenidos mediáticos, los programas deportivos de opinión en la televisión también informan y ofrecen a sus audiencias datos y puntos de vista sobre temas específicos y lo hacen (como es usual en todo proceso de comunicación que busca persuadir y generar adherencia) a partir de utilizar estrategias argumentativo-retóricas (recurriendo al lenguaje verbal, sonoro y visual). En el caso específico de los programas televisivos que se centran en el tema de futbol como “Futbol Picante” (que en México se transmite por ESPN) y “El Chiringuito” (MEGA TV España), es evidente que se trata de dos programas que buscan informar y persuadir a sus audiencias para que se mantengan consumiendo sus contenidos a partir de dar estadísticas, presentar resúmenes de partidos, editorializar, analizar y opinar sobre partidos, etcétera. Se trata de dos programas especializados en futbol cuyo formato ha sido muy exitoso (como lo demuestra el tiempo que ambos han durado al aire). El problema es que en muchas ocasiones este tipo de programas de periodismo deportivo de opinión en la televisión al estar enmarcados dentro de ámbito del info-entretenimiento, son denostados y criticados por ciertos sectores intelectuales al considerar que construyen una imagen repetitiva, simple, predecibles y estereotipada del balompié profesional, a veces hasta banal e incluso hasta superficial (ya que no van más allá de la cancha y la especulación). A partir de este desprecio y de la escasa producción académica en México y América Latina que existe sobre este tipo específico de programas, en esta tesis se compartirán los resultados de una investigación sobre Futbol Picante” (ESPN) y “El Chiringuito” (de España) observados como organizaciones, comparando las diferentes estrategias retóricas-argumentativas que utilizan los periodistas que ahí colaboran. Esto a través de un análisis cualitativo, la herramienta de recolección de datos es la documental.

La base de este trabajo es documentada a través de autores como Andrew C. Billings, Mike McNamee, Willian Morgan, Robert Simon, Steffen Borge, Paul Davis, Leslie Howe y John Nauright, quienes con sus estudios en diferentes ámbitos del deporte apoyan a su contribución a los estudios de la comunicación y medios deportivos.

Palabras clave: Periodismo Deportivo, Televisión, Info-entretenimiento, Futbol, Teoría de los Sistemas Sociales

Id: 23279

Title: E-sports: from a network communication phenomenon to a marketing strategy

Session Type: Individual submission

Authors:

Name: Catia Ferreira

Email: catia.ferreira(at) fch.lisboa.ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Name: Rui Patarrana

Email: r.patarrana.digital(at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Abstract: Digital games are one of the main cultural industries. According to the Global Games Market Report (Newzoo, 2018), the global games market generated \$137.9 billion in 2018, 91% from which corresponding to digital games. There are more than 2 billion frequent players in the world (Newzoo, 2018), and what had appeared as an entertainment product in the 70's soon became much more.

E-sports are an emerging phenomena worldwide. The competitive play of digital games appeared as a local popular activity in South Korea in the 2000's, but rapidly conquered the players and fans all over the world. Nowadays E-sports are already recognized as a sport, there are being created federations to support players and it is being discussed the possibility of integrating E-sports as a demonstrative sport in 2024 Olympic Games.

We would like to argue that E-sports are one of the activities that best illustrate the dynamics of network communication (Cardoso, 2005, 2008). What had appeared as a digital media phenomenon, shortly became a legacy media content. Media companies throughout the world are investing in broadcasting E-sports competitions and establishing partnerships with individual content producers that are contributing to the emergence of a new professional activity - digital games streamers (Taylor, 2018). Additionally, E-sports are asserting themselves both as a cultural and a creative industry. They are part of a complex network of media, game producers, players, individual digital content producers, and more and more brands that see this emergent type of sports as a fertile territory for experimenting different marketing strategies.

E-sports already compete with traditional media for marketers' attention. According to Statista (2019), the E-sports market revenue has grown from 130 million dollars revenue in 2012 to 906 million dollars in 2018. The value of this sector is expected to continually increase until 2021, Statista (2019) forecasts that it would reach a total revenue of 1,65 billion dollars. Over 80% of the revenues still have as primary sources sponsorships and advertising. From 2012 to 2017 the time spent by Twitch viewers watching video content on the streaming platform have increased from 72 billion to a record of 355 billion minutes (Statista, 2017), contributing to the consolidation of Twitch as a dedicated streaming platform. E-sports involve mass audiences, offering then different channels for implementing marketing strategies, targeting particular audience segments, E-sports competitors and fans, articulating the investment on legacy and digital media, as well as on live events. From championships sponsorship, the constitution of their own teams, SEO and SEA

strategies implementation, direct work with streamers that are asserting themselves as micro-influencers, to the investment on content marketing in particular, there are different opportunities for marketing in E-sports and it is important to fully understand them.

Based on a mixed methodology, this paper intends to discuss the growing relevance of E-sports as a networked media phenomena and to present the particular case of Portugal. We will present the data of a exploratory qualitative research aiming at in deep characterize the Portuguese E-sports media ecosystem, contextualizing it amid the global E-sports reality, through the analysis of quantitative data about the E-sports market worldwide.

Id: 23448

Title: Shadows beyond the boundaries and the pitches: An Analysis of caste and sport in Indian Cinema.

Session Type: Individual submission

Authors:

Name: Venkat Nagesh Babu Karri

Email: kvn(at) tiss.edu

Country: IN (India)

Affiliation: Centre for the Study of Contemporary Culture, School of Media and Cultural Studies Tata Institute of Social Sciences, Mumbai, India

Abstract: Popular discourse as well as academic writing around sport in India is dominated by cricket, hockey and football. Works of Guha (2005, 2014, 2017) Sen (2015), Majumdar (2017) have been influential in taking into account the sports of cricket and football largely.

Within the limited academic writing on sport in India, there is precious little by way of an analysis of caste. The work of Guha (2006) on the Palwankar brothers is an exception in this regard. But the work unpacks caste through historiography. Caste was not a framework of analysis.

Caste is the Indian system of social stratification based on hierarchy that limits participation of the various classes of people through a curtailment of access to resources material, social and cultural.

It further locks lives in notions of ritual purity and profanity. It has historically been used to subjugate populations and sport is not an exception. Despite this there has been not only participation, but also sporting excellence by the members of subdominant castes in India.

Within the writing on sport in Indian cinema, an analysis of caste is found in Majumdar (2001) and Manuthakkaren (2001) but this discussion is limited largely to the film Lagaan (Gowariker, 2001).

As above these works have do not use caste as a framework of analysis but as an outcome.

This paper will analyse the representation of caste and sport in Indian Cinema through a selection of films released in the time period of 1980-2018. This it will do through a critical analysis of representation in film texts within Indian cinema. The texts were chosen through a purposive sampling to allow for an examination of the categories of sport and caste. The texts were chosen to go beyond the usual categories of cricket and football to include the sports of track and field, cycling, boxing, hockey, carroms, and wrestling.

Further caste as a concept within this analysis will range from the dominant to the subaltern.

Such an analysis has repercussions not only for unraveling the politics of participation and popularisation of the sport but also policy formulation for representational diversity in sport. An outcome of this paper has bearing on the ideas of cultural citizenship.

Id: 23460

Title: Discourses of Women's Sport: Pop-up Comments in Live Sports Streams

Session Type: Individual submission

Authors:

Name: Riikka Turtiainen

Email: rmturt(at) utu.fi

Country: FI (Finland)

Affiliation: University of Turku Digital Culture

Abstract: The research findings have proved for decades that there is gender inequality in the sports world. However, women's sport coverage on television has failed to evolve much. Women's sport has a secondary status compared to male sports and the female athletes are constantly treated differently. (E.g. Messner 1988; Kian, Bernstein & McGuire, 2013; Cooky, Messner & Musto, 2015; Domeneghetti, 2018.)

In recent years, the media sport scholars have paid attention to mobile media sport and second screen practices (Hutchins, 2018). The television is still a dominant sports technology and it can define and maintain the popularity of the mainstream sports. However, social media plays nowadays an obvious role in sports and it can be utilized to compensate the lack of coverage of women's sports on traditional broadcasts (Vann, 2014). For example, social media platforms offer a chance for the sports organisations to present live video streams targeted especially for the fans of the female athletes. One of the platforms offering live video stream is Facebook which launched its Live feature in 2016. Live video streams can be seen as a social medium combining the real-time video and the text-based chats. Therefore, this recent phenomenon is described as social live-streaming. (Rein & Venturini, 2018.)

In this study, I examine the pop-up comments on Facebook's live sports streams with qualitative online content analysis. I analyze the character of the comments posted during the Women's Rugby World Cup final (2017) and during the women's final events in the CrossFit Games (2018). I categorize this research material in three main groups: expressions of fandom, performance related comments and negative criticism – by negative criticism I mean comments used primarily for insulting. I want to know if the live sports streams contain gendered comments such as deprecation or sexual objectification of the female athletes. My aim is also to find out how the pop-up comments are structured: do they form a discussion or are they just separate comments without any proper responses. So how social the sports live-streaming really is? And finally, does it bring an alternative approach to women's sports like the hypothesis is.

Cooky, C., Messner, M. A., & Musto, M. (2015). "It's dude time!" A quarter century of excluding women's sports in televised news and highlight shows.

Domeneghetti, R. (2018). 'The other side of the net':(re) presentations of (emphasised) femininity during Wimbledon 2016.

Hutchins, B. (2018). Mobile Media Sport: The Case for Building a Mobile Media and Communications Research Agenda.

Kian, E. M., Bernstein, A., & McGuire, J. S. (2013). A major boost for gender equality or more of the same? The television coverage of female athletes at the 2012 London Olympic Games.

Messner, M. A. (1988). Sports and male domination: The female athlete as contested ideological terrain.

Rein, K., & Venturini, T. (2018). Ploughing digital landscapes: How Facebook influences the evolution of live video streaming.

Vann, P. (2014). Changing the game: The role of social media in overcoming old media's attention deficit toward women's sport.

Id: 23665

Title: Israeli sportswomen self-presentation on Instagram

Session Type: Individual submission

Authors:

Name: Haim Hagay

Email: haimhagay(at) gmail.com

Country: IL (Israel)

Affiliation: Netanya Academic College

Name: Alina Bernstein

Email: alinabernstein(at) gmail.com

Country: IL (Israel)

Affiliation: School of media studies, College of management academic studies (COMAS)The Steve Tisch School of Film and Television, Tel Aviv University

Abstract: In recent years, there has been a rise in scholarly attention to online coverage of female athletes and women's sport. This interest is linked to the emergence of social media as a novel way for athletes to cut out “the middle man”. For undermined, under-represented female athletes having direct interaction with the public via social media, presents an opportunity to empower women to defy masculinist narratives.

Indeed, in examining gender differences on Instagram researchers found that women typically depicted themselves in active poses, thus challenging mainstream media representations of them as passive. However, women who had posed, did so in more sexually-suggestive ways than men (Smith & Sanderson 2015), which prompted researchers to question whether women feel compelled to strike a seductive pose when photographed.

With this in mind, one should consider how the advent of social media provides athletes with an opportunity to portray themselves. Do they present themselves as sex objects for the masculine gaze? Do they construct an "apologetic identity" (Barnett, 2017), emphasizing the time and energy they sacrifice for their sport, whilst maintaining traditional feminine roles? Do they continue to enforce the message that for female athletes, skill is not enough, that looks, and “ladylike” behavior are as important?

To answer these and further questions, 300 photographs posted on Instagram by prominent Israeli women athletes were sampled in early 2019. Athletes were selected based on activity level on Instagram and the number of followers they had. The corpus of the study was then subject to a Grounded Theory analysis (Glaser & Strauss, 1967).

The findings indicate that most of the photos posted by the athletes feature them in active poses, wearing professional clothing during training or competitions, far from the mainstream media representation. However, the Instagram profiles that were analyzed differ regarding the combination of professional and personal life. On the scale between these two aspects, three prevalent types of Instagram users emerge:

The professional athlete – common amongst track and field athletes whose photos are focused primarily on training and competitions.

The human athlete – these athletes present a mix of professional and personal photos (on vacations, in family moments etc.) giving their followers a glimpse into their non-athletic identity.

The pro Instagram athlete – these athletes are “digital natives”. They are younger, have more followers and use Instagram in a more varied ways: promoting brands, participate and initiate joyful “challenges”, upload social photos and use emojis to accompany the photos.

These differences are explained mainly by factors related to the athletes’ age and the type of sports. In our in depth analysis we aim to look further into these findings and analyze more closely the different types of photographs in order to answer our research questions.

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- Smith, L. R., & Sanderson, J. (2015). I'm going to Instagram it! An analysis of athlete self-presentation on Instagram. *Journal of Broadcasting & Electronic Media*, 59(2), 342-358.

Media Production Analysis Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19578

Title: Analytical and Operational Model of Transmedia News Coverage of Planned Events: The Case of the 2018 FIFA World Cup Russia

Session Type: Individual submission

Authors:

Name: Renira Rampazzo Gambarato

Email: renira(at) msn.com

Country: SE (Sweden)

Affiliation: Jönköping University

Name: Geane Alzamora

Email: geanealzamora(at) gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Minas Gerais

Name: Lorena Peret Teixeira Tárzia

Email: lorenatarzia2(at) gmail.com

Country: BR (Brazil)

Affiliation: University Center of Belo Horizonte

Abstract: Similar to the transmedia dynamics observed in entertainment, transmedia journalism operates by expanding journalistic narratives on integrated media platforms, in which the audience is involved in a committed way, adding and sharing content through digital environments, especially via online social networks. Transmedia journalism is an elastic term with a wide variety of theoretical possibilities. For Tellería (2016), transmedia journalism is a field scarcely explored and with plenty of possibilities to be implemented. In sum, transmedia journalism is characterized by the involvement of (a) multiple media platforms; (b) content expansion; and (c) audience engagement. Transmedia journalism can take advantage of different media platforms such as television, radio, print media, and, above all, the Internet and mobile media to tell deeper stories. The content expansion, opposed to the repetition of the same message across multiple platforms, is the essence of transmedia storytelling and, therefore, should be the focal point of transmedia journalism as well. The enrichment of the narrative is facilitated by the extended content. Audience engagement involves mechanisms of interactivity, such as the selection of the elements to be explored, the option to read a text, watch a video, enlarge photographs, access maps, click in hyperlinks, and share information through social networks. Moreover, audience engagement deals with participation via, for instance, remixing content and creating original user-generated content. Participation is intertwined with other concepts, especially empowerment and involvement, enhancing the journalistic experience.

Theoretically, this paper discusses the current contributions to the conceptualization of transmedia journalism (Gambarato & Alzamora, 2018) and focuses on the potentialities of applying transmedia dynamics to the news coverage of planned events. The empirical approach addresses Gambarato and Tárzia's (2017) original analytical and operational model that outlines the main features of transmedia strategies focused on the coverage of planned events in news media. Planned events are temporal occurrences that are usually well schematized and publicized in advance. For instance, the Olympic Games and other major sporting events, such as the FIFA World Cup, are recurring

planned events. The relevance of this model is its contribution to overcoming the difficulties of transposing transmedia logic to the journalism realm. The difficulties comprise, for instance, the complexity of the journalism activity in general (Canavilhas, 2014), the necessity of designing and planning distinct paths and content to be produced across multiple media (Renó, 2014), and issues regarding journalism time-constrained brevity (Moloney, 2011). To demonstrate the application of the analytical and operational model for transmedia news coverage of planned events, the case of the transmedia news coverage of the 2018 FIFA World Cup in Russia is presented. The focus is on ten features of the transmedia news coverage produced by the Brazilian broadcaster Globo Network: the premise and purpose, structure and context, news storytelling, worldbuilding, characters, extensions, media platforms and genres, audience and market, engagement, and aesthetics.

Id: 19706

Title: Bifurcated Images of Japan: Liberal Commercial Chinese Newspapers' Production of Japan-related News

Session Type: Individual submission

Authors:

Name: Tiantian Diao

Email: dttian23(at) connect.hku.hk

Country: CN (China)

Affiliation: The University of Hong Kong, Japanese studies

Abstract: Japan is one of the most important foreign countries in China's international relations as she is one of China's closest neighbors and most important trading partners. However, due to war history, political friction and geostrategic rivalry, news narratives about Japan are closely monitored by the state, but often contested by different actors in the political system. This research aims to examine what kinds of news narratives about Japan were produced by the Beijing News, the Oriental Morning Post, and the Southern Metropolis Daily during 2009- 2015. Chinese news media workers perceive these three commercial newspapers as having a liberal stance in the Chinese ideological spectrum. Through in-depth interviews with reporters and editors who are in charge of producing these reports, this research seeks to explain why such kind of news narrative was produced. The existing scholarly work has focused on how the historical war image of Japan in Chinese media was manipulated to defend CCP's regime legitimacy (Blair, 2007; Dirlik, 1991; Downs & Saunders, 1999; He, 2007a, 2007b) and how the anti-Japanese public opinion was manipulated through controlling the Chinese media to serve CCP's Japan policy (Reilly, 2012, 2014; Stockmann, 2010; Weiss, 2013). Although illuminating, this body of research "stressing on the linkage mechanism of the media" (Baum & Potter, 2008) has oversimplified Chinese media as just CCP's propaganda toolkit. They did not look into how and why such the portrayal of Japan was produced, furthermore, they ignore the numerous news coverage on Japanese social issues. Therefore, it is necessary to recognize the perspectives of the news producers themselves, especially when considering that not only the drivers of propaganda, but the market and localized journalistic professional logic also drive Chinese media in general.

This research is based on the media sociology perspective (Shoemaker & Reese, 1996, 2013) and adopted the news production ethnographic approach (Cottle, 2007; Ilan, 2015). It examines the journalistic "field environment" (Lei, 2016) of Beijing, Shanghai, and Guangzhou and analyses the narrative of Japan-related news of three newspapers. In-depth interviews with a total number of 29 current and previous journalists and editors were conducted.

This research shows the reports about Japan are not always the result of state-mandated censorship but often reflects the interaction of both market forces and the constraints of the journalists' professional competence. When covering sporadic issues to Sino-Japanese relations, for example, the Sino-Japanese island disputes and the wartime history, the news narrative stands for the "national interests of China". This "less-informative" narrative stems from reporters' lack of Japanese language training, readers' popularly accepted frames of Sino-Japanese war history, and the self-censorship of newspapers. The image of Japan as impenitent was amplified. When the three

newspapers depict Japanese social issues, the selection of news topics is based on journalists and editors' intention to provoke reflections on China's own problems. The 'self-otherization' of China motivates journalists to cover such topics as Japanese environmental issues, soccer system, and the aging society. The multifaceted and bifurcated image of Japan was presented in these three newspapers.

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Id: 19898

Title: Escaping a rock and a hard place: the documentary sector between art and business

Session Type: Individual submission

Authors:

Name: Eline Livémont

Email: eline.livemont(at) vub.ac.be

Country: BE (Belgium)

Affiliation: imec - SMIT - Vrije Universiteit Brussel

Name: Willemien Sanders

Email: w.sanders(at) uu.nl

Country: NL (Netherlands)

Affiliation: Utrecht University

Abstract: Due to its specific character, as both an audiovisual media product and an art form, documentary finds itself stuck between artistic aspirations and commercial constraints.

Documentary professionals in Europe are particularly concerned with the future of documentary as a space for public debate, as material and immaterial public support is decreasing. In addition, new technologies, such as new digital distribution platforms, disperse audiences. While they increase creative opportunity as well as interest in documentary (Austin, 2007), they have not yet resulted in robust alternative revenue sources. This precarious position complicates the formulation of a clear policy for the sector.

In 2017, the European Documentary Network (EDN, www.edn.dk) initiated the Media and Society project in an effort to develop policy recommendations to strengthen the documentary sector in Europe. Part of this initiative was a stakeholder consultation with professionals in the documentary sector. Filmmakers, producers, commissioning editors, policymakers and other documentary professionals were invited to share their experiences and opinions. We took part in this project by (1) developing a survey (N=211), by (2) guiding EDN in conducting focus group interviews (N=7), and (3) by analysing the results. The main question that accompanied this research was: how do stakeholders situate the European documentary sector within the wider context of arts, culture and media industries? Due to the limited study of documentary within Cultural/Creative Industries research, and because of the project parameters, we opted for a bottom-up approach, akin to grounded theory. This led to a survey with multiple quantitative questions about financing, production and distribution practices. The focus group was guided by perceived challenges, opportunities and policy priorities for documentary.

It is evident from the data obtained that the documentary sector is a fragmented and economically fragile sector, characterised by a multitasking culture (Bilton, 2007), a flexible labour market (Blair, 2001, 2003; Steine and Schneider, 2013), small incomes and turnover, and a dependency on public funding (Sørensen, 2012; Zoellner, 2009). The results further suggest that documentary suffers from its ambiguous character as both part of entertainment and television, and fine arts (Chartrand, 2001, 2016).

On the one hand, respondents see documentary as a form for diverse cultural expressions with a clear societal role (Choi, 2018), that requires government protection. Filmmakers typically combine their art with other (documentary-related) jobs (Bilton, 2007). This might account for an observed lack of networks, collaboration and knowledge exchange. On the other hand, respondents see documentary as a medium capable of attracting larger audiences, potentially profitable through digital/online exploitation (Sørensen, 2014) - especially when focusing on new digital and/or interactive forms and formats. However, knowledge about proper innovative forms still needs to be developed (Ibrus and Ojamaa, 2014). The responses echo the lack of a coherent business model (Baumann and Hasenpusch, 2016) and linear television's continued relevance (Doyle, 2016).

Id: 20222

Title: La transformación de los procesos de producción publicitaria en España en la última década (2008-2018)

Session Type: Individual submission

Authors:

Name: Ana Visiers

Email: avisiers(at) villanueva.edu

Country: ES (Spain)

Affiliation: Lecturer, Media Studies, Centro Universitario Villanueva, Madrid, Spain

Abstract: La investigación mostrará, a través del análisis de los resultados de más de 20 entrevistas en profundidad realizadas a profesionales del sector publicitario, la realidad actual de los procesos de producción, los profesionales que intervienen y el rol de cada uno de ellos.

La investigación científica coincide en señalar el organigrama de producción de los anunciantes, las agencias y las productoras antes de la crisis económica española de 2008, como un proceso lineal en el que el anunciante contrataba a una agencia para la realización de una campaña. A su vez la agencia subcontractaba a la productora para la realización del spot audiovisual. No obstante, algunos estudios más actuales ponen en evidencia que estos procesos se han modificado.

Teniendo en cuenta la información facilitada anualmente por InfoAdex respecto a la inversión publicitaria en España (datos de 2017), la recuperación del sector es un hecho. Sin embargo, a través de una investigación basada en entrevistas en profundidad a profesionales del sector, se confirma que algunos de los cambios que se podían achacar a la crisis, siguen produciéndose tras la crisis económica.

Con el objetivo de conocer estos cambios, la presente investigación profundiza en las diferencias y similitudes de los procesos antes y después de la crisis, a través de la experiencia de los profesionales que intervienen en la realización de los spots publicitarios en España.

Los resultados obtenidos ponen en evidencia que los conocimientos audiovisuales de los anunciantes en España han aumentado, que se han producido cambios en las estructuras de las agencias y en las productoras, y que por todo ello las formas de producción son diferentes en la actualidad.

El objetivo de la presente investigación no se limita por tanto a exponer los nuevos procesos, sino que el resultado sirva para proponer un modelo de producción en la que se mejore la relación de los que intervienen y los resultados en cuanto a la relación calidad/presupuesto.

Palabras clave: Sector publicitario, producción publicitaria, procesos de producción, crisis económica, España.

Id: 20226

Title: The sociality of transforming Hong Kong cinema

Session Type: Individual submission

Authors:

Name: Shih-Chen Chang

Email: chang17tw(at) gmail.com

Country: TW (Taiwan)

Affiliation: Dept. of Journalism and Communication, Chu Hai College of Higher Education, HK

Name: Fangyu Chen

Email: sharonchan331(at) gmail.com

Country: CN (China)

Affiliation: School of Communication, Baptist University, Hong Kong

Abstract: Based on the analysis of local film worker's self-description, this research focuses on the sociality of transforming Hong Kong cinema.

“Media capital”, an idea proposed by the media scholar Michael Curtin who takes Hong Kong film and TV industry as the case to characterize a city where talents and money cluster for its vigorous media performance. However, Curtin doubts that Hong Kong can maintain the privilege after its film industry has deeply integrated with mainland China as many senior filmmakers have moved northward for more joint-production projects and enjoyed popularity with greater box-office performance, meaning Hong Kong's geographical clustering effect was dampened due to the rise of Beijing and Shanghai. Obviously, the coproduction arrangement endorsed by government, especially after the bilateral trade agreement CEPA was signed in 2003, results in uneven and asymmetrical development of both sides.

When compared to the prosperous coproductions, those minor Hong Kong-made movies today demonstrate experiential styles that it is said the New Wave of Hong Kong cinema emerges in recent years. As Hong Kong film industry is alive still, it could be an interesting case for cultural industry study that profit-driven motivation could not dominate cultural activities solely while something else backing current Hong Kong cinema needs to be explored. As the transforming genre of Hong Kong cinema has been illustrated by film studies scholars, this research focuses on the sociality of transformation. To understand the localization patterns of industrialized cultural activity, this research investigates the local cluster of Hong Kong film workers with in-depth interview. Under the theoretical frame of capital conversion, which was proposed by Pierre Bourdieu and used for cultural field studies, it is hypothesized that local film workers would have more solid social and cultural capital when they cannot secure economic capital today. Besides, there should be some conversion strategies to realize their cultural/social capital.

After analyzing the eighteen participants' self-descriptions, this study has some findings: 1. The rule of division of labour is not followed strictly that film workers were expected to be multi-skilled and ready for unexpected urgent problem-solving. 2 The lack of storyboard enables the inclusive and collective creativity, instead of the top-down production process. 3. The intense production,

usually the result of tight budget, nurtures the efficiency-first work value which allows the Hong Kong film workers to distinguish themselves from counterparts. 4. The honored workers who are good at efficient problem-solving have better chances to be re-hired and promoted. 5. The high efficiency is embedded in Hong Kong background, which is strengthened by the Cantonese-centered connections. 6. The traditional mentorship has been challenged that seniority is less respected and gradually replaced by the meritocracy belief. 7. The better honored film workers in this cluster will have more opportunities to participate inter-national/regional productions and like to use local cultural elements for his/her own film production, which reflects his/her team's impact.

Id: 20264

Title: The role of SEO as homogenization element in journalistic content writing in Spain

Session Type: Individual submission

Authors:

Name: David Parra Valcarce

Email: davidparra(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Facultad de Ciencias de la Información de la Universidad Complutense de Madrid

Name: Concha Edo Bolós

Email: conchaed(at) ccinf.ucm.es

Country: ES (Spain)

Affiliation: Facultad de Ciencias de la Información de la Universidad Complutense de Madrid

Name: Almudena Rodríguez Sánchez

Email: almudena_rs(at) hotmail.com

Country: ES (Spain)

Affiliation: Facultad de Ciencias de la Información de la Universidad Complutense de Madrid

Abstract: Strategic justification. When in the early nineties of the twentieth century the process of internet hatching and its conversion from a mere communication infrastructure to a huge content store takes place there are no search engines to access but directories with links to web pages grouped by themes, whose maintenance is carried out by human operators. In 1993, the Massachusetts Institute of Technology launched the Wandex service, which facilitates the tracking of contents, although with levels of precision that are still very rudimentary.

The situation changes dramatically since 1998 due to Google, who sees in the pointed shortcomings a significant business opportunity. The implementation of an own algorithm, known as Page Rank, implies that the positioning of a web page depends not only on the webmaster but also on the external links that the site receives, arguing that if the content is used as a reference its quality will be good. An environment is configured in which, in theory, the search engine rewards quality and unique content, natural link building (instead of meaningless links) and respect for the best practices manual developed by Google. However, practice denies such an approach. It is the widespread use of robotics and algorithms for the production and distribution of news that nowadays can more quickly damage quality journalism.

Hypothesis. This particular scenario leads in Spanish case towards a homogenization in the writing of journalistic contents, conditioned by SEO positioning rather than factors of a strictly journalistic nature. We consider that this situation impacts on: the texts of the information, which often abuse on the key words and adopt a redundant writing style; the headlines, in which a clear tendency to sensationalism is perceived as a way to get the internet user click; the structuring of the short links within the URL of the website that must be provided to the CMS, in which sometimes computer programming tricks, closely linked to the clickbaits previously exposed, are found allowing the proliferation of fake news.

Methodology. In order to examine the impact that SEO techniques have on the writing of journalistic contents, we focus our attention on digital native cybermedia, selecting the five that have the largest number of unique visitors in Spanish market: El Confidencial, El Español, OK Diario, El Diario and HuffPost.

Once the sample was determined, individual interviews were carried out with journalists and technician responsables that are carrying out their activity in each of the selected cybermedia, as well as an analysis of the content related to the different information generated in these cyber-journals.

Id: 20267

Title: Análisis de la narrativa multimedia de actualidad en medios digitales españoles: abuso de hiperenlaces, vídeos suministrados e interactividad temática

Session Type: Individual submission

Authors:

Name: Pilar Sánchez-García

Email: pilar.sanchez(at) uva.es

Country: ES (Spain)

Affiliation: Universidad de Valladolid

Name: Dolors Palau-Sampio

Email: dolors.palau(at) uv.es

Country: ES (Spain)

Affiliation: Universidad de Valencia

Abstract: Los medios de comunicación digitales cierran su primera etapa de 25 años de consolidación con un futuro aún inimaginable (Salaverría, 2019). Su evolución, en paralelo al desarrollo tecnológico, se traduce en una convergencia mediática multifactorial en torno a nuevos modelos de negocio, soportes cambiantes, vinculación con la audiencia y el despliegue de nuevas narrativas (Deuze, 2003; Lawson-Borders, 2006; Quandt & Singer, 2009). Un entorno que propicia una revisión constante de sus transformaciones y, precisamente, este cuarto de siglo de comunicación digital se presenta aquí como un punto de inflexión propicio para revisar una de las aristas del cambio mediático: el desarrollo y aplicación real de la narrativa multimedia en la información de actualidad.

El periodismo digital encuentra entre sus múltiples desafíos actuales, el de la redacción y edición de noticias. La construcción del mensaje constituye una de las piezas diferenciadoras mediante el uso de narrativas que reflejan dinámicas internas y externas de la producción periodística. Los estudios relacionados con el lenguaje multimedia constatan un proceso dual en el que conviven la mera réplica de las convenciones narrativas de los medios tradicionales (Manovich, 2000; Himelboim, 2010) junto con una creatividad ilimitada propia de la narrativa integrada o hipermedia (Landow, 1995; Paul y Fiebich, 2004; Cover, 2006; Larrondo, 2009; Napoli, 2010; Arias-Robles y García-Avilés, 2018). En medio de ambas realidades narrativas, los cibermedios despliegan a diario diferentes niveles de profundización de los tres rasgos principales a su alcance: hipertextualidad, multimedialidad e interactividad (Nielsen, 1995) y que Scolari (2004) aglutina en las tres gramáticas: textual, gráfica e interactiva. Un despliegue narrativo que aún va más lento y limitado de lo previsto (Palau-Sampio, 2007; Salaverría, 2019).

Para constatarlo, esta investigación se centra en el análisis de la producción multimedia de medios web en España, donde conviven más de 3.000 digitales en activo y de los que un tercio son nativos digitales (Salaverría; Martínez-Costa; Breiner, 2018). El objetivo es analizar la práctica real de la narrativa multimedia en la producción de contenidos destacados de actualidad en medios digitales españoles. Para ello, se recurre a la metodología de análisis de contenido aplicada a dos periódicos nativos digitales (elconfidencial.com y eldiario.es) y otros dos con matriz impresa (elpais.com y

elmundo.es) durante un período de cuatro meses. Sobre una muestra acotada y aleatoria (N=560) se analizan 25 variables en torno a los elementos de hipertextualidad, multimedialidad e interactividad.

Los resultados reflejan una limitada narrativa multimedia en las informaciones de actualidad más destacadas de los medios analizados y la casi inexistencia de narrativa hipermedia. Se constata un abuso de la hipertextualidad con prácticas repetitivas que redirigen a la web del medio; un uso limitado del multilinguaje con predominio de fotografía y vídeos suministrados, sin edición propia; y que la interactividad de la audiencia predomina en los medios no nativos y centrada en temáticas concretas de política o internacional. El estudio alerta, en definitiva, del predominio de una 'narrativa multimedia de inmediatez', poco elaborada e innovadora, ligada a noticias de actualidad que ofrecen los hiperenlaces y la imagen como único elemento 'disruptor' del diseño de producción digital.

Id: 20413

Title: Will it Travel': The Local vs. Global Tug-of-War for Telenovela and Turkish Dizi Producers

Session Type: Individual submission

Authors:

Name: Carolina Acosta-Alzuru

Email: cacosta2410(at) gmail.com

Country: US (United States)

Affiliation: University of Georgia

Abstract: Dramatic serialized content currently enjoys a dominant position in the television and OTT global market (Roxborough, 2018). Simultaneously, production, consumption and audience metrics are changing due to digital technologies (Farveen, 2019; Laporte, 2016). In this environment, long-established telenovela production powerhouses—Mexico, Brazil and U.S. Telemundo—face new opportunities and threats that complicate some of the differences between their local and global audiences. With newly elected presidents, Brazil's and Mexico's political and economic conditions are in flux. Telemundo is finally neck and neck with Univision in their quest for the top spot in U.S. Spanish-language television. These two U.S. networks currently navigate the political landscape for Latinos and Latin American immigrants—their main audiences—as drawn by the Trump administration. In addition, new non-Latino-American players, such as Turkey, have been displacing telenovela producers in several markets, including on their own turf (Bowen-Tombari, 2018). Turkish dramas—dizis—have made a global footprint. Annual revenue from overseas sales of Turkish TV shows surpassed \$350 million in October 2016 (Vivarelli, 2017) and continued to exceed the \$300 million mark in 2017, giving Turkey a 25% share of the international market for television fiction ("Turkish TV series, productions showcased at Cannes series festival," 2018). Like Mexico and Brazil, Turkey is undergoing its share of political and economic changes. But, unlike the Mexican, Brazilian and U.S. Spanish-language television markets that are dominated by two broadcasters, the Turkish local market is more complex and intensely competitive with five networks engaged in a nightly cutthroat battle, plus an added layer of strong production companies.

As production decision makers for both telenovelas and dizis factor in their national audiences and contexts, and the global market trends, the perennial tension between prioritizing the domestic or the international market has become even more critical. Underpinned by how they rank local ratings versus global sales, these tensions influence the writing, casting and production processes.

Based on in-depth interviews and observations in Miami and Istanbul, and heeding Caldwell's call for examining media production cultures as "social communities in their own right" (2008, p. 2), this paper examines the tensions between local and global markets for telenovelas and Turkish dizis, and how they impact their production.

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Id: 20544

Title: Love at First Sight: Narrative Strategies of Media Brand in the Introduction from News APP Download Pages

Session Type: Individual submission

Authors:

Name: Dixin Xia

Email: 634803000(at) qq.com

Country: CN (China)

Affiliation: Sichuan University

Abstract: Being faced with more and more fierce competition, most media choose to use different forms of materials to display media brand cultures, values and their interests of information products, which means various narrative strategies of media brand. As the most characteristic information product of the times, news APP becomes an important exhibition of brand value which extends the Screen Time from download pages to using interfaces. As a result, the introductions of news APP in the application store establish the foundation for users to fall in love with the product at first sight and become the starting station of brand communication. In this study, 95 comprehensive news apps were selected from the top 200 news applications of Apple App Store in China, taking their product introduction text as the research object and analyzing their different components such as cultural perception, function introduction, user feedback and contact message by referring to the Telecom Cellular Model. This paper attempts to explore the narrative strategies of brand communication from the perspectives of symbols, authority basis, emotional interests, functional interests, brand personality and ideal customers. From this, we can get a glimpse of the establishment methods of media brand in China and the culture circle of information which has been built already.

Id: 20775

Title: The Evolution of TV Socialization in the Era of Intelligence: Human-Computer Separation, Human-Computer Interaction and Interpersonal Communication

Session Type: Individual submission

Authors:

Name: Yajuan Jiang

Email: 15501036551(at) 163.com

Country: CN (China)

Affiliation: Beijing University of Posts and Telecommunications

Name: Lanshan Zhang

Email: zls326(at) sina.com

Country:

Affiliation: Beijing University of Posts and Telecommunications

Abstract: The iteration of television and Internet media follows the law of media evolution. From the perspective of media environment, this study made long-term observations on the correlation between TV content and trending topics on social media, and conducted in-depth interviews with 20 users. According to the research results, the changes and future development of TV social function are reviewed from three dimensions: user attributes, technological development and content type. According to the “Tetrad of media effects”, when the Internet technology reconstructs the media environment and sets off a massive communication revolution, the "disembedding communication" that shrinks time and space has been "enhanced" and has overcome the traditional “on-the-spot communication”. Then, the social function of traditional media represented by TV became "obsolete". In the future, the emergence of intelligent communication technology will be the possible answer to solve the contradictory puzzle between TV and social function. It'll "reverse" the form of people's communication through the scenarized media and promote the "retrieve" of social function of TV. This will push “Human-Computer Separation” turn to “Human-Computer Interaction”, and further connects the user's mind to trigger emotional identity, thus returning to the interpersonal communication with the present of body.

Id: 20910

Title: [Panel] Análisis de las mediaciones ante las innovaciones tecnológicas, Panel description

Session Type: Panel Submission

Authors:

Name: Francisco Bernete

Email: fbernete(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: Como es sabido, las innovaciones tecnológicas provocan cambios en los procesos de producción y reproducción de las sociedades. Su aplicación en un campo, (por ejemplo, la industria del automóvil), genera cambios en otros (p. e., la distribución de bienes o la planificación urbanística), lo que, a su vez, desencadena consecuencias sobre otros (p. e, el empleo, la demografía, las organizaciones, normas, relaciones, percepciones, etc.). En muchas ocasiones, la aplicación de innovaciones tecnológicas en los sistemas productivos y reproductivos provoca desajustes y obligadas transformaciones en los modos de vida de aquellos sectores de población que se ven afectados por los cambios. Esta es la razón por la cual las tecnologías han sido utilizadas con fines mediadores. Se ponen al servicio de la mediación social que se considera necesaria para el progreso de un determinado modelo de sociedad.

Una forma de mediación social es la mediación comunicativa, la que se lleva a cabo al informar de lo que existe o sucede, de modo que ese objeto de referencia tenga un lugar en la conciencia de los usuarios de la información. Por este motivo, las producciones de noticias, artículos, fotografías, etc. son analizadas en muchas ocasiones como prácticas mediadoras, que unos emisores de información llevan a cabo afectando a las visiones del mundo de unos receptores.

Las innovaciones en las TIC provocan cambios en este tipo de mediaciones sociales, pero no solo en aquellas que afectan a la producción de los media: con los dispositivos, aplicaciones y redes creadas por las TIC en las últimas décadas, están transformándose los modos de iniciar, mantener o finalizar interacciones personales; o los modos de producir y distribuir representaciones sobre los agentes sociales; o los modos de combinar grandes relatos con textos brevísimos, emoticonos, memes, etc. y de transitar entre ellos, cumpliendo, a la vez, funciones de emisores y receptores. Son algunos de los desafíos que los “nuevos medios” presentan para el análisis de las mediaciones.

Id: 20911

Title: Repercusiones de la tecnología en nuevas formas de producción mediática

Session Type: Panel Submission

Authors:

Name: María Cadilla-Baz

Email: mcadilla(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: El desarrollo tecnológico y la socialización en el uso de las TIC están afectando de manera más o menos intensa y rápida a todos los ámbitos de nuestra vida. Esta incidencia se hace sentir también en las actividades productivas, entre ellas -y de manera muy sensible- las dedicadas a la producción y distribución de información en el ámbito de la comunicación pública.

Nos encontramos en un momento histórico en el cual cualquier individuo, únicamente con un teléfono móvil y una conexión a Internet adquiere unas capacidades comunicativas sin precedentes, lo cual entraña grandes retos y amenazas para aquellas instituciones que antaño gozaban del privilegio de erigirse como fuentes de información hegemónicas sobre lo que acontece en el mundo. Pero es que además, la gran capacidad transformadora de la tecnología tiene una afectación directa sobre la producción comunicativa de los llamados tradicionalmente medios de comunicación de masas y, por ende, en la manera en que se articulan los datos para la conformación de los relatos sobre lo que acontece en el mundo.

Un ejercicio comparativo de la producción comunicativa de diversos diarios españoles, en sus versiones impresa y digital, respecto a un mismo fenómeno (en este caso, el auge del partido VOX en las elecciones autonómicas andaluzas del 2 de diciembre de 2018) ha permitido a casi un centenar de alumnos de Periodismo observar y reflexionar sobre este fenómeno a través de una práctica docente que se desarrolló en la asignatura de Teoría de la Comunicación.

Se comprueba que el espacio virtual proporciona a los medios nuevos escenarios y espacios noticiosos, en los que también ocurren cosas que merecen ser contadas. Pero al tiempo que amplía sus objetos de referencia, también permite la generación de otro tipo de relatos, enriquecidos merced a las nuevas capacidades expresivas y a los múltiples mecanismos de verificación de la información que, por otra parte, también son herramientas susceptibles de usos con fines de control social.

Id: 20912

Title: Juventud y actividades de ocio mediadas por las TIC: Nuevas dimensiones en las formas de viajar.

Session Type: Panel Submission

Authors:

Name: José Antonio Alcoceba Hernando

Email: alcoceba(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: Juventud y actividades de ocio mediadas por las TIC: Nuevas dimensiones en las formas de viajar.

La globalización y el uso de las Tecnologías de la Información y la Comunicación (TIC) han transformado profundamente los modelos sociales, económicos, culturales... La evolución tecnológica, además de estar determinada por el propio desarrollo productivo que origina los avances y progresos científicos, también lo está indefectiblemente por los usos, las prácticas y las representaciones que llevan a cabo los sujetos con dicha tecnología. En este sentido, las generaciones juveniles actuales son pioneras en la incorporación de las TIC a sus prácticas sociales, por aprendizaje, manejo y cercanía cultural.

Los avances tecnológicos han permitido crear entornos de comunicación totalmente nuevos, que no están sujetos a un medio físico y en los que la información se sitúa en el espacio virtual. Estos entornos rompen la unidad de tiempo, espacio y actividad. El ciberespacio se presenta como un ámbito de información, construcción, creación, aprendizaje y descubrimiento, en los que los jóvenes se desenvuelven con especial soltura.

La evolución del consumo del ocio relativo a los viajes y las vacaciones en la era de la globalización ha sufrido grandes transformaciones, reflejo de la complejidad social actual, donde todo se transforma en producto comercializable, que difiere, como sostiene Dachary, del modelo turístico de masas consolidado en el siglo XX en pleno auge de la sociedad de la producción, y cuyo eje era el trabajo y la familia, que tenía como contrapartida las vacaciones, entendidas éstas como el descanso físico y mental y la integración familiar.

La globalización, además del aumento de los viajes, también ha transformado radicalmente los contextos y escenarios relacionados con el tiempo de ocio y el turismo. La estacionalidad tradicional de las vacaciones, así como sus periodos relativamente prolongados de descanso (semanas, quincenas, mes), ha dado paso a un modelo de consumo de ocio más fragmentado en las formas de disfrute del ocio se han vuelto más imprevistas, breves y diversas.

La virtualización de las formas de ocio, comienza desde la propia planificación del viaje; ya no se trata simplemente de informarse y contratar los servicios al modo tradicional a través de una agencia, un mayorista o una compañía, sino que estas actividades lúdicas se conciben como un proceso que...

- Se desea. Las TIC permiten experimentar virtualmente el viaje navegando por internet a veces por el puro placer de desearlo.
- Se planea. El uso de las TIC en la planificación del viaje se ha impuesto por su comodidad, facilidad, flexibilidad y precio.
- Se busca. Los medios de comunicación tradicionales como cauces de información turística han dado paso a la búsqueda activa de información en internet.
- Se contrata. La facilidad que ofrece Internet y sus múltiples plataformas turísticas y de viaje, conlleva la adquisición de servicios de manera inmediata.

Id: 20913

Title: La mediación de las TIC en las relaciones interpersonales

Session Type: Panel Submission

Authors:

Name: Belén Casas-Mas

Email: bcasas(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: Esta comunicación ofrece un estudio sobre las mediaciones a las que contribuyen las Tecnologías de la Información y la Comunicación (TIC) cuando se producen las relaciones interpersonales. Vivimos en un momento de transformación sociohistórica que afecta a los vínculos con las personas que forman parte de nuestra red de contactos, ya sean familiares, parejas, amigos o conocidos. Esta tipología de comunicantes se ha podido establecer aplicando modelos discriminativos para describir rasgos característicos que distinguen a cada segmento de sujetos cuando interactúan online. El estudio se basa en el análisis estadístico de datos que proceden de una encuesta realizada en España a una muestra representativa de 2800 internautas de entre 16 y 74 años. Los resultados se pueden dividir en tres ejes principales: el tipo de uso social que realizan los usuarios online; la preferencia de los mismos cuando se relacionan cara a cara, frente a sus interacciones mediadas por las TIC; y la evolución de la denominada “brecha digital” referida a las relaciones interpersonales.

Se comprueba que el uso social que se hace de estas tecnologías presenta un carácter instrumental o afectivo en función de la relación que se tenía previamente o de los lazos que se establezcan con las personas implicadas.

Se indaga en la valoración que realizan los internautas de las interacciones mediadas tecnológicamente frente a las que realizan de forma presencial. Esta valoración difiere en cada categoría de comunicantes en función de variables relacionadas con el nivel de estudios, el estatus socioeconómico, el ámbito familiar o el laboral. Además, se han encontrado diferencias que afectan al género en algunas de las categorías de comunicantes; por ejemplo, en las interacciones familiares. Y se identifica que la brecha digital está disminuyendo en todos los grupos de edad, aunque continúa presentando valores más altos entre el colectivo de personas mayores.

Id: 20914

Title: La 'otra' brecha digital: el desarrollo desigual de la virtualización entre el trabajo productivo y el reproductivo.

Session Type: Panel Submission

Authors:

Name: Coral Hernández Fernández

Email: mclhernandez(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: En la sociedad globalizada, la virtualización de los procesos ha ido ganando terreno en aras de la prevalencia de valores instrumentales de eficacia, eficiencia y rentabilidad económica, aplicados a los ámbitos productivos y reproductivos de la vida social. Sin embargo, según demuestra la investigación realizada, en el ámbito de lo reproductivo y, especialmente en aquellas tareas en las que dichos valores no son prioritarios (tareas domésticas y cuidado de personas y de hogares), el grado de virtualización es muy escaso y vinculado casi exclusivamente al crecimiento orgánico del uso de internet, dando lugar a una brecha digital que distancia a quienes están dentro y fuera del sistema productivo.

En este sentido, la virtualización de las tareas domésticas parece corresponderse con la extensión al hogar de las dinámicas adquiridas en otros ámbitos, como símbolo de estatus y de éxito social: en general, son los individuos más tecnológicos y conectados en los ámbitos productivos quienes en mayor medida han incorporado soluciones virtuales al ámbito doméstico (actividades culinarias, compras y gestiones online...). Se trata de personas pertenecientes a familias acomodadas de entre 50 y 60 años que están conectados permanentemente a Internet por su trabajo y forma de vida. En lo que se refiere al cuidado a personas (del hogar o de otros hogares), el principal elemento motivador para el uso de soluciones virtuales parece ser la necesidad de estar permanentemente conectados con el hogar de referencia (familias con dificultades o con hijos con progenitores mayores o enfermos). Los perfiles de los usuarios que más recurren a la virtualización de estas tareas muestran una mayor presencia de gente relativamente joven (personas de 30 a 39 años) y que no están integradas en el ámbito productivo (estudiantes y personas que se autodenominan "amas de casa", con mayor incidencia entre las mujeres), de lo que se infiere además que también en el territorio virtual se sigue reforzando el tradicional papel de la mujer en el cuidado de las personas.

Id: 20915

Title: La convergencia y los desafíos de los "nuevos medios"

Session Type: Panel Submission

Authors:

Name: Francisco Bernete

Email: fbernete(at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: El análisis de las mediaciones que ha dado frutos para mejorar nuestro conocimiento sobre las funciones sociales cumplidas por las producciones de la prensa, la radio o la televisión, tiene que ampliarse y adaptarse ante las innovaciones tecnológicas.

Existen nuevas formas de mediar con las TIC y su análisis tiene pertinencia para saber cómo afectan al conocimiento, el consumo, el ocio o las relaciones sociales en general. Esas nuevas formas de mediar están condicionadas por elementos de distinta naturaleza: entre ellos, las posibilidades técnicas, las regulaciones de su uso y las expectativas y demandas de los usuarios.

La producción comunicativa de nuestro tiempo se caracteriza por ser extraordinariamente abundante, con profusión de imágenes, de transmisión sincrónica y de alcance mundial. Al tiempo, es sabido que, en esa producción, ocupan un lugar muy relevante las representaciones estereotipadas y prejuiciosas, basadas en informaciones sesgadas, o sencillamente falsas.

Es posible que los usuarios -convertidos o no en productores de información- tengan muchas facilidades para encontrar en los múltiples medios de comunicación un agregado de datos, canalizados en los formatos prototípicos de las redes sociales construidas en y mediante internet: tweets, titulares de noticias y artículos, hipertextos, etc. Y también es posible que ese torrente de datos, proporcionados de forma gratuita, incluso personalizada, actúen como un festín que da satisfacciones inmediatas y, al tiempo, les aleja de otros relatos y otras interacciones expresivas y ejecutivas, que podrían ofrecerle unas representaciones más completas de la realidad, sin merma de la diversidad de perspectivas. Expresado de otro modo, la abundancia informativa es esencialmente redundante.

Id: 20979

Title: The occupational identity of local media workers and its factors in China'a Case Study of the Chinese local TV employees

Session Type: Individual submission

Authors:

Name: Xiaohong Wang

Email: wangxiaohong(at) cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Name: Nisi Yu

Email: yunisi1995(at) gmail.com

Country: CN (China)

Affiliation: Communication University of China

Abstract: In China, Local Television Station (LTVS) specifically refers to the Municipal-level TV Station whose number has reached 293 with employees accounting for around 65% of the total number of TV workers by the end of 2017.

As a major component of the media production, media workers play a significant role in the production of the local TV station. However, due to the impact of social media and peer competition, the LTVS is suffering the problem of staff turnover, unreasonable talent structure and a decline in professional identity. Given that the Chinese government has launched policies to promote media convergence and transformation in response to new changes in media area, these problems were widely thought to impede the progress of media convergence and transformation in the LTVS.

The study is designed to investigate the occupational identity of local TV workers and its factors. Previous researches have indicated that the occupational identity represents the central mechanism of control over one's work value, attitudes and behaviors. Thus, this research could observe the ideology of the local TV practitioners under media convergence and transformation. Also, the study evaluates individual and contextual factors to the occupational identity which could, to a certain extent, further our understanding concerning the production relationship of the local TV especially based on the growth of digital media and mobile communication systems in China. The first task is to design a two-part questionnaire including The Chinese Local TV Workers' Occupational Identity Scale and the influencing features, based on the Vocational Rating Scale (Thomas C. Barrett, Howard E. A. Tinsley, 1977) and the vocational identity development theory (Skorikov, V., & Vondracek, F. W., 1998). The second step is to measure the factors significantly related to the occupational identity of the local TV workers via multiple regression analysis. The third step is to take a certain proportion of samples from the participants in the questionnaire for in-depth interviews, and make further explanations on the research results. A total of 587 workers completed the questionnaire and 68 of them were involved in the in-depth interviews.

The study found that the job satisfaction and willingness of continuity to career lower the overall evaluation of occupational identity, which may indicate that there is a problem with the welfare of employees of the LTVS in China. Additionally, the influence of individual factors on occupational

identity has been proved to be basically similar to previous studies. The special media management and the growth of new media in China, however, have significantly negative effects on the occupational identity. This reflects that in the era of media convergence and transformation, the optimization of media management and the objective perception of new media are especially important for enhancing the occupational identity of the Chinese local TV workers.

Id: 21300

Title: Innovation and Knowledge-based Dynamic Capabilities in the Media Production Process

Session Type: Individual submission

Authors:

Name: Min Hang

Email: hangmin(at) tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University, China

Name: Weijia Li

Email: thummtcea01(at) qq.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: This paper provides an empirical study on the media production process in a digital era, with a focus on the impact of knowledge-based dynamic capabilities and innovation on the media organizational learning.

The strategic management theories propose that innovation and dynamic capabilities are among the critical factors that help to improve the efficiency of the organizational production. With the advancement of digital technology, the media production process is getting to be increasingly knowledge-intensive, thus the knowledge-based dynamic capabilities are among the core successful factors for media organizations.

Applying interdisciplinary theories that include the theories of Resource-based View (RBV), Knowledge-based Dynamic Capability and the theories of media production, these authors conducted site investigations in four media clusters in Beijing, where over hundred media content producing companies, cultural design companies and new media companies are located in.

Data from 157 surveys indicate that there is a significant relationship between the knowledge-based dynamic capabilities and media organizational innovation during the media production process, and this relation is moderated by the environmental dynamics that include chaos brought by the technological advancements, complexities in organizational communication and etc. Findings from the empirical study suggest that the higher the environmental dynamics, the stronger linkage between the knowledge-based dynamic capabilities and media organizational innovation.

From the micro-level, the study provides implications to the organizational production of media companies. A number of knowledge-based dynamic capabilities that include the knowledge coding capability, knowledge sharing capability and knowledge recombining capabilities have been proposed, and their impacts on the organizational learning and production have been analyzed, so as to improve the organizational efficiency of the media production.

From the meso-level, the study compares production process of different genres of media, including print, video and social media, in order to find out knowledge-based capabilities associated with

different types of media, so as to understand the industry specific features of various types of media business.

From the macro-level, the paper discusses media systems and policies that help to facilitate the market deregulation and to improve the culture of media innovation, through which the use of new technology can be rewarded and strategic renewals in media production are promoted.

The paper also addresses the issue of duality in media production: on the one hand, media products have explicit commercial value, therefore, the goal for media production is to strive for business success; and on the other hand, media products and services have implicit social values, hence the process of media production also highlights the positive externality to the society. These duality of media products, together with the theoretical and managerial implications of media productions are also discussed in the current article with empirical evidences.

Id: 21313

Title: Mapping "The Circuit of Culture": A Study of Regional Digital Mediascape in India

Session Type: Individual submission

Authors:

Name: Srikanth Nayaka

Email: srikanth.kanth21(at) gmail.com

Country: IN (India)

Affiliation: Department of Humanities and Social Sciences Indian Institute of Technology
TirupatiTirupati-Renigunta Road Tirupati 517506

Abstract: With the proliferation of new media technologies in recent times, the production and consumption of media content underwent significant changes. The production and the disseminating of media content are no longer hegemonic and monopolistic. Earlier, big media corporations produced and standardised media content in terms of its genre and form. With emerging digital media platforms like YouTube becoming available to all, the production of alternative narratives and media content by non mainstream media producers increasing in recent times. In fact, the YouTube as digital media platform offers many opportunities to these emerging non mainstream media producers to develop a content which is both the counter or alternative to mainstream or supplement to it. The objective of this paper is to understand this emerging regional digital mediascape in India and map its 'circuit of culture' (Du Gay et al., 1997). This paper is a preliminary attempt and part of larger project to understand the dynamics of this powerful nonmainstream and emerging subculture. Few studies in India have focused on this phenomenon which includes Sangeet Kumer's (2016) comprehensive review in his 'YouTube Nation' and Sriram Mohan and Aswin Punathambekar's (2018) interesting study of 'Localizing YouTube'. To understand this phenomena theoretically, this study makes use of different conceptual frameworks drawing from cultural studies to globalization studies. Within this backdrop, this paper looks at select popular Telugu YouTube channels and adopts the method of textual analysis to demonstrate the emerging regional subculture in India.

Id: 21425

Title: The impact of global film productions on the local audio-visual labour market

Session Type: Individual submission

Authors:

Name: Jaka Primorac

Email: jaka(at) irmo.hr

Country: HR (Croatia)

Affiliation: Institute for Development and International Relations

Abstract: This presentation draws on the case study on the impact of the global film productions on the labour market in the Croatian audio-visual industry. Drawing on the political economy of media and communication approach (Mosco, 2008; Mosco and McKercher 2008) the article argues how for a deeper understanding of labour market dynamics in audio-visual industry a more contextual approach is needed (Coe and Johns, 2004; Curtin and Sanson, 2016; Murdock and Golding, 2016). The research results show the interconnectedness of global film productions and the local labour market on two levels: the sectoral and the organizational. The analysis of the organizational level shows that Croatian audio-visual industry is like any other (European) small-scale industry with fluid labour market that is characterized by semi-permanent work-groups, the domination of project-to-project work, where networking is paramount for continuous employment and where learning-by-doing prevails as an educational model (Blair 2001, Randle and Culkin 2009, Apitzsch 2013, Eikhof and Warhurst 2013; Jones, 2000). In this way, on the organizational level Croatian audio-visual industry is a part of the global production and distribution chains and it easily connects to the global audio-visual workforce demands brought about by the foreign film productions (Miller et al, 2005). However, on the sectoral level, there are number of specific factors stemming from particular socio-political and historical framework (that affect the development of local labour market and consequently of the overall audio-visual industry. These include the political pressures on the independent agency HAVC, the unstable legislative framework that is not well adjusted to the film sector, the tradition of foreign film production in Yugoslavia, and the weak unionisation of workers in this sector. These specificities on the sectoral level consequently influence the organizational level of the labour market in the audio-visual industry, and thus makes it opened to the influence from the foreign film productions and their continuous demands on the local labour market(s) worldwide (Conor, 2011, 2015; Goldsmith and O'Regan, 2005; Elmer and Gasher, 2005; Szczepanik, 2013, 2013) . The case study also indicates the precarious work in audio-visual industry in the former Yugoslavia, which opens further research questions on the continuous fragility of project-to-project work in different political systems.

The case study was based on the exploratory sequential mixed-method design (Cresswell, 2009) that combined the analysis of the quantitative indicators – i.e. fiscal indicators of the Foreign Film Incentive Programme provided by Croatian Audiovisual Centre, data from Croatian Bureau of Statistics and Croatian Employment Service; and qualitative data – based on the expert interviews (Bogner, Littig and Menz, 2009) with key stakeholders of audio-visual production in Croatia using the interview guide approach (Patton 2002).

Key words: audio-visual industry, global film productions, Croatia, political economy of media and communications, labour market.

Id: 21659

Title: La Film Commission como herramienta de dinamización de la producción audiovisual en un territorio: el caso de España.

Session Type: Individual submission

Authors:

Name: Isabel Sarabia Andúgar

Email: isarabia(at) ucam.edu

Country: ES (Spain)

Affiliation: Universidad Católica de Murcia

Name: Josefina Sánchez Martínez

Email: jsanchez(at) ucam.edu

Country: ES (Spain)

Affiliation: Universidad Católica de Murcia

Abstract: El interés en convertir un territorio en un escenario de rodaje de producciones cinematográficas, series televisivas o cualquier otro tipo de producto audiovisual, constituye el principal motor de la puesta en marcha de una Film Office o Film Commission en cualquier localidad, comarca, provincia, región.

La misión de una oficina de rodajes es poner en valor, no solo las bondades de los paisajes, monumentos, clima de un territorio o la capacidad de su gente de acoger equipos de rodaje (logística, predisposición de los ciudadanos) sino también dar visibilidad tanto a los recursos técnicos audiovisuales como a recursos profesionales con los que un equipo de rodaje podría contar en esa ciudad.

Al margen de los indudables beneficios económicos que supone el desplazamiento a un territorio de un equipo de producción audiovisual en términos de gastos en hospedaje y la posterior explotación turística de la presencia de una producción de éxito en el territorio, no cabe ninguna duda que las comisiones filmicas suponen un instrumento para la industria audiovisual en la medida en la que contribuye a facilitar servicios de diferente índole: solicitud de permisos, identificación de localizaciones, directorios de profesionales, empresas, etc.

Con esta investigación se pretende, en primer lugar, establecer el mapa de Film Commissions/Film Offices en España; en segundo lugar, identificar el modelo de gestión de estas oficinas; y en tercer lugar averiguar los servicios ofrecidos al sector de la producción.

Se trata, por lo tanto, de ofrecer un estudio sincrónico sobre la presencia de las Film Commissions/Film Offices en el territorio español a 2019 y su aportación a la industria audiovisual.

Para lograr los propósitos descritos, el método de trabajo establecido consiste en la localización de las comisiones filmicas en España; en el diseño de una ficha de análisis que sirva para sistematizar la recogida de datos a partir de la consulta de las páginas web y de la realización de las entrevistas telefónicas con los responsables de las distintas empresas; y finalmente en el tratamiento de la información.

Id: 21768

Title: Film co-production between the UK and China and the politics of Soft power

Session Type: Individual submission

Authors:

Name: Yanling Yang

Email: y.yang5(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London

Abstract: This research explores the role of film co-production in soft power collaboration in the context of the UK's global post-Brexit role and the new era of UK-China relations. Existing research on film co-production has mainly focused on either US-China arrangements or China's Pan-Asian partners. With China on course to be the world's largest film market by 2020 and the UK eager to access the benefits, film co-productions under the 2014 UK-China Treaty remains under-researched. This paper will take the documentary film *Earth: One Amazing Day* as a case study.

I will first conduct document analyses to outline conceptual thinking about soft power in both nations and detail the differing approaches to the practice of soft power with a focus on film co-production. The data collection will include three types of public documents both in Chinese and English: official government policies and regulations, academic works and national reports, and non-academic and informal documents from trade journals and inter-industry reports. Based on scholarly literature reviews, specialised reviews, and related reports concerning the aforementioned Treaty, I will select potential interviewees including but not limited to the following sectors: a) government policymakers relevant to film industries from both the UK and China, b) film industry professionals and, c) some influential subsidiary interviewees. Finally, I will collect data assessing the global presence of the case study to evaluate the efficacy of this film in projecting soft power.

This research is distinguished by not only focusing on film co-production between the UK and China, but also through providing film insiders' views on the present soft power generation. By combining the latest primary and secondary empirical research, this paper contributes to the understanding of soft power in both empirical and theoretical terms. It therefore represents a potential transformative intervention in intercultural media collaboration related to soft power through detailed document analyses and consultation with diverse film practitioners from both Chinese and English sources.

Id: 21801

Title: Sound Work, Creativity, Service, and Gender. Production Cultures in German Public Service Radio

Session Type: Individual submission

Authors:

Name: Kiron Patka

Email: kiron.patka(at) uni-tuebingen.de

Country: DE (Germany)

Affiliation: University of Tübingen

Abstract: During its 100 years of existence, radio has developed a specific production culture. In German Public Service Radio, typical production setups in the studio involve contributors of different professions: DJs, journalists, actors, musicians, directors or ‘Tonmeister’ are surely considered the responsible staff who may claim authorship and creativity. On the other hand there are those I call ‘sound workers’ – sound engineers and sound technicians. Sound workers have been present in radio’s broadcasting and production studios for decades, and often still are now, but I argue that their role regarding content and aesthetics of music, radio drama, or radio programme has often been vague and even contested (cf. Martensen 2017).

Moreover, academic research on radio production has neglected these professions, probably assuming that they do not contribute to the medial outcome in a substantial way. Instead, agency, creativity and authorship has been ascribed to journalists, directors, or presenters of radio shows in particular. Most of the work on radio production takes into view a managerial or even organisation/industry level without considering the micro-level of actual production work within the studio (e.g. Kleinsteuber 2012).

In my talk, I will shed some light on these sound workers below the line, focussing on the age of tape machines (~1945 to ~1995) in Germany and drawing mainly on oral history interviews. While often regarded as technical staff and thus only in charge of operating machines, sound workers often see themselves as ‘auditory designers.’ With respect to music recording, Horning (2004) describes sound workers as musical architects, thus underlining their role in fabricating the aesthetics of the produced piece. In a similar way, sound workers can be seen as architects of the auditory flow/stream (cf. Stadel 2016) of radio programmes.

I will show that especially in German post-war radio stations, sound work was a highly gendered profession (Patka 2018). Since the allies have re-started broadcasting in Germany after WWII, there were remarkably many trained women in technical radio jobs. Up until the mid 70s, the central staff training system has offered two training courses for sound technicians that were officially dedicated to men, and women respectively. Accordingly, male and female sound workers within radio stations were allocated different tasks. Unsurprisingly, this produced a divide not only with respect to financial income and job opportunities, but also with respect to accountability and creativity. While women, operating tape machines, developed specific skills and their own body of knowledge, they still were regarded as ‘helpers’, doing ‘service’ and manual work in order to support the creative crew (cf. Birdsall 2017).

My research is based on oral history interviews, in parts being conducted by students in my seminar on radio production studies; a second resource is archival material. I will provide information from an ongoing research project, so the talk will be open to discussion and does not aim at presenting final results.

Id: 21871

Title: Back to the Country: Slow Reality Television Production in China

Session Type: Individual submission

Authors:

Name: Shuo Liu

Email: s.liu7(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London, UK

Abstract: Shuo Liua*

aMedia and Creative Industries Institute, Loughborough University London, London, E15 2GZ

In China, the transition to an increasingly commercialised and competitive television environment fuelled a search for innovative program formats. Reality television, borrowed or adapted from formats originated in Europe and North America, offered a ready-made option. With more than 400 million viewers Supergirl, adapted from a singing contest format, became one of the most successful TV shows in Chinese broadcasting history confirming the genre's ability to engage mass audiences and establishing reality television as a central component in program planning. Alongside continuing adaptations of imported formats recent years have seen an increasing growth of formats that speak to national conditions.

Since the beginning of 2017, a new strand of reality television programming has emerged in China promoted as slow TV. Unlike the pioneering programs in the genre, produced in Norway, the 'slow' in "slow reality show" does not mean the program is longer than usual. The normal playtime is about one and half hours. Rather, this kind of program aims to show a slow-paced lifestyle. Most are focused on life in small rural communities and invite well-known personalities to live in a reconstructed modern rural house and run a B&B or meet different people in the countryside.

Back to the Field is one of the most significant and popular examples of this new genre with 2 billion views on the Mango TV online platform, and 4.2 billion posts on Weibo.

This research takes Back to the Field as a case study. Drawing on in-depth interviews with the program director and managers it explores the key elements informing the thinking behind the program, placing its development in the context of current changes in the competitive Chinese television market, and the search for program innovations that address the increasingly felt stresses of urban life and capitalize on the new rural romanticism.

Id: 21880

Title: Thinking Outside the Box: The Rise of Korean Independent Productions and Web Dramas

Session Type: Individual submission

Authors:

Name: Jennifer Kang

Email: jmk623(at) gmail.com

Country: US (United States)

Affiliation: DePauw University

Abstract: In South Korea, a new media form called web dramas have started to receive attention from the industry. Web dramas are not simply television dramas moving online, but something more, as they depart from television conventions to become optimized for the ultimate mobile viewing experience. They refer to the professionally-produced serialized dramas made for Internet platforms and are noted for their short narratives – 5 to 20 minutes per episode – which cater to the mobile audiences. In particular, independent production companies have been at the forefront of web drama productions.

The diversity of online distribution platforms is often celebrated as opening up paths for new players to participate in content production. This is evident in the case of the Korean media industry, where the broadcast networks, SBS, KBS, and MBC, hold most of the shares of the media market. In a media industry where resources, structures, and policies are concentrated on network television, independent production companies have struggled to survive. These companies rarely benefit from the success of their content because they are forced to comply with the networks' demands. Unfair contracts that surrender the independent companies' creative control and copyrights over to the networks is a problematic, but common industrial practice to this date. However with web dramas, independent producers no longer have to rely on the networks' limited distribution system and their demands, which contributes to opening up greater space for experimentation in storytelling, style, and representation.

This paper examines how the independent production companies' position outside of the dominant television structure enables different types of innovation and distinctive challenges to existing the contemporary state of television as a medium. Particularly, I extend the status of being "independent" by incorporating McLaughlin's argument that "expert practitioners" who exist within cultural industries can raise theoretical questions when their daily experiences differ from institutional norms. For Korean independent producers, it was not only the open distribution of the Internet, but also the critical stance that came from being independent that allowed them to figure ways to depart from longstanding television industry conventions. Based on 21 interviews with independent producers, I found that many of them were fully aware of their limited agency, especially in comparison to the legacy players. As such, they employed a series of tactics to survive – tactics that often led to innovations in content, form, and business models. Rather than seeing independent production companies' status of being independent as simply a reason for their disadvantages, I show how producers used their marginal status to introduce new practices to web drama production – practices that they perceived help "solve" the problems of existing media industries. For instance, the casting practice of offering special perks to celebrities to appear in web

dramas in lieu of high payment was conceived out of the critique of legacy players' tendency to devote large funds to casting and neglect other production elements. Such efforts in turn, helped web dramas shift away from television dramas conventions and develop its own set of formal-aesthetic traits.

Id: 21912

Title: Same as 100 years ago' Examining the Value Chain of Feature Films

Session Type: Individual submission

Authors:

Name: Natalia Ferrer Roca

Email: natalia.ferrer(at) udg.edu

Country: ES (Spain)

Affiliation: Universitat de Girona

Name: Sílvia Espinosa Mirabet

Email: silvia.espinosam(at) udg.edu

Country: ES (Spain)

Affiliation: Universitat de Girona

Abstract: Media production processes are experiencing constant change. Due to digitalisation, media convergence, the democratization of new technologies and associated innovations, the internal and external dynamics of feature film production processes have been modified – and are currently being further modified – around the world (Ferrer-Roca, 2017, 2019; Iordanova & Cunningham, 2012; Kehoe & Mateer, 2015; Trowbridge, 2013). However, there are production processes within a film value chain that have “barely changed since the days when the Lumière brothers created the very first moving images more than one hundred years ago” (Puttnam, 2004, p. 15). Therefore, this paper aims to highlight these – apparent – contradictions by offering an examination of the four main steps of a feature film value chain: conception and development, production [including pre-production and post-production], distribution and exhibition. First, the paper introduces the film value chain’s within a theoretical and conceptual framework and, by providing a literature review, it points out that one of the main challenges when reviewing literature in this area is precisely the lack of consistency in concepts. Second, it moves on to illustrate the methodological challenges encountered, as well as the strategies applied by the researcher when conducting this study. Precisely, it provides methodological reflections and analyses of the process of conducting this research based on the value chain analysis of the New Zealand feature film industry. In this case, the study has applied a qualitative approach based on semi-structured interviews with key actors and stakeholders along the New Zealand film value chain. It highlights the challenges of access to information and the difficult task of generalising as every feature film project is unique and faces some exclusive production processes. Finally, the paper shares the findings on the analysis of the film value chain for three different types of productions: bottom-tier, middle-tier and top-tier features (Ferrer-Roca, 2017) – highlighting their similarities and explaining their differences – within a New Zealand context. The paper aims to point out, on the one hand, that many film production processes in putting a film together has remained the same for the last hundred years and, on the other hand, it illustrates the methodological challenges in studying the processes of film production.

Id: 22132

Title: Developing a mobile app for the distribution of British short movies in the Chinese market

Session Type: Individual submission

Authors:

Name: Andrew White

Email: andrew.white(at) nottingham.edu.cn

Country: CN (China)

Affiliation: The University of Nottingham Ningbo China

Name: Filippo Gilardi

Email: filippo.gilardi(at) nottingham.edu.cn

Country: CN (China)

Affiliation: University of Nottingham Ningbo China

Name: Celia Lam

Email: celia.lam(at) nottingham.edu.cn

Country: CN (China)

Affiliation: University of Nottingham Ningbo China

Name: Andrew Leyshon

Email: andrew.leyshon(at) nottingham.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Nottingham

Name: Kieran Phelan

Email: kieran.phelan(at) nottingham.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Nottingham

Name: Dave Towey

Email: Dave.Towey(at) nottingham.edu.cn

Country: CN (China)

Affiliation: University of Nottingham Ningbo China

Abstract: This paper presents the initial findings from an ongoing project to design a mobile app which will enable short movies by British film makers to be distributed on the Internet in China. The project involves a number of academics in the schools of International Communications, Computer Science and Geography at the University of Nottingham's UK and China campuses working with a Nottingham-based film company to develop the app for commercial use.

While the academics on the project have a good theoretical understanding of the Chinese short movie market, they want to test their hypotheses with an experiential intervention into that market. This type of intervention is particularly needed in a market that, while extremely lucrative (Deloitte 2017), needs to do more to improve the quality of film-making (Makinen 2016). Like the Silicon

Valley platforms which monopolise the means by which short movies can be hosted and distributed, and hence dispense only derisory amounts of money to the creators of the original content (Srnicek 2017; Taplin 2017; Timberg 2015), the powerful BAT (Baidu, Alibaba and Tencent) platforms monopolise the Chinese market too and create the same problems for creators.

One of the most effective ways of making money on the Chinese market is through the use of advertising, a business model which is strongly supported by the Chinese regulatory framework (Fei & Zhou 2016). This does not, though, really benefit the original creators of content. Therefore, the researchers on this project are exploring ways in which China's highly developed micro-payment infrastructure might facilitate reasonable financial rewards for these creators as well the platforms on which their content is hosted.

Currently at proof-of-concept stage, the proposed app represents a means by which the researchers can work with industry partners and the local Ningbo government to create a distribution platform which will enable British short movie makers to licence their films and receive a reasonable return on their creative investment. This paper will report on the progress to date and evaluate whether this type of platform might be usefully developed in short movie markets in other jurisdictions too.

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Id: 22158

Title: Countering Russian Propaganda: A Study of Social Media Verification Practices in Georgian Media

Session Type: Individual submission

Authors:

Name: Ekaterina Kharbedia

Email: ekaterina.kharbedia2016(at) gipa.ge

Country: GE (Georgia)

Affiliation: Georgian Institute of Public Affairs

Name: Ana Keshelashvili

Email: annake(at) gmail.com

Country: GE (Georgia)

Affiliation: Georgian Institute of Public Affairs

Name: Anna Makharadze

Email: anna.makharadze2016(at) gipa.ge

Country: GE (Georgia)

Affiliation: Georgian Institute of Public Affairs

Name: Teona Chakvetadze

Email: teona.chakvetadze2016(at) gipa.ge

Country: GE (Georgia)

Affiliation: Georgian Institute of Public Affairs

Abstract: Increasing consumption of social media as a source of information along with the spread of disinformation has challenged journalists around the world to adopt new ways and practices of online content verification. Georgia, the country of 3.5 million people, is not an exception when it comes to countering the Russian propaganda, coming through diverse channels from its northern neighbor.

Being the most popular social network in Georgia, Facebook has increased the concern among the media activists due to its role in an upswing in nationalism and conservatism as a result of the effectiveness of Russia's misinformation campaign (Lomsadze, September 19, 2017). According to Media Development Fund research (2017), many Georgian online news media legitimize the propaganda and hate speech through re-publishing posts and statuses from Facebook and not providing additional commentaries. The same research shows the increase of propagandistic messages against the USA (25%) compared to the previous year (9 %), against the North Atlantic Alliance (18,4%) and the West (14.1%) in general, and negative messages against the EU that have doubled (13,4%), coming from certain online media outlets.

Since there is no policy regarding disinformation and propaganda in the country, it grows fast in online media. Several professional teams, such as Myth Detector by Media Development Fund, Factcheck.ge by Ethics Charter of Georgia, check against the diverse types of disinformation on a

regular basis, including Russian propaganda; but a very few media outlets use resources to verify and debunk the social media content.

While “journalists today have an imperative - and an opportunity - to sift through the mass of content being created and shared to separate true from false, and to help the truth to spread” (Silverman, 2015), adhering to the journalistic norms and ideals, such as impartiality, objectivity, and accuracy (Golding and Elliot, 1979; Shapiro et al., 2013) requires the fruitful verification of social media content (Schifferes and Newman, 2013). How do Georgian media outlets handle the Russian disinformation and misinformation to serve their public and inform them is the purpose of this exploratory research.

Employing the mix of ethnographic methodology and the in-depth interviews with the Georgian leading online newsrooms’ strategies against propaganda, focusing on their verification routines and methods applied to social media content verification, this research will contribute to understanding of the internal dynamics of the media production process within the Georgian online media outlets and explore their views of the journalistic role within the wider propagandistic environment.

Id: 22161

Title: Print hegemony: the elusiveness of web-first production logics in a Swiss legacy newspaper

Session Type: Individual submission

Authors:

Name: Andrew Robotham

Email: andrew.robatham(at) unine.ch

Country: CH (Switzerland)

Affiliation: Académie du journalisme et des médias, Université de Neuchâtel

Abstract: Recent studies of news production have largely focused on innovation and fringe journalistic practices. While this has brought helpful insights into tomorrow's newsmaking, those daily practices of dual print-digital journalism that still dominate the industry remain understudied. News workers are faced with the many contradictory logics that such a double production entails, and adjust and negotiate between these in an ongoing attempt to resolve this dilemma.

This submission aims to refocus on more mainstream newsmaking by studying the interrelatedness and power (im)balance between the print and online versions of the Swiss newspaper *Le Temps*, thanks to a combination of a newsroom ethnography, document analysis and interviews. Although the production system underwent a redesign in 2015 in a shift towards a more dynamic web-first publishing logic, many of its attributes continue to impose themselves on the digital output.

This case study identifies and deconstructs production factors, especially those imposed by the respective imperatives of the print and web editions. These are typically inscribed in 'budget meetings', publishing tools as well as symbolic constructs. This research shifts between frames of reference, analyzing how these factors—generally studied in isolation—combine, compete and lock horns.

Empirically, we follow the precarious coming into being of the parallel web and print stories for a random given day. Observing and describing the complex trajectories of news stories, as they move down a virtual production line, an ANT inspired methodology is used to specifically focus on form-related effects of 'production (f)actors': the more or less programmatic actions—often blackboxed—of persons and technologies that successively define and transform content along the way.

This research shows how, in spite of clear prescriptions aimed at favoring the digital edition, numerous factors imputable to the imperatives of the production of a physical newspaper strongly shape the digital edition. In particular, editorial temporalities and relational spatial factors are found to be at the heart of this power struggle.

Many workers in newsrooms sense that the elusiveness of web-first news formats indeed has something to do with the print newspaper. But this research confirms this hunch by pinpointing previously hidden factors, thereby providing at least some answers as to how a dozen or so innocuous sheets of newsprint can prove to be quite so hegemonic.

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Neff, Gina. 2015. "Learning from Documents: Applying New Theories of Materiality to Journalism." *Journalism* 16 (1): 74–78.

Id: 22214

Title: [Panel] Project development in television production: Challenges, tensions and responses,
Panel Description

Session Type: Panel Submission

Authors:

Name: Anna Zoellner

Email: a.zoellner(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Name: Mads Møller T. Andersen

Email: mandersen(at) cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: Every television programme passes through various production stages from conception to final text. They might differ in extent and detail, but they are more or less consistent for any production. This panel focuses on the very beginning of this process of creation, when ideas for programmes are conceived, selected and shaped. This development process in film and television production is a crucial yet a relatively undocumented area of media production studies. In an era of plenty, where television content is abundant and competition fierce, the ability to develop interesting ideas, scripts and television formats presents an even more valuable skill that channels, production companies and streaming services can use to differentiate themselves from their competitors. In this context, idea and project development are of great strategic importance for both production staff who want to secure jobs and for the television channels/networks that depend on a steady supply of programme ideas to fill their platforms. But this is not a straightforward process. Rather, it bears creative, economic and political challenges as it is shaped by multiple actors with different objectives and priorities, uneven power relationships, shrinking resources and extensive secrecy.

Our panel explores the socio-cultural and economic factors that determine this particular production phase in order to take us closer to an answer to one of the central questions of media production research: Why do media texts take their particular form? The papers in this panel discuss project development in the television industries across a range of different territories and genres. They provide multiple perspectives on the relationships between television channels and production companies, helping to explain the particularities of the resulting representations.

Paper 1 discusses editorial regimes and resulting creative pressure in the development of factual entertainment programming for Danish television channels, highlighting tensions between novelty and consistency, experimentation and familiarity. Paper 2 investigates the script development of TV drama in Flanders. It focuses on the effects that changes in the television industry, including transnational influences, have on the collaboration between screenwriter, production company and television channel and its implications for TV drama as a genre. Paper 3 focuses on project development for non-scripted entertainment programmes in the context of transnational industry

structures and the format trade. Drawing on a Dutch case study, it explores the tensions between the global and the local in this process. Paper 4 explores the relationship between broadcaster-publishers and independent production companies in factual programme development. Drawing on data from the UK and Germany, it highlights the impact of power, genre and commerce on contemporary programme development.

All papers are based on empirical data gathered through a combination of ethnographic observation, interviews, and document analysis. Jointly they aim to further our understanding of this so far little investigated area of television production. They draw attention to the role of power relationships, commercial priorities and transnational influences in this creative process to explain why certain stories and issues are selected for the public exposure through television platforms - and others are not.

Id: 22221

Title: Constructing Entrepreneurial Subjectivities in Post-socialist Cultural Industries: The Case of Polish Videogame Industry

Session Type: Individual submission

Authors:

Name: Anna Ozimek

Email: aozimek(at) tlu.ee

Country: EE (Estonia)

Affiliation: Tallinn University

Abstract: In this paper, I will discuss the construction of entrepreneurial subjectivities in the context of Polish videogame industry. Drawing on 44 semi-structured interviews with Polish videogame workers and key industry organisations, this contribution engages with the conference theme by investigating working conditions in Polish videogame industry and workers' perspectives on their often uncertainty project-based employment.

This paper aims to provide empirical and theoretical contribution to critical media industry studies. Firstly, this paper explores working lives of game workers positioned outside main videogame development regions – North America and Asia-Pacific. The focus on Polish game workers enriches academic/our knowledge not only about Eastern European videogame production but also discusses the under-researched subject of post-socialist creative labour (Szczepanik, 2018). Secondly, this contribution engages with a discussion about construction of 'entrepreneurial subjectivities' in the context of post-socialist cultural industries. The idea of 'enterprise' and its relation to new forms of workers' subjectivity has been derived from Foucault's works (2008). Through Foucault's interpretation entrepreneurial subjectivity is inherently a neoliberal subjectivity which is developed as result of historical socio-economic changes that removed previously known institutional and organisational buffers of economic risk. In a broad sense, these changes are associated with the rise of casual work and the shift of responsibility from employer to employee. Previous studies about creative labour present creative workers as ideal entrepreneurial subjects and discuss how workers are embracing an 'entrepreneurial ethos' and apply a variety of strategies to adapt to the uncertain, precarious and often informal environments of work (McRobbie, 2016).

This contribution expands further this discussion by investigating the construction of 'entrepreneurial subjectivities' in the CEE region. Similarly, as in the case of Scharff's (2015) studies, Polish videogame workers' understandings of their work situations was marked by aggressive individualism, emphasis on personal responsibility and repudiation of structural inequalities. However, interviewees also attempted to negotiate various discourses about their work and link them to their local economic and socio-cultural contexts such as socialist past of the country, uneven economic development and prevalence of conservative culture. Therefore, inspired by anthropological studies which focus on analysis of economic behaviour in the Eastern European countries (Makovicky, 2014; Dunn, 2004), I argue for recognising contradictions and complexities within construction of entrepreneurial subjectivities also embedded in a specific economic and socio-cultural context of the post-socialist countries.

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Id: 22228

Title: Gatekeeping within the simplicity regime ' The creative pressure in television idea development

Session Type: Panel Submission

Authors:

Name: Mads Møller T. Andersen

Email: mandersen(at) cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: This paper investigates the kinds of creative pressure that can occur when gatekeeping editors at a television channel want to maximise creativity. By drawing on theories about gatekeeping and creativity, and in particular Keith Sawyer's four evaluative regimes (Sawyer 2013), the paper analyses how evaluative regimes are used in TV idea development sessions at the Danish public-service TV channel DR3. The paper contributes by emphasising how creativity in television production can best be described as a complex interplay between a series of social mechanisms where systemic structures and powerful editors play an important role in the evaluation of, which products and ideas are "creative".

The findings from my analysis indicate that the desire of gatekeeping editors to maximise creativity can place significant creative pressure on developers. Creative autonomy is often described as highly desirable, but these findings challenge such notions of autonomy in media industries and suggest that developers might be more comfortable working with familiar genres and find it difficult to follow vague briefs from their editors about so-called experiments. In this sense, greater autonomy can lead to greater expectations and a creative pressure on the developers who are responsible for delivering new and experimental ideas.

Using observations, interviews and briefs from this case study, the paper's analysis also indicates that a simplicity regime is used in their TV idea development with ideas being judged constantly as to whether they are clear and simple enough and that this might be a domain-specific challenge for TV production. In this development process, the developers as a group have a very well developed sense of their superiors' taste, also known as discerned savvy (Draper 2014), which they use to identify whether an idea is likely to get approved by the gatekeeping editors.

Additionally, the findings suggest the presence of a tension and an antithesis between branding (consistency) and creativity (novelty). Because consistency and novelty work against one another, channels must prioritise between these two when developing new programmes and decide to what degree they want to be known for familiar genres used in previous programmes or want to associate the channel brand with new formats and unfamiliar genres.

Id: 22231

Title: "Make it more Borgen-y" Shifting TV drama writing in the age of Netflix: the case of VRT in Flanders

Session Type: Panel Submission

Authors:

Name: Tim Raats

Email: Tim.Raats(at) vub.be

Country: BE (Belgium)

Affiliation: Vrije-Universiteit Brussel

Abstract: Shifting viewing behavior, cut-backs on the level of public broadcasting, a migration of advertising spend from legacy to online players, and the introduction of over-the-top players like Netflix, Amazon and HBO Go, have clearly affected production and distribution of television drama in Europe.

On the one hand, new platforms and services bring about new opportunities for sales and recoupment of TV drama production. On the other hand, these shifts have increased fragmentation of existing TV drama financing and increased competition between players (Raats and Wauters, 2018; Raats et al. 2016; Doyle, 2016; Lotz, 2018). This is especially the case in smaller television markets, which are traditionally more dependent on public support, have a limited domestic market and have less potential on the international market due to lower budgets and contextual barriers such as language or cultural proximity.

Yet, the popularity of European drama on platforms like Netflix, and the uptake in export of domestic European drama (on services such as Walter Presents), clearly show the cross-border potential of fiction. Productions that have been sold internationally, are often the result of a clear focus on compelling storytelling and high-quality screenwriting. Indeed, the global success of Danish TV drama partly stems from the Danish public service broadcaster's distinct strategy that prioritizes narration/storytelling and privileges screenwriting in the production process (Novrup Redvall, 2013). Strategies like these have been picked up widely, not in the least in Flanders (Dutch-speaking part of Belgium). In Flanders, the volume of television drama productions gradually increased since 2010, and recent years have also seen an uptake in export, with titles as *Hotel Beau Sejour*, *Sense of Tumor*, or *Professor T* being sold internationally.

What makes Flanders somehow different is that TV drama is almost entirely driven by independent producers, and management and decision-making within the public broadcaster VRT, is highly made on the level of channels, rather than a distinct vision on drama as a genre. This creates a specific role for VRT, in which screenwriting collaboration differs on a case to case basis and thus provides additional challenges when developing long-term strategy as a public broadcaster with regard to TV drama production.

This paper contextualizes the increased emphasis on screenwriting and storytelling in Flanders, by focusing on an analysis of the screenwriting process of *Tabula Rasa* (2017, VRT and Caviar), which gained domestic and international acclaim. The main question we wish to address is, firstly, to

what extent shifting production and distribution strategies have affected the screenwriting process of VRT drama, how this has impacted the notion of distinctive TV drama or quality in Flanders, and thirdly, to what extent the powerplay between four different actors (screenwriters, independent producer, co-producing partner, VRT) enables or hampers screenwriting of high-end drama. The paper draws on analysis of different documents in the writing process (treatments, notes, email correspondence), interviews with VRT representatives, the head writer and showrunner of the series, and executive producers. Interviews were conducted from 2016 to December 2018.

Id: 22239

Title: Idea development in a transnational field: A Dutch case study

Session Type: Panel Submission

Authors:

Name: Jolien van Keulen

Email: jolien.van.keulen(at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Tonny Krijnen

Email: krijnen(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam

Name: Joke Bauwens

Email: joke.bauwens(at) vub.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Abstract: The development of TV programme ideas is increasingly taking place in a transnational context. Around the world, independent TV production companies are owned by multinational conglomerates and the trade in TV formats facilitates the exchange and integration of ideas, production practices and standards across borders (Chalaby 2016). Whereas industry members themselves celebrate creative synergy and inspiration as the key benefits of transnationalisation, scholars see the rise of a cosmopolitan elite of media workers who share their international orientation, practices, and standards (Kuipers 2011; 2012). Recently, scholarly attention for the actual effects of transnationalisation on TV production organizations, executives, practices and content has grown (Baltruschat 2010; Esser 2016; Havens 2014). This paper focuses on the process of idea development in the transnational field of TV production. How does the development of TV programme ideas actually come about in this field? To what extent is idea development inherently transnational? And how is this transnational orientation concretized in everyday work practices?

Data for this study was collected during 10 weeks of participant observation and interviews at a Dutch independent production company that was founded in 2018 by two Dutch TV executives together with the American production and distribution giant MGM. Processes and practices of developing, pitching and pre-producing non-scripted entertainment shows were observed. The analysis is multimodal, combining insights gained from the interviews with those of the participant observation.

The results show how foreign ownership, the global format trade, and international personal networks in the production industry shape the selection, development and sales of new programme ideas. By analysing one project in further detail, this study shows how the development of entertainment programming is situated in a complex force field in which not only the global market and international ownership structures, but also personal networks and local production contexts

affect the output of production companies. We argue that transnationalisation encompasses more than ownership structures and format adaptations; it is deeply and banally rooted in everyday practices in the TV production industry. However, the celebratory accounts on the benefits of transnationalisation, articulated by managers and executives alike, are countered by a complex forcefield that is both locally and globally situated.

Id: 22242

Title: Commissioning and independent production: Power, risk and creativity

Session Type: Panel Submission

Authors:

Name: Anna Zoellner

Email: a.zoellner(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: In the context of digitalisation, global economic integration and legislative liberalisation, cultural production has been dramatically transformed, altering the production context and broadcasting environment for television producers. The introduction of new communication technologies and platforms, and the rapid expansion of the global television market place have increased competition, audience fragmentation and consequently changed practices and priorities in television production. This paper explores what the continuing uncertainty and change in the television industries means for the development of new programme content.

It investigates the implications of systemic structures for creative agency in a broadcaster-publisher system, exploring the relationship between commissioning editors at television platforms and independent production companies who compete for a commissioning contract. Asking how and why specific content is selected for representation, the paper highlights the relevance of socio-cultural and economic factors for this process, including the role of genre values, professional identity, and territorial particularities (such as the implications of transnational positioning and language).

The paper draws on ethnographic and interview data from development teams in British and German production companies who specialise in factual and documentary production. The paper demonstrates how (a) the tensions between commercial aspirations and public service/genre values, (b) the uneven power relationships in the commissioning system, and (c) the inequalities of an increasingly concentrated sector where multinational 'super-indies' compete with (and increasingly acquire) small and medium-sized companies all impact on the creative strategies employed by development teams. These include firstly, attempts at greater rationalisation, standardisation and control in the production practice, and secondly, creative compromise in the creation of the text. In the case of factual programme production, this involves risk aversion in the commissioning process, an increase of formatted and serial programming, and an emphasis on the extraordinary and the extreme in factual content or form with links to celebrity culture. All of these tendencies contribute to a generic shift of television documentary and a reinterpretation of cultural values and professional identity of programme makers.

The data shows great similarities between the two studied territories rooted in cultural proximity and similar industry structures, but it also highlights differences based on different cultural attitudes towards genre and commercialism and different standing in the transnational context. These results highlight the methodological and theoretical relevance of genre and national context for media

production research, suggesting the need for a more theoretical and methodological conceptualisation of these factors in media production studies.

Id: 22353

Title: Objectivity, subjectivity, and the Other in South African documentary production: navigating the 'circle of looks' in a multicultural society in transformation.

Session Type: Individual submission

Authors:

Name: Elizabeth Louw

Email: lieza.louw(at) wits.ac.za

Country: ZA (South Africa)

Affiliation: University of the Witwatersrand

Name: Phyllis Dannhauser

Email: phyllisd(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: Documentary filmmakers are increasingly called upon to be aware of the consequences of the power imbalances in the filming context. Ruby (1980:156) points out that filmmakers have an ethical, political, aesthetic, and scientific obligation to be reflexive and self-critical. This is even more so in a society like South Africa, with sharp divisions along racial, ethnic, economic lines and a myriad different perspectives and cultural contexts.

This paper is structured in the form of a wide-ranging conversation between two South African documentary filmmaker-academics. Unpacking several theoretical perspectives in the light of their personal and professional experience, they examine the relationship between vulnerable subjects and the filmmaker, and how the filmmaker shapes the personal histories of subjects in the production process. Power imbalances inherent in the documentary production process, if acknowledged and confronted, can allow marginalised voices to emerge. Trinh rejects the notion that documentary offers the viewer an uncomplicated window into reality (Trinh, 1992:96). This 'cinema of the authentic image' which harnesses the technology of film in the pursuit of naturalism and the illusion that we are watching the real world unfold. The authors argue that the way to avoid this aesthetic is through the inclusion of personal stories and a dialogue with both subject matter and participants, what they call being 'objectively reflexive'. This position of detachment, while being completely responsive and open, enables creativity and engagement with technology, while not losing sight of the human subjects involved. Trinh (1992:104) describes the process as follows: 'Creativity and objectivity seem to run into conflict. ... What I see is life looking at me. I am looking through a circle in a circle of looks'. Filmmakers working within this collective of voices cannot aspire to a completely objective view of the world and the people in it.

When working in multicultural communities like South Africa, Botha (2011:313-314) advocates for a kind of indigenous research (also applicable to filmmaking) which is 'ethically and culturally appropriate' to the study of indigenous people. By acknowledging the interconnectedness of 'physical, mental, emotional, and spiritual aspects of individuals with all living things and with the earth,' these kinds of indigenous knowledges can seek to address issues of colonialism and the postcolonial rejection of the West as the only authorised creator of knowledge about the world and 're-establish the experiences and ways of knowing that have been silenced by dominant western knowledge communities' (Botha, loc.cit.II).

Id: 22385

Title: Producing "not so important" news in online media

Session Type: Individual submission

Authors:

Name: Dimitris Trimithiotis

Email: dimitris.trimithiotis(at) yahoo.fr

Country: CY (Cyprus)

Affiliation: University of Cyprus

Abstract: This conference paper examines the production process of ‘not so important’ news in online media, such as the news on European Union (EU) affairs. The paper aims at observing: (a) the extent to which online reporting could generate more prominent, more pluralistic and less ethnocentric coverage; (b) the extent to which the journalistic culture and the newsworthiness of the topics affect the production process in online news media. Numerous studies on European integration have underlined the paradox that whilst European Union policies have a considerable effect on the lives of member states’ citizens, the policy-making process itself does not attract appropriate attention by citizens (Banchoff and Smith 2005; Eriksen and Fossum 2004). A number of studies exploring the role of the media in this phenomenon argues that media rather contribute to the formation of the above paradox (Gleissner and De Vreese 2005; Koopmans 2007, Statham 2008). The main argument is that the domestic media contribute to the public’s inadequate awareness by providing little and partial visibility to EU-related affairs. Given the emergence and establishment of online news media, a number of studies have argued that there is a need to reconsider the role of online journalism and its potential contribution to citizens’ political awareness via more extensive dissemination and pluralistic analysis of political activities (Deuze 2003; Tumber 2014), including EU politics (Michailidou, Trenz and De Wilde 2014). Although many academics in journalism studies argue that developments in political journalism need to be studied in relation to larger social, financial, technological and political factors (Albæk et al. 2014; Benson 2014; Kuhn and Neveu 2002), most of the existing studies on EU coverage are limited to a content analysis approach. The originality of this paper is that it explores how and to what extent online media report about EU events, as well as what factors influence this coverage. The above issue is scrutinised in the Cypriot context: a context where the economic crisis has negatively affected both the working conditions in newsroom and the public opinion on EU. The research draws on a multi-method research design that approaches the journalistic coverage of politics in online media at the level of both the process of production and the message. The analysis is based on an interview survey with news producers of six online media that differ regarding their journalistic culture and on a corpus of 252 news reports on European Union politics delivered by these media. The findings suggest that online technology leads the media to decrease their investment in both personnel and in time for the coverage of “not so important” topics. Fewer personnel and time for news production lead to the reduction of authentic coverage, which is easily replaced by reports from news agencies and institutional press releases – that is reinforcing churnalism. However, media with different journalistic cultures exploit in their own way the potential of online medium: for maintaining and reinforcing their existing profile with fewer personnel and less time spent.

Id: 22787

Title: Analyzing Podium Podcast, Prisa Radio's digital sound content platform for Spanish-speaking countries

Session Type: Individual submission

Authors:

Name: Maria Gutiérrez

Email: Maria.Gutierrez(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

Name: Josep Maria Martí

Email: JosepMaria.Marti(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

Name: Belen Monclus

Email: belen.monclus(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

Name: Xavier Ribes

Email: Xavier.Ribes(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

Abstract: At the end of September 2018, two years after its birth (June 7, 2016), Podium Podcast had a catalogue of 66 sound products distributed in 447 episodes with more than 1,000 listening hours of podcasts in Spanish. A repertoire that grows daily. Undoubtedly, the aim of Prisa Radio to create a platform which enhances the production and distribution of podcasts in Spanish (Moreno, 2017) has been more than achieved. In line with other initiatives such as Radiophotopathy and Panoply (Bonini, 2017), this enterprise open up new market expectations for the Spanish radio industry with an economic model still sustainable in advertising investment and the on air broadcasting (Martí, et al., 2015).

Podium Podcast adapts to the new dynamics of consumption (Moreno, 2017, Amoedo & Martínez-Costa, 2016). On the one hand, it breaks the traditional structure of radio communication (Ortiz Sobrino, 2017; Gonzalez & Salgado, 2011). On the other, it promotes a sense of commitment between the content and its potential audience (Jenkins et al., 2015).

This paper analyzes this new platform as a whole and determine its differentiating characteristics in terms of production and distribution of sound content on the net. This study is part of the research “The podcast in the digital sound environment: podcast modelling proposal”, carried out by the Catalan Radio Observatory (GRISS-UAB), which analyze the new model of production and distribution of radio broadcasters in the digital context where the podcast becomes the central axis of the audio business model. For this research, we elaborated an own proposal of modelling the different types of podcast in current digital sound ecosystem. This is an integral classification model

which explores features related with content, production, advertising, distribution, consumption and social networks. The methodological approach designed provided quantitative and qualitative data, obtained from content analysis and in-depth interviews with those responsible for this innovative project. The content analysis was structured around variables (32) that delve into the variety of content that make up its catalogue, formal and narrative features of the products, production and distribution strategies of its content and the use of social networks such as Facebook, Twitter and YouTube. The sample analyzed the products offered on the platform at September 2018. The interviews allowed to obtain information in relation to the conception, philosophy, objectives and the market positioning of this project.

The results show that Podium Podcast offer is focused on informative, entertainment (mainly serial fiction) and hybrid (infotainment) content. There are both original products and the presence of current programs or the sound archive files of Cadena SER (talk radio station of PRISA Radio). New forms of financing are included such as branded content or syndications with existing podcasts. A notable problem was observed in the tagging of its products, derived from divergent strategies according to the way of distribution. The analysis revealed that Podiumpodcast.com acquires a transmedia dimension in the use of social networks, especially on YouTube, where its products present an audiovisual narration and also offer additional content aimed at satisfying other consumer needs.

Id: 22831

Title: Journalism for mobile devices in social media (JD2MS), the adoption of new narratives in search of new experiences

Session Type: Individual submission

Authors:

Name: Nanachara Sperb

Email: nanacharasperb(at) gmail.com

Country: BR (Brazil)

Affiliation: Instituto Federal Catarinense - Universidade Tuiuti do Paraná

Abstract: Brazil has 120.7 million internet users and 42.1 million households connected to the network. The smartphone is the device used by 96% of users to access internet, of which 77% use social media and 55% access news content. Mobile journalism explores the potential of digital technology and it engages the reader/user in multimedia immersion practices. In these possibilities of communication offered by Instagram Stories there is a process of innovation by traditional vehicles that migrated part of their production of content to the social media. Mobile journalism is a practice that creates new semantics in the way of bringing information to the user through an innovative platform. In addition, doing journalism on mobile devices in social media (JD2MS) involves creating new experiences by bringing information. It also reflects on how to format the narrative and what kind of experience end-users will experience. This is because JD2MS is not just about new support, but about new narratives, new solutions for news publishing aimed at better ways of serving the public, exploring the full potential of technology. We analyze the narratives practiced in JD2MS as a new format, based on the functionalities of the digital technology of the platform. Instagram is the network with greater engagement and preferred by 47.1% of users among social media. The profiles followed for this paper are: (at) jornaloglobo (O Globo), (at) folhadespaulo (Folha de S.Paulo) and (at) estado (Estado). Initial observations of these profiles point that the practice of JD2MS is incipient and not yet consolidated, since there is a discrepancy in the way of performing both by the same vehicle at different times and among the newspaper companies. It also shows that new narratives implanted especially in Instagram Stories, used in a differentiated way by each vehicle. Inspiration in traditional formats is noticeable. By similarity, this can lead the user to feel more comfortable to follow journalism on a platform that had previously served for entertainment. The use of the Instagram's own resources (gifs, mentions, hashtags) also acts on the familiarity of the reader. By using social media to make journalism, communication vehicles enjoy the potential of reaching the platform, as well as the existing public and the gratuitous creation and use of profiles.

Id: 22849

Title: Crowd asset, online digital platforms and the pressure on media makers

Session Type: Individual submission

Authors:

Name: Caterina Foa

Email: caterina.foa(at) iscte-iul.pt

Country: PT (Portugal)

Affiliation: ISCTE-IUL

Name: José Carlos Moura Moreno

Email: jose_carlos_moreno(at) iscte-iul.pt

Country: PT (Portugal)

Affiliation: ISCTE-IUL

Abstract: The development of online platforms guided by algorithms and supported by new business models converted in the primary way through which people gather resources or promote their activities, either online and offline. Authors, such Jenkins (2006) and Patel (2017), argue that the increased popularity of social media platforms in recent years has opened up cultural production to almost everyone who can access it, resulting in a proliferation of amateur cultural production and collaborative co-creative production.

The development of online platforms guided by algorithms and supported by new business models converted in the primary way through which people gather resources or promote their activities, either online and offline. Authors, such Jenkins (2006) and Patel (2017), argue that the increased popularity of social media platforms in recent years has opened up cultural production to almost everyone who can access it, resulting in a proliferation of amateur cultural production and collaborative co-creative production.

Online crowdfunding is conceptualized as a collaborative system to raise funds for specific projects, and crowdsponsoring is the sum of donation and reward-based models without financial reward for backers who voluntarily adhere. Its application to arts is growing internationally (Bannerman, 2013), with some effectiveness evidences about its potential as a tool for social engagement and value co-creation. Scholars argue that one strength of sharing economy is the so called “crowd asset, linked to non-monetary benefits of crowdfunding as crowd wisdom and feedback, considering the crowd as a source of information” (Marom, Swart, Grell 2015 : 2). Therefore we question what are the crowd asset resources and by who and how are they capitalized. In this paper we intend to investigate the characteristics and effects of online platforms and algorithms application to creative industries and artistic projects’ production and communication within crowdfunding ecosystem.

We aim to describe and analyze how online platforms and algorithms materialize their technicality and social constructions, as well as which affordances are provided to their users.

We pretend to integrate this analytical perspective with the more in depth (personal and professional) experiences of 2.0 media makers, creative industries workers life-histories to

understand the challenges and market pressures that they are facing and which are the future priorities about their career development and skills required.

To achieve our objectives we select as case-study the main Portuguese crowdsponsoring platform, drawing on quantitative and qualitative data, to cross social media analysis, content and statistical analysis with in-depth interviews with platform's managers and users.

Recent implementation of different models to share creative and economic resource share, online and offline, are considered for further research development and comparison.

Id: 22863

Title: Business journalism and public relations in Zimbabwe

Session Type: Individual submission

Authors:

Name: Collen Chambwera

Email: cchambwera(at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: This article explores the relationship between business journalists and public relations officials in Zimbabwe. It explores the nature of interaction between business journalists and public relations officials seeking to promote good corporate image, and how that influences what is available in the news concerning corporates. While similar studies have been carried out, these have for the most part been situated in advanced capitalist economies such as Europe and the USA. This study makes a departure from such and focuses on an economy that was described by Zimbabwe's former Reserve Bank governor as a casino economy. It is an economy that has sometimes seemed to be on autopilot due to alleged lack of leadership from authorities. The media environment in the country is characterised by polarisation between public but state-controlled media and privately-owned media. The study therefore also explores the relationship between journalists and public relations official in the context of this polarised media environment. Situated in the sociology of news production, the study explores to what extent the media in Zimbabwe act as arenas for corporates to present packaged ideas of themselves while at the same time constructing certain versions about corporates to the public. Using semi-structured interviews with selected journalists from the state-controlled and privately-owned media, and public relations officials from Zimbabwe's corporate sector, the study establishes that journalists and public relations officials have a mutually respectful and beneficial relationship. The difficult economic conditions have given public relations officials leverage over journalists, but there is often resistance from journalists to do 'public relations' work for corporates.

Key words: Zimbabwe, Business journalists, Public relations officials, media, economy

Id: 22901

Title: When Media Production is Multiplied by Policies: A Case Study on the South China Film and TV Center

Session Type: Individual submission

Authors:

Name: Xi Chen

Email: jcxchen(at) scut.edu.cn

Country: CN (China)

Affiliation: South China University of Technology/Cornell University

Abstract: This paper observes the establishment (2016) of the South China Film and TV Center as a media base in Guangdong, a key locale on the south route of the “One Belt One Road” initiative (aka The Belt-and-Road initiative) and the recent practices in the South China Film and TV Center. The Center was established when the Chinese government implemented a series of policies at State level, which reflects China’s strategic practices respectively in the media industry, the cultural and tourism industries, and the regional development. Therefore, the paper begins with an investigation on: (1) the legislative practices at State level: the media-convergence policy and the film industry promotion law; (2) the institutional restructuring of the Chinese government: the merger of the China National Tourism Administration and the Ministry of Culture; (3) China’s regional development strategies: from the Guangdong-Hong Kong-Macao Bay Area domestically to the overseas Belt-and-Road region in the neighborhood of South China. Based on the policy studies related to the media production in South China, a field study of the industrial practices of film and TV companies in the South China Film and TV Center, their productions and the domestic and overseas markets particularly the Southeast Asian market is also conducted to probe into the local practices in terms of (1) the local and regional policy-making to stimulate and promote media productions and distributions inside and outside South China; (2) actions the local governments in Guangdong province has taken to develop their media industries by merging with the tourism industry; (3) comparative studies of Guangdong as a media production area in South China and other areas, e.g.: Beijing in North China, Shanghai and Zhejiang in East China, and Huoerguosi as a unique media financial center to explore the interactions between strategies and the media industry and reactions of the market, with the aim to examine China’s readiness to establish the proposed cultural-maritime Silk Road by adopting transnational film and TV production as a State-level strategic practice.

Id: 23014

Title: Big Data and The New Norm of Production Analysis in Chinese Screen Industry

Session Type: Individual submission

Authors:

Name: Xiao Wang

Email: addie3184(at) hotmail.com

Country: NL (Netherlands)

Affiliation: Utrecht University

Abstract: Nowadays, the idea of datafication has been highly mentioned and broadly used for scientific and commercial purposes. It transforms the known world into another distinct spectacle through entangled informational ‘quantum’. As the big data laboratorial-commercial cooperation models regarding physics studies succeeded, the idea of data-driven technologies starts to infuse into various knowledge-scope. It is increasingly adopted in socio-humanistic disciplines, particularly media studies. Datafication is shaping current Chinese media sphere and screen industry; meanwhile, develops a new norm in evaluating commercial screen products such as films and TV shows, analogue to customer research, during pre-production and publicity. Along with the expansion of use of big data technologies, the intricate questions are forthwith raised: how the application of big data performs in screen industry where farraginous data carried by multi-medium or omni-media; whether it might replace or partially replace man work in the industry, referring to McLuhan (1964) and Baudrillard (1994). The dispute comes to further normalcy when it is intermingled with the big data technologies at production stage. Sometimes, it might doubt that big data could undermine the creativity of Chinese screen industry and the aesthetics (Kant: 1790) of Chinese creative workers, if the mechanisation of creativity cannot be processed in appropriate methods (Amarel: 1966).

It is controversial that simple datafication might not reveal the authentic information, as this research notes: data-driven technologies and algorithmic systems are far from straightforward, due to the complexity of textual analysis of media contexts. Socio-cultural data are rather easily discriminated in opaque ways through subjective bias written into the programmes, which can be intentional or unintentional. At another end of audience reception studies, data are analysed by neuroscience and physiology researchers in taxon order, namely neurocimatics (Hasson et al., 2008). It is believed that these data can explicitly show the internal reactions of audience other than those collected by computational programmes online. Hence, the advance of data methodology needs to be concerned while processing data analysis of current social and humanistic studies.

Unlike using big data technology in the areas of natural science, many Chinese pan-entertainment big data enterprises currently still put efforts on the ‘conservative’ digital data mining and opinion data analysis via a single type of convergent mediums, while several companies are also able to prolong the scope of the research subjects to behavioural data analysis of audience receptions under their own enterprise properties. In this research, the discussions are taken in political-economics and cultural approaches. In order to exemplify, the fieldwork conducts several interviews of two big data entertainment companies who are both specialised in screen production.

Keywords: big data, Chinese screen industry, audience studies, textual analysis, mechanisation of creativity at production stage

Id: 23144

Title: National cross-innovation systems vs platformization: Very small and very large media enterprises co-innovating with tourism, education and health care

Session Type: Individual submission

Authors:

Name: Indrek Ibrus

Email: indrek.ibrus(at) tlu.ee

Country: EE (Estonia)

Affiliation: Tallinn University

Name: Ulrike Rohn

Email: ulrike.rohn(at) tlu.ee

Country: EE (Estonia)

Affiliation: Tallinn University

Abstract: The paper reports on the results of a large scale research project that investigated the co-innovation processes between audiovisual media (film, TV, videogames, VR, AR, etc.) industries and three other sectors – education, tourism, health care. The empirical research took two years to carry out, involved 7 Nordic and Baltic countries (Estonia, Latvia, Lithuania, Finland, Sweden, Denmark, (Northern) Germany) and consisted of 144 interviews with industry professionals and policy makers, as well as of ethnographic research on start-up companies operating between industries and documentary research.

In conceptual terms the study combined economic studies of innovation systems with studies of mediatization, media convergence and trans- and cross-media studies and with other approaches within media and culture studies. As part of such interdisciplinary work and theory development we elaborated on a new concept, cross-innovation, referring to co-innovation and convergence processes taking place between different sectors of digital service economies. The proposition is that digitisation and mediatization processes are conditioning new inter-sector dialogues and the emergence of new cross-innovation systems at the borderlines of formerly distinct industries. The study put a special emphasis on the opportunities and challenges for small countries and their media industries as they build locally relevant cross-innovation systems in the era of media globalisation and platformization of services.

The findings tell a series of complex stories. Among others: how global platformization (in terms of Jose van Dijck) of tourism undermines the emergence of related cross-innovation systems in small countries; how fragmentation of local education and health care markets does not enable the scalability of innovations, but protects local innovation systems for being overtaken by global platform giants; how incumbent private media industries prefer not to directly co-innovate with the public sector, especially in the area of education, and therefore a new sub-sector – EdTech sector – has been emerging as a transitory system, facilitating cooperation between media, tech and education sectors; how strong policy support for developing a “VR health” cluster produces a dynamic set of start-companies experimenting with new opportunities, but are challenged by health information systems being highly fragmented and therefore limiting opportunities for scalable growth; how start-up companies innovating in these areas get demotivated by the risk of global platforms entering the same fields.

In this paper we will present the main findings of the project – the main motives as well as challenges for media industries in small countries when cross-innovating with other sectors in the era of platformisation and mediatisation.

Id: 23150

Title: Time norms and temporal frames in media work

Session Type: Individual submission

Authors:

Name: Anne Soronen

Email: anne.soronen(at) uva.fi

Country: FI (Finland)

Affiliation: Univeristy of Vaasa

Abstract: Regardless of the studies referring to acceleration of time in journalistic work or crunch culture in game development, the empirical research on the role of time norms in media work is scarce. In our research, the main question is: What kind of time norms and temporal practices dominate in journalistic work and game development?

We perceive time norms as shared patterns of expected temporal activity, which affect media employees' relation to time management, deadlines and prioritization of tasks (cf. Aeon & Aguinis 2017). We focus on perceptions and practices that make visible, question or reinforce time norms and temporal frames in media work.

Our data was collected in two Finnish media organizations, a small game studio and an editorial office of a local newspaper, from December 2017 to June 2018. Our principal method was a photo-interview in which participants took photos in work situations in which they somehow “felt” or took notice of time or temporality. After that, we conducted interviews in which the participants recounted how temporality or time management related to their photos. Discussing the photographs facilitated a more free-flowing informal dialogue between the participant and the researcher than would arise from talk-alone interviews. Moreover, the photographs made the ways participants structure time more concrete and contextualized.

In both organizations, the “core work” is associated with the tasks that forward directly the final media product. However, work processes require also other activities and practices that are not reflected when thinking one's working hours and time management. The main difference between the organizations' temporality is the work rhythm, which is faster and more hectic in the editorial office compared to the game studio, in which people move almost daily between projects but deadlines are not usually pressing. In the photo-interviews, game developers produce themselves as technical experts and problem solvers (see Whitson 2018) who reflect time mainly in the situations when they negotiate with the technology or anticipate the duration of stages of the work. Journalists perceive themselves as professionals who meet continuously the challenge to produce content on schedule and fulfill both organizational and professional expectations (see Reich & Godler 2014; Zelizer 2018). Their work involves competing temporal frames that they negotiate and reconcile in a routine manner. These parallel temporal frames are linked to professionalism, efficiency and common goals of the newsroom. Altogether, our study indicates that in the studies of media work it is important to explore organization-specific time norms and temporal frames because they affect media employees' capacity to produce high-quality content and compose a supportive work community.

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Id: 23247

Title: Role of Community Radio to increase Agricultural production

Session Type: Individual submission

Authors:

Name: Saroj Prasad Paudel

Email: spojhel(at) gmail.com

Country: NP (Nepal)

Affiliation: Krishi Radio (First and only Agricultural Radio Of Nepal)

Abstract: Nepal is an agricultural country with 76% of the population involved in farming and 28% of the land is used for agriculture. However, owing to the lack of agricultural awareness, a large number of youth are fleeing from the agriculture profession to trade or other employment. Dhading, a neighboring district of the Kathmandu valley, has been popular for the vegetable production for decades, and it has been exporting 25% of the Kathmandu valley's total vegetable consumption. There are seven community radios in the district that promote agricultural issues through various radio programs to foster awareness and motivation to farming with modern technology. Additionally, other commercial local radio stations also produce at least two hours of radio program everyday related to farmers and farming in the district.

In this research paper, I would like to argue that community radios in Dhading are an effective medium to promote agricultural awareness and motivate the young generation in agro-farming with modern approaches. The research will specifically focus on whether the radio programs on farmers and farming have helped in making farmers aware of new farming skills and motivating local youths to farming.

This study will employ qualitative case study approach with three distinct data collections methods: five focus group discussion (FGD) with seven to nine persons on each group, 10-15 key informant interviews (KII) of 45 minutes to one hour in length, and three to five field observations to compare and evaluate the claims by participants of FGDs and KII. According to Yin (2009), three distinct data collection methods will increase the accuracy and reliability of the research data. All the focus group participants will be local farmers, and they will be asked questions related to their awareness about the new technology skills and farming approaches. After the FGDs, the researcher will visit the fields to verify the claims by FGD participants and the actual farming situation in the field. After analyzing the data of FGDs and field observation, key issues will be identified and based on that the potential KII participants will be selected. KII will be a mixed group comprising radio program producers, community leaders in villages, and government officials in the district responsible for agriculture development.

The following questions will guide the FGDs and the KII: Are the farmers aware of local radio programs about agriculture farming? Are the programs helpful in learning new information and skills to support their farming? Is there any noticeable difference in farming productions before and after radio programs? Are the second generation of farmers have demonstrable interests in farming? Is there any relation between their interests and radio programs? How sort of radio programs can be more effective in promoting farming awareness?

The findings of the study will be analyzed by using grounded theory approach (Strauss and Corbin, 1990), in which open coding, axial coding, and selective coding process will help systematically analyzing the data of the three methods. The outcome of the study will be helpful in assessing the effectiveness of radio programs in facilitating farmers' concerns.

Mediated Communication, Public Opinion and Society Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19470

Title: Estrategias de comunicación de las ONG en Guanajuato, México.

Session Type: Individual submission

Authors:

Name: Diana del Consuelo Caldera González

Email: calderadi(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad de Guanajuato

Name: Laura Elena Zárate Negrete

Email: lezarate(at) ucto.mx

Country: MX (Mexico)

Affiliation: Universidad de Guanajuato

Name: Ma. Eugenia Sánchez Ramos

Email: maru_sanchezr(at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad de Guanajuato

Abstract: En México existen más de 40 mil ONG registradas ante Gobierno, y más de 120 millones de habitantes. En Guanajuato, entidad ubicada en el corazón del país existen 1132 ONG y casi seis millones de habitantes, por lo cual se considera que existe una baja densidad asociativa, asociada a otras problemáticas de estas organizaciones como la falta de regulación y reconocimiento; problemas de financiamiento y desconocimiento de las acciones de este sector, las cuales en general se dirigen a la resolución de problemáticas de índole colectivo.

El objetivo de este trabajo es realizar un diagnóstico acerca de los mecanismos de comunicación que utilizan las ONG registradas en el estado de Guanajuato (México) lo cual permita comprender la efectividad de estas y proponer estrategias low cost para que logren mayor reconocimiento por parte de sus grupos de interés (colaboradores, donadores, beneficiarios y voluntarios).

El estudio se divide en dos etapas. La primera tiene una aproximación cuantitativa, con una muestra incidental de 150 ONG, a las cuales se les aplicó un instrumento en línea, para identificar si contaban con actividades sistematizadas de comunicación. La segunda etapa tuvo un enfoque cualitativo-hermenéutico y consistió en analizar algunas ONG que manifestaron sí realizar dichas actividades. Así, la investigación es mixta y tiene un alcance descriptivo y un enfoque no experimental.

Con el diagnóstico y el análisis fue posible identificar que las ONG en Guanajuato no han logrado identificar la importancia de las estrategias de comunicación interna y externa para lograr un mejor funcionamiento y sobre todo para lograr reconocimiento y visibilización de sus actividades.

Actualmente poco menos de la mitad de las organizaciones analizadas no realizan campañas de marketing, y el resto sí, principalmente a través de redes sociales y de una página institucional de internet, por lo cual el aspecto tecnológico surge como una constante.

Como conclusiones se proponen diversas estrategias que las ONG pueden adoptar, las cuales no implican grandes gastos, pero sí un compromiso firme para la implementación y el seguimiento de estas.

Id: 19514

Title: Community Radio and digital journalism photography: Narrating the peace, Colombia a case

Session Type: Individual submission

Authors:

Name: Ph(c) Mireya Baron Pulido

Email: mbaronpu(at) poligran.edu.co

Country: CO (Colombia)

Affiliation: Associate Professor Researcher Politecnico Grancolombiano

Name: Mg. Fabiola Leon Posada

Email: fabiolaleon(at) usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Journalist of RSF and Teacher of U. Santo Tomas

Name: Mg. Ximena Santisteban Casas

Email: marciasantisteban(at) usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Researcher of U. Santo Tomas

Name: PhD. Ricardo Serrano Navarro

Email: edgarserrano(at) usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Teacher of U. Santo Tomas

Name: Mg. Marcela Tellez Pedraza

Email: mtellezp(at) poligran.edu.co

Country: CO (Colombia)

Affiliation: Teacher of Politecnico Grancolombiano

Abstract: Colombia, after the signing of the 2016 peace accords in Havana, is living and undergoing changes not only in its geo-socio-political condition, but also in its media condition: From telling the story of war to beginning to narrate peace, to confronting even the tensions of fake news. The present paper gathers two types of corpus that cover January - June 2018: the narratives in community radio stations of the center of Colombia and the photographic narratives in national and Spanish digital media. The question that the research investigates revolves around a macro question that covers the two media records: What are the journalistic narrative strategies used: a) the magazines of community radio stations in Colombia, and b) photography in native and non-native digital media in Colombia and Spain, with respect to the representation around peace, having as a framework "The Final Agreement for the End of the Conflict and the Construction of a stable peace"?

The research is of a qualitative nature, AD-Discourse Analysis was carried out, instruments were designed, Nvivo software was used, semantic networks, focus group interviews and data triangulation were used.

The goal of the study is to design digital communication strategies that, on the one hand, in a collegial manner with the teams of the community radio stations strengthen and make visible their mission by giving a voice to those who have not had it in the construction of social fabric and, therefore, in the construction of peace for the country. On the other hand, to propitiate some guidelines that from the visual narrative exalt stories and paratexts (Genette, 2001) that propitiate an iconic/indicial narrative (Eco, 1986), from frames (Entman, 1993) that emphasize the inclusion and not the stigmatization of actors, objects and socio and geo-political spaces of the country, both from the native and non-native digital press (Piscitelli, 2009) of Colombia and Spain. Our preliminar results suggest a concern, in the first place, to strengthen the pedagogical role and the empowerment of voices that do not have voices (Osses, 2013) in the digital radio ecosystem. Secondly, to rescue the contribution offered by the theory of Framing, insofar as it dynamizes a way of meaning the world (Barthes, 1990), cutting off access to other possible visions; and suggesting both for the digital media of Colombia and Spain, an interest in narrating a representation of public opinion in the face of the hegemonic elite of the digital media company or for not narrating the feelings of the most vulnerable population in these internal conflict of the country: peasants, indigenous people and the child population.

Id: 19530

Title: A study of the relationship between critical thinking, health anxiety, exhibitionism, agreeableness and the spread of rumors on SNSs among middle aged and elderly people in China

Session Type: Individual submission

Authors:

Name: Di Wang

Email: dwang(at) must.edu.mo

Country: MO (Macao)

Affiliation: Macau University of Science and Technology

Abstract: With the popularity of social networking sites, rumors also found their way on these sites. Wechat, one of the most popular social networking sites in China, found and refuted rumors 490 million times in 2017 (Pengpai, 2018). Health is the most popular rumor topic in WeChat. Among the users who spread rumors, middle aged and elderly people are disproportionally more than other age groups (Sina, 2018).

Many scholars have tried to explain the motivations behind the spread of rumors (Allport & Postman, 1947; Rosnow, 1991). However, few studies have tried to explore what individual characteristics lead to the spread of rumors. This study shall examine the predictors of health related rumor spreading on Wechat Moment among middle-aged and elderly adults.

First, critical thinking could be related to the spread of rumors among middle-aged and elderly people. As people get older, their cognitive abilities are also getting worse (Whalley, Deary, Appleton, & Start, 2004). Many scholars found that critical thinking ability and the spread of rumors are negatively correlated (Chorus, 1953; Shibutani, 1966).

In addition, health anxiety may be another predictor of rumor spreading of middle aged and elderly people. Many studies have found that anxiety can lead to the spread of rumors (DiFonzo & Bordia, 2002; Rosnow et al., 1988). However, most of these studies have focused on situational anxiety. Studies have shown that chronic anxiety can also lead to the spread of rumors (Anthony, 1972). Middle-aged and elderly people are prone to health problems and may have high chronic health anxiety, which may motivate them to spread health rumors to reduce their health anxiety.

What is more, people who are high in exhibitionism may have a strong motivation to share what they know on SNSs. Therefore those high in exhibitionism may be more likely to spread health related posts on SNSs to show how knowledgeable they are.

Finally, many SNS rumors ask audiences to forward the posts by appealing to the emotions, fear and other techniques. People who are high in agreeableness may be easily persuaded to forward the rumor message on SNSs.

To test these hypotheses, 307 middle-aged and elderly adults who are over 45 years old were referred by undergraduate students from a university in China, to fill in an online survey with embedded experimental rumors. Results showed that critical thinking was negatively related to rumor spread intention, health anxiety and exhibitionism were positively related to rumor spread intention, while agreeableness was not significantly related to rumor spread intention.

Dr. Wang Di is an assistant professor in the department of communication at Macau University of Science and Technology, China. Her research interest is media psychology. Her articles appeared in

journals such as Computers in Human Behavior, Journal of Computer-Mediated Communication, American Behavioral Scientist, etc.

E-mail: [dwang\(at\) must.edu.mo](mailto:dwang(at)must.edu.mo)

Address: C208, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau, China.

Id: 19562

Title: The Influence of Social Media Bots on Youth Political Activism

Session Type: Individual submission

Authors:

Name: Mina Momeni

Email: mina.momeni(at) ryerson.ca

Country: CA (Canada)

Affiliation: Ryerson University

Abstract: In recent years, youth have garnered mainstream attention for their online collective action. For instance, in 2018, American teenagers organized a national school walkout to protest US gun laws by mobilizing via social media. Seven years prior, young Egyptians used social media to raise their voices against the autocratic government to demand change in the Egyptian revolution. What potential do Canadian youth have for engaging in such activism? As of 2017, 22.7 million Canadians were active social media users, with 84% being 18 to 34 year olds (Gruzd et al., 2018). Although many youths are engaged in social media for entertainment purposes, these platforms may be utilized by them to become politically active. Nevertheless, youth activism can be influenced by diverse forms of political manipulation on social networks. One of the complex mechanisms for this manipulation is software robots (bots), which can produce content and interact with humans automatically on social media with the purpose of imitating and changing their behaviour. For example, bots may artificially increase support for a political candidate and influence the outcome of an election, which is a great concern for democracy. Scholars have explored the various functions of bots, which include encouraging political speech (Savage, 2015), influencing political events (Stieglitz, 2017), and more importantly, playing a significant role in the spreading of fake news (Shao et al. 2017). Crucially, according to Canadian scholars McKelvey and Dubois (2017), “There has been limited academic work on political bots in Canada”; and they argue that Canada has neglected how important it is that bots are altering the country’s political discourse. Therefore, there is a considerable gap in research exists that this study can fill in an attempt to bring more awareness to this issue. This study explores the involvement of social bots in youth political activism in Canada by using the case study of the Ontario student walk out in protest of the premier of Ontario’s educational cuts. It also explores the various types of social bots and their characteristics, and moreover recent efforts to detect bots on popular social media platforms.

Id: 19637

Title: "Jóvenes y sucesos: Tratamiento informativo en la prensa digital española."

Session Type: Individual submission

Authors:

Name: Javier Olivar de Julián

Email: javier(at) cristalfor.com

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja (UNIR)

Abstract: Resumen

Introducción: El estudio del tratamiento informativo sobre accidentes con víctimas jóvenes puede ayudar a mejorar la elaboración de este tipo de noticias con un enfoque preventivo y también a preparar campañas institucionales más eficaces. Esta investigación analiza los aspectos formales y emocionales de noticias relacionadas con accidentes de tráfico, ahogamientos, caídas accidentales y suicidios. Si bien se han realizado varias investigaciones sobre el tema (Munoz-Munoz & Salido-Fernandez, 2018; Soto, & Sánchez, 2016), la novedad del presente análisis radica en la conexión directa de la variable “víctima joven” con el tratamiento informativo de la prensa digital y las cuatro principales causas de muerte externas en España. Metodología: Se han seleccionado seis periódicos generalistas digitales españoles: los diarios inmigrantes digitales elpais.com, elmundo.es, abc.es y lavanguardia.com y los diarios nativos digitales elconfidencial.com y 20minutos.es. Posteriormente, se ha realizado un análisis de contenido cuantitativo, recogiendo a través de Mynewsonline una muestra representativa de piezas periodísticas (n=4.733) relacionadas con el objeto de estudio y seleccionadas mediante la técnica de la semana construida. Resultados: Los resultados indican un alto número de noticias publicadas sobre víctimas mortales jóvenes en accidentes de tráfico respecto al resto de informaciones por otras causas externas, un bajo índice de registros de noticias sobre jóvenes relacionadas con las drogas y un tratamiento informativo más exhaustivo y sensacionalista en sucesos sobre jóvenes y niños que en otros rangos de edad. Discusión y conclusiones: Desde un punto de vista deontológico se observa que las noticias sobre jóvenes presentan con mayor frecuencia un alto grado de sensacionalismo. Esto podría interpretarse como un reclamo por parte de los medios, buscando una mayor audiencia que genere un mayor beneficio económico. A la vista de los resultados, se echa en falta un mayor esfuerzo ético de los medios de comunicación para evitar el sensacionalismo y para cumplir con las principales directrices de los códigos deontológicos del periodismo (Díaz-Campo & Segado-Boj, 2015).

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Id: 19749

Title: Believing Online Rumors: Climate of Public Support and Internet Use

Session Type: Individual submission

Authors:

Name: Stephanie Jean Tsang

Email: stsang(at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Fake news and rumors often arise when individuals in a society have unbalanced access to information, especially when authorities, such as government officials, are the only ones holding information. Fake news and rumors have become a concern for many, as they are quickly spread, influencing public opinion and impairing both individual and societal decision-making processes.

According to Greenhill and Oppenheim (2017), the likelihood of an individual believing a rumor “has nothing to do with predispositions such as gender, age, education, and income.” In fact, they argue that factors like worldview, threat perception, and prior exposure explain variations in rumor adoption. To extend their line of inquiry, this study has tested the effects of perceived public support, whether one sees the public to be supporting oneself, on rumor adoption.

Specifically, this study explored whether and how factors like Internet use and perceived public support predicted individuals’ belief in online rumors. It was expected that the extent to which individuals viewed themselves as occupying majority or minority positions within society would impact their belief in online rumors that conflicted with government statements.

In this study, data from the Chinese General Social Survey collected by the National Survey Research Center at Renmin University of China was used. This was collected in China in 2015 (N = 12,000). Results suggested that the climate of public support had no effect on heavy Internet users’ belief in online rumors. However, among light Internet users, those who perceived themselves as occupying minority positions were more likely to believe online rumors than those who perceived themselves as occupying majority positions.

Given the prominence of online rumors, it is necessary to study factors that make individuals more likely to believe them over and above information released by government officials. This study suggested that infrequent Internet users’ perceptions of their minority or majority status may play a role in their belief in online rumors.

Author

Stephanie Jean Tsang

Hong Kong Baptist University

CVA1025, 10/F, Communication & Visual Arts Building,
5 Hereford Road, Kowloon Tong, Kowloon

stsang(at) hkbu.edu.hk

Stephanie received her Ph.D. from the University of Wisconsin-Madison and is now a Research Assistant Professor at Hong Kong Baptist University. Her areas of research include the psychology and biology of media audiences, in particular the impact of emotions on information processing and attitude formation. She also examines the new media and how individuals form perceptions of public opinion.

Id: 19771

Title: It's Not the Technology, Stupid: How the 'Echo Chamber' and 'Filter Bubble' Metaphors Have Failed Us

Session Type: Individual submission

Authors:

Name: Axel Bruns

Email: a.bruns(at) qut.edu.au

Country: AU (Australia)

Affiliation: Digital Media Research Centre, Queensland University of Technology

Abstract: Following the surprise victories of Brexit and Trump in 2016, even Barack Obama (2017) warned that “it’s become safer to retreat into our own bubbles”, thereby linking increased electoral volatility and polarisation with concepts such as “echo chambers” (Sunstein 2001) and “filter bubbles” (Pariser 2011). The politicians, journalists, and scholars who support these concepts suggest that, with online and social media as the key sources of information for an ever-growing percentage of the public (Newman et al. 2016), echo chambers and filter bubbles are chiefly responsible for the emergence of communities that espouse contrarian and counterfactual perspectives and ideologies, and for their disconnect from the mainstream.

Echo chambers are said enable these groups to reinforce their views by connecting with likeminded others; filter bubbles to shield them from encountering contrary perspectives. Such disconnection from and ignorance of alternative perspectives is assumed to result from a combination of individual choice, in selecting the news sources to consult or the social media accounts to follow, and the algorithmic shaping of such choices, as search engines, news portals, and social media platforms highlight and recommend some sources over others. As platform algorithms learn from the users’ choices, and users make those choices predominantly from the options promoted by the algorithms, a self-reinforcing feedback loop gradually curtails choice to an increasingly narrow and homogeneous set of options.

Rigorous empirical evidence for the operation of such processes is sorely lacking, however. Building on empirical studies that show no significant evidence of filter bubbles or echo chambers in search (e.g. Haim et al. 2018; Krafft et al. 2018; Nechushtai & Lewis 2018) or social media (e.g. Beam et al. 2018; Bruns, 2017), this paper argues that echo chambers and filter bubbles principally constitute an unfounded moral panic that presents a convenient technological scapegoat (search and social platforms and their affordances and algorithms) for a much more critical, fundamentally human-made problem: growing social and political polarisation. This is a problem that cannot be solved by technological means.

Research shows that even – indeed, perhaps especially – the most hyperpartisan users still encounter material that challenges their perspectives, and engage with users who represent opposing views (e.g. Garrett et al. 2013; Weeks et al. 2016). The central question is what they do with such information when they encounter it: do they dismiss it immediately as running counter to their own views? Do they engage in a critical reading, turning it into material to support their own worldview, perhaps as evidence for their own conspiracy theories? Do they respond by offering counter-

arguments, by vocally and even violently disagreeing, by making ad hominem attacks, or by knowingly disseminating all-out lies as ‘alternative facts’? More important yet, why do they do so? What is it that has so entrenched and cemented their beliefs that they are no longer open to contestation? This is the debate we need to have: not a proxy argument about the impact of platforms and algorithms, but a meaningful discussion about the complex and compound causes of political and societal polarisation. The ‘echo chamber’ and ‘filter bubble’ concepts have seriously distracted us from that debate, and must now be put to rest.

Id: 20056

Title: From Stigma (Wailao) to Name Rectification (Yigong)' The Politics of Representation in Taiwanese News of Foreign Workers (1989-2018)

Session Type: Individual submission

Authors:

Name: Chunyen Chang

Email: cychang(at) mail.ncnu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chi Nan university, R.O.C.(Taiwan)

Abstract: There were many studies in the past have pointed out that mainstream news discourse has a high influence on living conditions of foreign workers in the receiving society. These studies analyze the media representations of foreign workers, and point out that the mass media basically plays a mechanism of othering. At the same time, the host society has always been the social structure that oppresses foreign workers (Bauder, 2005; Bauder & Gilbert, 2009; Rasinger, 2010; Familara, 2013; Cheng, 2016). However, reflecting on this kind of research has a tendency to regard the news media as a monotonous mechanism to consolidate a repetitious social structure that is the exclusion and oppression of others. Correspondingly, the mainstream news discourses have become an exclusive social construction without the possibility of playing a mechanism to accommodate minorities such as foreign workers. This paper argues that most of the relevant research perspectives ignore the possibility of changes in social structure, and therefore ignore the possibility that the role of the media will change under different social conditions. From the perspective of critical discourse analysis, the news discourses are close to the process of social change. It can also actively shape the practice of politics and society, and affect the social living conditions faced by foreign workers (Fairclough, 1995; Wodak, 2001). The rise of the name rectification movement around the world illustrates the variability of news discourse. Inferior groups can use name rectification to establish the sovereignty of cultural discourse and subvert the exclusive classification framework and power relations (Chiu & Chiang, 2012; Wang et al., 2018).

After the creation of the world-famous economic miracle, Taiwan entered the economic transition period after the 1980s. Foreign workers from Southeast Asia became Taiwan's increasingly dependent labor force. By 2018, their number has exceeded 700,000, and become the fourth largest group. However, they are also the most vulnerable group in Taiwan and have long been regarded as "others within others" (Tseng, 2004). The term "Wailao" (foreign labor) implies various class discriminations from the receiving society. The migrant-friendly movement that has emerged in Taiwan in the past decade has called on Taiwanese to use "Yigong"(migration workers) to call them and to try to subvert their social status. The migrant-friendly movement is close to Taiwan's development towards a human rights society. In fact, since the 1990s, Taiwan's mainstream value has been: to engage in social self-reform with multiculturalism. In this context, the research question raised in this study is: from foreign workers to migrant workers, from stigma (Wailao) to name rectification (Yigong), how does media representations of foreign workers change? This study will analyze the news discourses of foreign workers in Taiwanese mainstream newspapers from 1989 to 2018, and critically reflect on the role of the news media, whether it changes in response to

different social conditions. In conclusion, this article will discuss whether mainstream media in Taiwan can become a public sphere that accommodates outsiders.

Id: 20177

Title: Smartphone and Social Media Usage and Addiction: A Survey of Generation Z

Session Type: Individual submission

Authors:

Name: Niaz Ahmed

Email: niazahmed2020(at) gmail.com

Country: US (United States)

Affiliation: Professor Emeritus, Saint Cloud State University, Minnesota, USA

Abstract: The smartphone and social media usage has grown exponentially among the general public and specifically within the Generation Z known as “Gen Z” or “Gen Zers” (Statista, 2015). The Generation Z is the demographic cohort born during the mid-1990s to mid-2000s and has followed the Millennials or Generation Y (Seemiller & Grace, 2016; Wood, 2013). In terms of the size of Gen Z, current estimate indicates that about one-third of world’s 7.7 billion people are Gen Zers (Miller & Lu, 2018).

While the advantages of the smartphone and social media are recognized, excessive use may have negative consequences, such as loss of productivity due to distractions at work, school, and family settings (Montag & Walla, 2016; Lin, Lee, Lin, & Chang, 2015). Social media may have certain negative effects such as increased stress, reduced face-to-face interactions, lower self-esteem, and depression (Hawi & Samaha, 2016; Pew Research Center, 2016; Nazir & Samaha 2016).

Although a significant amount of research has been done about the use of smartphone and social media among Generation X and Y, insufficient research exists about smartphone and social media addiction among Generation Z. Since the digital world is changing rapidly every year, it is important to track its usage and impacts on an ongoing basis for detecting any trends and correlations and for identifying significant implications for counseling and intervention for parents, educators, and policy makers.

This study contributes to the evolving knowledge by examining the implications of the addictive use of smartphone and social media among Generation Z. A survey was completed by a non-random sample of 415 students at State University of New York in Oneonta during the academic year 2017-2018.

The results revealed that more than half of Gen Zers spend nine hours or more in a typical day using their smartphones, and nearly one-third use social media for 7-10 hours per day. In terms of Gen Zers’ exposure to fake news, 9 in 10 students indicated that they had seen some news on social media that turned out to be fake news. More than half of Gen Zers use digital communication most often than face-to-face communication, and believed that smartphones had deteriorated their relationship skills and actual relationships, and that the use of social media had decreased their face-to-face communication.

Furthermore, more than half admitted that they were addicted to the Internet and social media, and that the use of social media had negatively affected their academic achievement, writing skills,

relationship skills, and actual personal relationships. As for Generation Z's political attitudes and behaviors, three-fourths asserted that the social media negatively affected their attitude toward the government and politics, deteriorated their social trust, and had increased their stress level sometimes.

The data analysis indicates that the Gen Zers are spending an excessive amount of time on their smartphones and social media, and that much of the consequences are negative. These findings may have significant implications for counseling and intervention for parents, educators, and policy makers.

Id: 20242

Title: Why reading the news, political interest and political knowledge is not enough: The mediating role of discussion frequency for network heterogeneity

Session Type: Individual submission

Authors:

Name: Nadine Strauß

Email: nadine.strauss(at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Name: Laura Alonso-Muñoz

Email: lalonso(at) uji.es

Country: ES (Spain)

Affiliation: Universitat Jaume I de Castelló

Name: Homero Gil de Zúñiga

Email: homero.gil.de.zuniga(at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: The US Presidential Election 2016 and the pervasive partisan flow of information about the presidential candidates online have revived the notion of ‘filter bubbles’ (Pariser, 2011) and ‘information cocoons’ (Sunstein, 2006). Journalists, critics and opinion makers were quick in identifying the scapegoats of the surprising turnout of the election, blaming social media for creating an information environment that has reinforced existing beliefs and strengthened political polarization (cf., Stroud, 2010; Knobloch-Westerwick & Meng, 2011). In fact, personalized algorithms (e.g., on Twitter, Facebook) may enforce people’s tendency to solely reside in information environments and social circles that affirm their personal opinions, attitudes and points of views (cf. Pariser, 2011).

However, not only has recent research casted doubt on the so-called ‘filter bubble’ (Nelson & Webster, 2017; Zuiderveen Borgesius et al., 2016), part of the theoretical rational is also imperfect: citizens and voters are not active on the Internet or social media 24/7. Surely, recent figures show that 77% of Americans go online every day and 26% of Americans are online almost constantly (Perrin & Jiang, 2018). Yet these findings do not rule out that American citizens also get exposed to views and opinions about politics and current affairs when interacting with their peers in real-life settings. After all, the majority of people goes online for leisure and entertaining purposes rather than for political reasons (Park, Kee, & Valenzuela, 2009; Quan-Haase & Young, 2010). And political beliefs, attitudes and voting choices are still vastly influenced by face-to-face conversations with family members, friends and neighbors (Berger, Meredith, & Wheeler, 2008; Huckfeldt & Sprague, 1995).

It is in this vein that the discussion about the prevalence of like-minded information cocoons (Sunstein, 2006) needs to better incorporate the offline scenery theoretically and empirically. Furthermore, research needs to better explain why and under what circumstances people are more likely to encounter opinions and viewpoints that differ from their own - both online and offline (cf.

Choi & Lee, 2015; Lee, Choi, Kim, & Kim, 2014; Sunstein, 2018). Our research question thus reads: What are the structural processes that lead citizens to escape their common social circles when talking politics and public affairs?

To answer this question, we investigate the unique mediating role of discussion frequency for the manifestation of discussion network heterogeneity among citizens by using a two-wave representative panel survey in the US. Results do not only confirm previous findings that have identified (online) news use and discussion frequency (Brundidge, 2010) as influential factors for the degree of citizens' network heterogeneity, we also provide compelling insights for the important role that political interest, political knowledge and the consumption of news via various platforms play in this respect. Last, this study makes an important contribution in showing that the frequency of political discussion functions as the key element in explaining the mechanism that leads politically interested, political savvy citizens as well as regular news consumer to seek a more heterogeneous discussion network, disrupting the dangerous 'filter bubbles.'

Id: 20479

Title: Social acceptance of new technologies: accompanying research and scientific advice

Session Type: Individual submission

Authors:

Name: Corinna Lüthje

Email: corinna.luethje(at) uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: Social acceptance of new technologies is an important task of science communication. According to Wüstenhagen, Wolsink and Bürer (2007) social acceptance combines three dimensions: social-political acceptance, community acceptance, and market acceptance. Social acceptance can be achieved in a process of collective assessment, understood as complex interactions between technology and society, of a given project, integrating a plurality of actors (Fournis & Fortin 2017).

The aim of the interdisciplinary Space(at) Sea-Project is to develop artificial islands. The communication part of the project aims to accompany the design process and to promote the social acceptance of this new technology. First step of the communication research was a study on the experiences, needs and wishes of current and future inhabitants in order to make a suitable design for Living(at) Sea. A two-phased procedure was used. The first step was a survey of the project partners with the purpose to learn about their information needs. The second step was a qualitative questioning of experts (people with at least several months experience of living and working in artificial and isolated habitats). The interview guideline was based on the results of the survey of the project partners. The outcome of the investigation is a list of functional requirements for the design from the users' perspective in terms of comfort, availability, working conditions, design of the living area and the outdoor area, social life, leisure, safety, shopping, and ecology. Particularly aspects of media and communication were stressed by the participants.

Id: 20543

Title: Polarization of opinions in social media: Investigation of the formation and fragmentation of discourse of localism in Hong Kong

Session Type: Individual submission

Authors:

Name: Miranda Ma

Email: miranda(at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Political discourse arises when it seizes discursive opportunities in the society by exploiting the social, political and cultural cleavages. It also evolves and transforms across the changing social and political contexts (Steinberg, 1999). This paper seeks to investigate the formation, transformation and fragmentation of the discourse of localism in Hong Kong. It is argued that the rise and evolution of the localism discourse is a response to the ethnic-civic cleavage in the society. Moreover, by examining the representations in the mainstream and alternative media, it is found that alternative media have facilitated the emergence of the localism discourse, but at the same time, reinforcing the fragmentation and polarization of the discourse in recent years.

The discourse of localism arising in Hong Kong focuses on the preservation of identity and autonomy of local citizens in resisting the growing political infringement by the Chinese authoritarian State into the political and social affairs of the Hong Kong Special Administrative Region (HKSAR). It also signifies the unprecedented realignment of the political dichotomy between the “pro-establishment camp” and the “democratic camp” that has been prevailing for decades in the political spectrum in the Hong Kong society. It is considered as a disappointment towards the democratic camp as it has adopted strong “anti-China” positions than the democratic camp overall (Kwong, 2016).

The traces of the localism discourse can be connected with the series of heritage preservation movement in the 2000s, whose activists fought to protect not Chinese high culture but mundane sites rooted in the everyday life of Hong Kong people. This notion of localism discourse embraced a post-materialist’ critique of capitalism, rejecting and carrying a ‘civic-oriented’ identification. However, the term localism was then fragmented into a more ethnic orientation in the later stages, striking for self-rule and autonomy in a more vigorous manner (Veg, 2017).

This paper, drawing on content and textual analyses from mainstream and social media, investigates how the social and political cleavages in the post-handover context in Hong Kong have paved the way for the rise and fragmentation of localism discourses. Moreover, the roles of social media in leading to formation of fringe voices, as well as facilitating polarization and ‘cyberbalkanization’ of the opinions among the localists would also be discussed.

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Id: 20557

Title: Party Identification and social distance on the third-person and first-person perceptions--take an example of the 85°C Bakery Café incident

Session Type: Individual submission

Authors:

Name: Yah-Huei Hong

Email: alicehong0323(at) gmail.com

Country: TW (Taiwan)

Affiliation: Fu Jen Catholic University

Name: Roland Chang

Email: rolandjohn(at) gmail.com

Country: TW (Taiwan)

Affiliation: Shih Hsin University

Name: Austin A. Peng

Email: Austin20071(at) gmail.com

Country: TW (Taiwan)

Affiliation: Soochow University

Abstract: After Taiwan President Tsai Ing-wen passed through Los Angeles to buy a coffee at 85°C Bakery Café, the café has since received a barrage of attacks from Chinese citizens and state media by accusing it of supporting Taiwan independence and undermining China's sovereignty. Food delivery companies in China have removed the café's products from their platforms. 85°C Bakery Café lost \$120 million in stock market overnight.

Responding to the incident, Tsai Ing-wen claimed that Beijing's pressuring of Taiwanese businesses is not helpful to the peaceful development of cross-strait ties. However, the media of China reported that anything related to Tsai Ing-wen has become a market taboo for Taiwanese companies. Even though many Taiwanese media called the Chinese government's claim "Orwellian nonsense," some other media criticized that Tsai tried to manipulate the 2018 election via her stop by the café, which aroused people's anger toward Tsai.

However, not everyone had a negative attitude toward Tsai. Pan-green group always support Tsai no matter how, so they might perceive the media messages about the incident have impacts on others, but it definitely won't influence their attitude toward Tsai. For pan-blue group who always dislike Tsai, they might perceive the media messages have influenced them to more dislike Tsai, but not necessarily has the same impact on others. The pan-green's perception is so called the third-person effect hypothesis (Davison, 1983) and the pan-blue's perception is the first-person perception (Atwood, 1994; Gunther & Mundy, 1993). According to the literatures (Cohen, Mutz, Price & Gunther, 1988; Meirick, 2005), social distance can be a mediated variable for the third-person effect, thus this variable will also be taken into account in this study.

To explore how much people dislike President Tsai, a big data analysis was applied by using QSearch Trend software, which covers 850000 media fan pages and personal fan pages. And to verify the third-person and first-person perception, an online survey was utilized. The InsightXplorer Limited in Taiwan was commissioned to conduct the online survey and the sample for this study was drawn from its Cyber Panel database - the biggest database in Taiwan, and 1000 random samples were collected finally.

The findings of the big data analysis showed that there were more than 26000 Facebook Unlikes for the President Tsai concerning this incident. The results of the online survey indicated that pan-green group tended to have the third-person perception, no matter for comparing self to others who live in the same county or different counties. However, there is no significant difference when comparing the people who live in the same county to the people who live in different counties. That also means for the pan-green group the hypothesis of social distance was not supported. Nonetheless, for the independent people, all of the three comparisons above showed significant difference. Third-person effect really exists among the independent people. Finally, the first-person perception surprisingly did not appear in the pan-blue group. The authors will provide possible reasons for the above results in the end of the full paper.

Id: 20570

Title: Information Processing, (Mis)information, and the Role of Social Ties on Social Media in Turkey

Session Type: Individual submission

Authors:

Name: Suncem Kocer

Email: suncem.kocer(at) khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Name: Cigdem Bozdag

Email: cigdem.bozdag(at) khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: Against a backdrop of an increasingly polarized media culture, Turkey ranks first in a list of countries where people complain about fake news, according to the recent Reuters Digital News Report. While fake news circulate through social media platforms and digital communication channels fast and wide, publics in Turkey engage with news and information increasingly through social media platforms and instant messaging services. In a context like Turkey where media are utilized as a gizmo of political propaganda, users' engagement with online information is especially politicized. In this paper, our argument is twofold. First, different types of social ties play a key role in publics' access, assessment, and dissemination of content against a backdrop of increased political polarization. Second, Turkey presents a significant context for studying information processing behaviors of social media users in relation to strong and weak social ties (that is the strength of their bonding through invested time, emotional intensity, intimacy and reciprocal services) and for understanding dynamics behind the spread of misinformation. Focusing on Facebook, Twitter, WhatsApp, and Instagram, our research data will be collected through utilization of multiple research techniques including focus groups, media diaries, and semi-structured interviews. The timeframe is within the 4 months before and after the local elections in Turkey on 31 March 2019. Social media users in Turkey develop strategies of content assessment and circulation and tailor their strategies according to their specific target audiences and social ties by utilizing the tools of specific platforms. We claim that a cross-platform analysis looking at users' perceptions and experiences in different platforms and with divergent social ties is key for understanding how and to what end (mis)information is being received and circulated through the Internet.

Id: 20624

Title: Influence of Media Exposure on Perceptions of Media Credibility: The Mediating Role of Political Knowledge

Session Type: Individual submission

Authors:

Name: Mistura Salaudeen

Email: 18481264(at) life.hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Wenshu LI

Email: 18481809(at) life.hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Steve Guo

Email: guo(at) hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: With the rapid advances in new media technologies, rise of partisan reporting and rampant presence of fake news, the need to investigate public perceptions of media credibility has assumed new social relevance and historical urgency. This study examines the extent to which different patterns of media exposure influence credibility judgment. On the assumption that rational evaluations are information based, we elaborate the relationship by looking at the mediating role of current event knowledge. The study is contextualized in Hong Kong where local print media and their audiences are the main units of observation. Operationally, at the news consumption end, we construct a scale ranging from non-users through skimpy scanners to avid readers. At the perceptual end, we separate credibility evaluations into three categories: perceived public interest of the media, perceived information quality produced by the media, and perceived metropolitan connection of the newspaper. We propose that regular exposure to newspapers is likely to lead to high knowledge of current political issues and consequently lead to poor perceptions of newspaper credibility. Analyses of valid data from a random sample survey of 529 local Hong Kong residents reveal several interesting findings: 1) There is a significant positive correlation between the frequency of respondents' newspaper readership pattern and their level of political knowledge, albeit at a superficial level, suggesting that regular readers of newspapers in Hong Kong are more conversant with current events than less frequent readers and non-readers of newspapers. 2) There is a significant negative correlation between respondents' level of political knowledge and their perceptions of newspapers' credibility along the dimensions of public interest and metropolitan connection. 3) However, we found a non-significant relationship between respondents' political knowledge and their perceptions of newspapers' information quality. These findings indicate that respondents with high knowledge of current political issues have poor perceptions about the public interest and metropolitan connection of newspapers, thereby judging the credibility of newspapers harshly. Also, we deduce that the more time respondents spend reading newspapers, the more

knowledge of local issues they have, as opposed to their limited knowledge of non-local events. Furthermore, there is no direct relationship between respondents' level of political knowledge and the quality of information disseminated by Hong Kong newspapers. Thus, political knowledge mediated the extent to which respondents evaluated the credibility of newspapers in Hong Kong. Theoretical and social implications are discussed.

Id: 20801

Title: Top-down or Bottom-up' A Network Agenda-setting Study on Chinese Nationalism on Social Media

Session Type: Individual submission

Authors:

Name: Zhuo Chen

Email: zhuo.chen(at) u.nus.edu

Country: SG (Singapore)

Affiliation: National University of Singapore

Name: Chris Chao Su

Email: chris.su(at) hum.ku.dk

Country: DK (Denmark)

Affiliation: University of Copenhagen

Name: Anfan Chen

Email: caftsinghuaedu(at) gmail.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: The extent to which nationalist discourse is transferred between the upper authority and the people remains unclear. That is, does it follow a top-down or bottom-up direction? Taking Chinese nationalism on social media as a research context, this study applies a network agenda-setting (NAS) approach to empirically analyze how nationalist issues are connected and are thereafter transferred among different actors, including official organizations, social media influencers, and ordinary individuals. Based on large-scale data discussing two interrelated nationalism events on the microblog Weibo (N of total tweets= 25,185), supervised machine learning is employed to identify issue categories while semantic network analysis is completed to construct issue networks. The results of multiple regression quadratic assignment procedure (MRQAP) indicate that, on one hand, the assumptions of NAS are supported (i.e., when discussing the same event, organizations and influencers set the agenda-- issue networks--for individuals) and, on the other hand, the construction of nationalism somewhat follows a bottom-up direction (i.e., how individuals discuss one nationalism event impacts the way influencers and organizations discuss the subsequent event). Implication is discussed: First, this study shows good potentials to extend the application of NAS, from election to nationalism; Second, it empirically clarifies the direction of construction of nationalist discourse in the online settings, shedding light on the role of Internet in interfering in discursive production of nationalism; Third, it brings forth a reconsideration of “individual” and “media” agenda in an era of social media.

Id: 20810

Title: "You're All Fake!": Imaginaries of Manipulation and the Representation of Public Opinion on Social Media

Session Type: Individual submission

Authors:

Name: Yoav Halperin

Email: yoavhal(at) gmail.com

Country: US (United States)

Affiliation: New York University

Abstract: This paper examines the growing public awareness of manipulative agents that seek to derail political conversations on social media in Israeli society. Particularly, it investigates the manner in which this awareness is shaping Israeli Facebook users' interpretations of their online experiences. Drawing on a two-year ethnographic study of political interactions between right-wing and left-wing Facebook users in Israel, I show that many users have become alert and often reference the widespread online presence of automated bots, paid commenters, and provocation-loving trolls. I argue that users' constant (yet often speculative) allusions to the presence of manipulative agents allow these users to negotiate, challenge, and raise competing claims regarding whether certain prominent voices on social media are reflective of actual public opinion.

The existence of manipulative agents on social media has by now become a well-established fact. As studies show, over the past two years manipulative online actors have been deployed in campaigns to influence public opinion in a host of countries across the globe, including Israel (Bradshaw & Howard, 2018).

While crucial for understanding how manipulative actors and misinformation campaigns are shaping online information environments, however, scholarly attempts to detect and measure the scope of such operations only tell part of the story. Just as significant is the fact that ordinary social media users have become aware of the potential possibility of being exposed to various manipulative agents. Users today, in Israel as in other places, understand that the social media environment is filled with fake profiles; they know that many of the comments and posts they encounter online may be authored by automated bots; and they realize that other users with whom they interact may very well be disingenuous trolls. Manipulative agents, in other words, do not just manipulate users' imaginaries, but also give rise to imaginaries of manipulation. Their potential presence breeds a culture of online suspicion and often embroils users in arguments over what, and more importantly, over who is actually "real."

The aim of this paper is to elucidate some of the main facets of this culture of suspicion, and to analyze the ways in which it plays into how public opinion manifests itself on social media. To do so, I rely on interviews I conducted with politically-engaged Israeli users between 2016-2018, as well as on a qualitative analysis of discussion threads that appeared on widely-followed Facebook pages during this period. Drawing on such materials, I address Israeli users' understanding of and reaction to manipulative online agents such as "fake profiles," paid-commenters, and trolls. I examine why and when certain users choose to label their interlocutors as manipulative agents. And

most importantly, I show how such acts of labeling and allusions to the ubiquity of manipulation perform an important discursive function, in that they enable users to either resist or advance competing online representations of the Israeli public's political positions.

Id: 20870

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity, Panel description

Session Type: Panel Submission

Authors:

Name: Paolo Bory

Email: paolo.bory(at) usi.ch

Country: CH (Switzerland)

Affiliation: USI Università della Svizzera italiana

Name: Simone Natale

Email: s.natale(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: Throughout its roughly six decades of history Artificial Intelligence (AI) has gone through phases of enthusiasm, in which the prospect of thinking machines was envisioned as a proximate future, as well as through phases of disappointment, in which its promises seemed far to be fulfilled. In the last few years, however, AI has experienced a new “summer” (Natale & Ballatore 2017) with the launch and the experimentation of products such as intelligent assistants, semantic search engines and self-driving cars, and the emergence of a rising range of fictional and non-fictional narratives through which visions of intelligent systems are represented and imagined at a socio-cultural level (Goode, 2018). As a recent report underlined, these visions run the risk of exaggerating both hopes and fears about AI, affecting public debate and the governance of these technologies (The Royal Society 2018).

The panel aims to explore the socio-cultural impact of fictional and non-fictional narratives of AI, focusing especially on a particular strand of representations and visions about AI: the portrayal of relationship between machines and humans as shaped by empathy. As media historian John Durham Peters (1999) famously underlined, empathy is a key component of the dreams and fears that people have attributed to communication media throughout history. For what concerns AI technologies, the idea of love and empathy between humans and machines has been a long-standing trope in science fiction, however it has recently gained new momentum as the idea of building sympathetic relationships with robots and AI systems entered into wider discussions about machine agency and ethics (Gunkel, 2012). Yet, narratives on “emotional” or “empathic” AIs do not only affect the social and cultural perception of an artificial alterity. Crucially, they also reveal the way in which human agents perceive and imagine themselves as social beings, whose humanity is defined and informed by their relationships with others. In this sense, narratives and visions about AI also provide new pathways to imagine and reimagine political and social issues such as inequality, individual rights, and human dignity.

Moving from this twofold narrative dimension of AI narratives, the panel aims to explore how different actors such as digital media companies, researchers, and sci-fi authors have narrated and articulated empathic relationships between humans and intelligent machines. Furthermore, the panel

aims to investigate how fictional and non-fictional narratives coming from different fields may influence each other, thus contributing to the construction and the articulation of a social imaginary of AI. By comparing and intertwining exemplary case studies, five panelists embracing different national and institutional contexts, career stages, and disciplinary approaches will explore how narratives of empathic intelligence have shaped and driven social discourses on the rise of AI in society.

Moderators:

Paolo Bory, Università della Svizzera italiana [paolo.bory\(at\) usi.ch](mailto:paolo.bory@usi.ch)

Simone Natale, Loughborough University [s.natale\(at\) lboro.ac.uk](mailto:s.natale@lboro.ac.uk)

Id: 20876

Title: A Beautiful Play: Deep Blue, AlphaGo and the Social Trust in AI

Session Type: Panel Submission

Authors:

Name: Paolo Bory

Email: paolo.bory(at) usi.ch

Country: CH (Switzerland)

Affiliation: USI Università della Svizzera italiana

Abstract: Since the birth of computer sciences, artificial intelligence has been studied, tested and imagined through board games like chess and Go. In the last decades, after a long series of experiments at academic level, also digital media companies have used board games to test and especially to show the progress of their new intelligent systems. In this context, challenges between human champions and new prototypes of AI have been portrayed as watershed moments in which a new artificial mind has come into being, even threatening the supremacy of the human race. Furthermore, games like chess and Go, coupled with spectacle, have become a distinctive narrative tool to expose not only new technological artefacts, but also new forms of human-machine interaction. The paper compares two key-events that marked the narratives around the emergence of AI in two different time frames: the game series between the Russian world champion Garry Kasparov and the IBM supercomputer Deep Blue held in New York in 1997; and the GO game series between the South Korean champion Lee Sedol and DeepMind's artificial intelligence AlphaGo held in Seoul in 2016. Relying on a corpus of primary and secondary sources such as newspapers and specialized magazines, biographic books, the live broadcasts and the main documentaries reporting the challenges, the paper investigates the way in which IBM and Google DeepMind used the human-machine competition to narrate the emergence of a new, deeper, form of AI. In particular, the comparison between the two narratives highlight how the Kasparov-Deep Blue match was presented by broadcasting media and IBM itself as a conflictual and competitive form of struggle between human kind and a 'hardware-based', 'obscure' 'humanlike' player. While on the other hand, the social and symbolic message promoted by DeepMind and the media conveyed a cooperative and fruitful interaction with a new 'software-based', 'transparent' and 'un-humanlike' form of AI. The two case studies show how AI companies mix narrative tropes, gaming and spectacle in order to promote in different ways and through different values the newness and the main features of their products. In particular, recent narratives of AI based on human feelings such as beauty and trust can shape the way in which the presence of intelligent systems is accepted and integrated in the near future. In this regard, the narrative of the game series with AlphaGo is an example of how the imaginary of AI can be exploited in the AI sector to convey the idea of a trustable and ethic company, capable of creating cooperative and empathic prototypes of new intelligent companions.

Id: 20879

Title: Unhinging the Discourse: Is Public Debate about Artificial Intelligence Contaminated or Enriched by Science Fiction'

Session Type: Panel Submission

Authors:

Name: Luke Goode

Email: l.goode(at) auckland.ac.nz

Country: NZ (New Zealand)

Affiliation: University of Auckland

Abstract: AI experts frequently express a double-edged attitude towards science fiction. On the one hand, sci-fi can be a rich source of inspiration for technologists themselves, influencing career paths, aspirations and even specific projects. On the other hand, it is frequently accused of filling the heads of the general public with bad science, unrealistic expectations and 'magical thinking.' Typically, of course, mainstream science fiction dramatises AI through scenarios that depict it acquiring—or at least provoke the question of whether could actually acquire—'sentience,' and with it the capacity to experience rather than merely simulate feelings such as resentment, vengefulness, humiliation, love, compassion, joy, or empathy. The appeal of an AI-based sci-fi narrative also commonly hinges on its power to evoke an empathetic response towards AI 'protagonists' on the part of audiences.

AI experts understandably worry not only that lay members of the public are ill-equipped to disentangle plausible science from fictional dramatisation, but also that sci-fi tropes seep all too easily into popular news and non-fictional media narratives that fixate on the prospect of AI 'going rogue' or robots 'rising up' against their human masters — or alternatively, that human relationships will be irreparably damaged as we develop increasingly intense bonds with machines that tend to our emotional needs. Moreover, there is justified concern that, in the shadow of science fiction, popular coverage of AI is frequently missing the point because it fixates disproportionately on 'sexy' but largely speculative narratives about general purpose and anthropomorphic AI, at the expense of focusing more on the narrow purpose AI applications and algorithms that are already transforming society in powerful but relatively opaque or poorly understood ways.

In this presentation I will explore the way science fiction figures as part of broader concerns that public and media discourse around AI has become 'unhinged' from reality. But I will also argue that we need to consider the other side of the ledger and ask what positive role this popular culture genre can play in fuelling public debate about AI and its potential role in shaping the future. Science fiction certainly plays an important role in popularising (if not democratising) interest in an increasingly important but complex technological domain beyond the narrow realm of expert and elite interest groups. But more than this, I want to claim that it has a unique role in provoking important questions about post-human subjectivities and about ethical and emotional relations between human and non-human entities — questions that urgently need to be aired as AI grows in sophistication, complexity and social scope, but which risk being sidelined by scientific and technocratic discourses. To that extent, I will suggest that science fiction is capable of 'unhinging' the discourse in some valuable and productive as well as problematic ways.

Id: 20881

Title: If Software is Narrative: Joseph Weizenbaum, Artificial Intelligence and the Biographies of ELIZA

Session Type: Panel Submission

Authors:

Name: Simone Natale

Email: s.natale(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: Software is usually studied in terms of the changes triggered by its operations in the material world. Yet to understand its social and cultural impact, one needs to examine also the different narratives that circulate about it. Software's opacity, in fact, makes it prone to being translated into a plurality of narratives that help people make sense of its functioning and presence. Focusing on the case of Joseph Weizenbaum's ELIZA, widely considered the first chatbot ever created, this paper proposes a theoretical framework based on the concept of 'biographies of media' to illuminate the dynamics and implications of software's discursive life. The case of ELIZA is particularly relevant in this regard not only because of its relevance in the history of digital media – the programme was in fact, as Andrew Leonard (1997) put it, 'bot erectus, the first software program to impersonate a human being successfully' – but also because ELIZA became the centre of competing narratives, whose trajectories largely transcended the actual functioning of this programme and shaped key controversies about the implications of computing and AI (pp. 33–34).

While ELIZA's creation at the Massachusetts Institute of Technology (MIT) in 1964–1966 was inspired by programmer Joseph Weizenbaum's determination to stress the illusory character of computers' intelligence, some of the narratives emerging from it reinforced the idea that machines think and understand language in similar manners as humans. Consequently, the software became a contested object that was interpreted as evidence in favour of two different, even contrasting visions: on the one side, that AI provides only the appearance of intelligence; on the other, that it may actually replicate intelligence and understanding by artificial means. In this sense, the case of ELIZA shows that the polarization of ongoing debates about AI is part of a longer history, on whose trajectory this article sheds further light.

Drawing on Weizenbaum's writings, on computer science literature, and on journalistic reports about Eliza, the paper discusses the programme's reception within computer science and AI research as well as in the popular sphere. As ELIZA's alleged capacity to talk attracted the attention of wide audiences in the United States and the world, and Weizenbaum's book *Computer Power and Human Reasons* (1976) became a popular success transcending the boundaries of the discipline, his creation presented AI in ways that sharply contrast with the vision of human-machine symbiosis that have dominated computer science since the 1960s. The paper will argue that the impact of this alternative vision was not without consequence, guiding the development of critical approaches to digital media as well as actual technologies and pragmatic strategies within AI research aimed at exploiting humans' liability for deception in their interaction with machines.

Id: 20974

Title: ALCOHOL-RELATED POSTINGS ON SOCIAL MEDIA: A CROSS-CULTURAL COMPARISON BETWEEN THE UNITED STATES AND KOREA

Session Type: Individual submission

Authors:

Name: Hye Eun Lee

Email: hyeeunlee77(at) ewha.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Name: Wufan Jia

Email: jiawufan(at) naver.com

Country: CN (China)

Affiliation: Ewha Womans University

Name: Jee Yun Park

Email: javivapark(at) gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Name: Hee Jung Cho

Email: helen0701(at) gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Abstract: The significant role of Social Networking Sites (SNSs) as an online communication platform is growing rapidly in modern society. Considering the huge influence and importance of SNSs, we need to pay careful attention to its negative impacts as well as positive aspects. There is growing concern that people often post alcohol-related contents online, which may result in increased alcohol use and following problems. This phenomenon becomes more problematic when it comes to adolescents' SNS use since alcohol-related postings can trigger problematic drinking among adolescents which itself is already a serious problem in the US as well as South Korea.

Many studies already had reported concerns about binge drinking and related problems among young adults including college students in both countries. A number of previous studies have suggested that exposure to alcohol-related content is positively related to alcohol consumption (e.g. Boyle et al. 2016; Huang et al., 2014; Miller et al., 2014; Moreno et al., 2014; Westgate et al., 2014). Although the studies focusing on an overall model of alcohol-related posting motivations are scarce, there are still some studies that mentioned one or two specific intentions for alcohol-related posting. The current study includes the motives of alcohol identity clarification, relationship maintenance, entertainment, information, social norm, and self-expression as reasons for referring to alcohol on SNSs. Thus, this study aims to investigate the motivation of SNS alcohol-related posting among young adults. Then it proposes that three kinds of cognitions about alcohol: a) belief about outcomes of drinking (i.e., alcohol expectancies), b) the perceived pervasiveness of drinking

(i.e., alcohol norms), and c) prototype of the typical drinkers (i.e., alcohol prototypes) can affect the motivations of posting alcohol-related content. Also, the study examines cultural differences between the US and Korea.

203 American participants and 233 Korean participants completed an online survey measuring alcohol use, Facebook use, alcohol expectancies, alcohol norms, alcohol prototypes, experience of exposure to alcohol-related postings, alcohol-related content posting behavior, and the motivations of alcohol-related content posting.

The preliminary results using path analysis showed that alcohol expectancies was a positive predictor of the motivations for relationship maintenance, entertainment and information and exposure to alcohol-related postings was a positive predictor of the motivations for identity clarification, relationship maintenance, social norms and self-expression. Some cross-cultural differences were obtained as well.

This research is meaningful to modern society in the US and Korea especially, since problematic drinking and consequential adverse effect are major issues amongst young adults in both countries. As exposure to alcohol-related posting is known to trigger drinking behavior, defining the motivation and understanding cognitive process of alcohol-related posting on SNSs should be a meaningful action towards preventing alcohol-related posting behavior. Related departments or SNS managers may refer to this study to secure users from alcohol-related contents that may cause social problems. Since the study has the limitation that it focuses on participants with a certain age and two nationalities only, future research may attempt to extend this study by including different age groups or other nations.

Id: 21014

Title: Powerful Communication - Career Advancement in Communication Science

Session Type: Individual submission

Authors:

Name: Franziska Thiele

Email: franziska.thiele(at) uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: In 1984 Bourdieu published a book called *homo academicus* in which he analyzed the power structures of the scientific field in France. In his work he identified several forms of capital into which scientists invested to accumulate power. 35 years have passed since then and the digitalization as well as the widespread usage of the internet have changed old and created new forms of communication within the field of science, thus altering the possible capitals scientists can invest into. Especially social media such as (academic) social networking sites, microblogs and blogs, but also new forms of (open access) publications have induced changes onto the scientific field. This raises the question, if the description of the capitals of science needs to be altered as well. Social scientists have been found to be rather active users of social media (Nicholas & Rowlands 2011; Moran, Seaman & Tinti-Kane 2012). As media are the material object of communication science it is likely that the knowledge about new media innovations and their usefulness for scientific communication is high among communication scientists. Thus the research question “what communication strategies communication scientists apply in order to accumulate power in their field” was developed. 16 German communication scholars from all three status groups (doctoral students, post-docs and professors) were interviewed in qualitative interviews on how their communication had changed since they first started studying and what communication strategies they found most useful for career advancement in the field of communication science. The interviews were analyzed with the qualitative content analysis by Mayring (2010). On the foundation of Bourdieu’s work, the interviews with the German scientists as well as current findings from literature the author has developed a theoretical model of communicative capitals, which scientists can invest into, in order to advance their career. Those communicative capitals are publications, teaching, presentations (e.g. on conferences), networking, presence in journalistic media and the use of social media (like Twitter, Academia or Facebook). The most important factor for the interviewees -as eight of them mentioned it - was networking as communication science is a small subject. “You know each other, you know how the others tick, you can't just step on your toes. And I think in this constellation it is important with whom you can work and with whom you are connected and who supports you if necessary.” (professor, male). The interviewed considered publications in international, peer-reviewed journals as the second most important factor to advance their career. Presentations were found to be less important, but helped to increase visibility, which was also the case with presence in journalistic media and activities on social networks, which according to the interviewees gained importance. Teaching was not considered to be an important factor “Nobody gets a professorship for good teaching.” (professor, female) This indicates that it might make sense to add the presence in social media as a new form of scientific capital and that presence in journalistic media as a form of outreach is getting more attention.

Id: 21020

Title: Hate Speech Against Refugees in Twitter: Large-Scale Analysis of the Spanish Tweets during the First Authorized Arrivals of Asylum Seekers in 2018

Session Type: Individual submission

Authors:

Name: Carlos Arcila Calderón

Email: carcila(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: Maximiliano Frías

Email: maxfrias(at) usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: Patricia Sánchez

Email: patriciasanc(at) usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Abstract: Southern European countries have become crucial spots in the reception of refugees and migrants. Even when Greece and Italy have been on the focus of the Mediterranean crisis, other destinations such as Spain are becoming a new spotlight in 2018. This paper analyses the stream of Twitter messages in Spanish referring the boat Aquarius just before and after the announcement of Spanish President Pedro Sánchez (around noon of June 11, 2018) to authorize and welcome the ship. Hate speech refers to all the discourses that deteriorate the image of a person or a group of individuals based on their inherent or acquired condition. Based on previous studies that have found that certain events can trigger and even modify the public perception of refugees (Zhang & Hellmüller, 2017; Nightingale et al., 2017), we hypothesize that the average of negative messages as well as the hateful comments increased after the official announcement to welcome the Aquarius. We retrieved raw tweets at large-scale in real time using the Stream API of Twitter from June 8 to 17, 2018 (N=26,237), filtering those that declare language in Spanish and include “#Aquarius” in the field text. Two independent coders with previous training content analyzed the complete sample in order to obtain the General Sentiment (-1 Negative, 1 Positive, 0 Informative/Neutral), the inclusion or not of Hate Speech towards refugees and Hate Speech towards politicians. These categories overpassed the inter-coder reliability test ($K\alpha > 0.70$) in a random sub-sample of 1,000 messages. In addition, we run automated sentiment analysis based on a lexicon or dictionary, using SentiStrengt to the get the Language Sentiment. We found that most of the messages were positive (54%), informative/neutral (16.1%), or unrelated or written in other languages (5,8%). However, we found a significant part of negative messages (24.1%) that included hate speech against refugees (12.1%) and rejection against politicians (812%). The automated sentiment analysis detected a non-significant bias of negative words ($M = -0.04$, $SD = 1.69$). When we compare the online hate speech against refugees before ($M = 0.17$, $SD = 0.38$) and after ($M = 0.16$, $SD = 0.37$) the announcement, our analysis found that there were not statistical differences between the two groups, $t = 0.523(10120)$,

$p > 0.05$. By contrast, the general positive sentiment significantly increased from 0.31 (SD=0.79) to 0.4 (SD=0.88), $t = -3.375(1342.697)$, $p = 0.000$, and also the language sentiment became significantly less negative from -0.16 (SD=1.63) to -0.02 (SD=1.69), $t = -2.701(1496.475)$, $p = 0.000$. This means that even when the amount of hate speech against refugees remain similar, the messages discussing the Aquarius topic became in general more positive after the Government announcement, leading an opposite direction of our original hypothesis. We conclude that there was a high support in Twitter in Spanish regarding the welcoming of the boat Aquarius, and that the amount of online hate speech against refugees or politicians was not modified by the official announcement, and that by contrast this decision increased the positive sentiments. As limitations, we acknowledge that these results cover only the initial social media reactions and that supervised sentiment analysis may produce better results in the automatic classification.

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Id: 21026

Title: Problem Chicks: The framing and problematization of the chicken meat production industry in UK newspapers, 1985-2016

Session Type: Individual submission

Authors:

Name: Marie Garnier

Email: marie.garnierortiz(at) wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University and Research

Name: Margit van Wessel

Email: margit.vanwessel(at) wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University and Research

Name: Peter Tamas

Email: peter.tamas(at) wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University and Research

Name: Severine van Bommel

Email: s.vanbommel(at) uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: The public sphere has long been argued to be an essential element of strong democratic societies (Dewey; Habermas). The value on news to society often builds on the contribution of news to the public sphere and a healthy democracy, contributing vital resources for processes of information gathering, deliberation, and action (Fenton). Newspapers are an important forum in this public sphere, and indeed for a long time were considered the preeminent institution of the public sphere (Habermas). People expect the news to provide them with useful, reliable, and amusing information (Coleman et al.). Though the Fourth Estate has been a flexible concept, the ideal of the media as a Fourth Estate remains grounded on the notion that the media play an essential and highly political role with regards to the checks and balances that hold the powerful to account, a role that is at the core of the media's self-definition as the Fourth Estate (Schultz).

Critical theorists have long questioned these ideal-type expectations of the press. There is little empirical evidence to support the claim that the media are meeting the expectations that justify their rights (Callaghan and Schnell). Numerous studies have shown that the press does not live up to the ideals of a Fourth Estate (Curran and Seaton; Fenton), especially regarding the watchdog and civic journalistic roles (Hallin and Mellado; Hackett). Contrary to the watchdog role, some scholars argue that such coverage, perhaps intentionally, benefits those best served by public silence (Djerf-Pierre and Shehata), an argument consistent with perspectives found in critical media studies, such as the propaganda model (Herman and Chomsky).

This article reports on a study in which we set out to find evidence relevant to assumptions prior to normative debates over the role of the media in public debate. We conducted a systematic, longitudinal and in-depth analysis of newspaper coverage of the framing and problematization of the chicken meat production industry in the UK over three decades. We operationalised normative expectations through a series of concrete expectations against which we contrast the results of a two stage framing analysis: first, a theory-driven inductive stage (building on the work of Entman, Chong and Druckman), followed by a second and deductive stage.

While it might make sense – both theoretically and empirically – to ask of individual or collective actors what role they played, asking these questions of the media presumes that they are able to provide such accounts, that individual level results speak to collective characteristics, and that they behave as a coherent actor. Our epistemological challenge then was to develop an understanding of the role of media without starting out from the presumption of their coherence as an actor. The path we chose was, through painstaking examination of a case, to describe the mechanics of the process of public debate in, through and with the media, and then discuss the implications of our empirical findings for our understanding of the role of the media in such processes.

Id: 21110

Title: Communicating with fictional television: 'Lifeworld' and 'practical sense making' revisited

Session Type: Individual submission

Authors:

Name: Susanne Eichner

Email: seichner(at) cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: Research on the cultural circulation of television is underpinned by either cultural imperialism theory or the works of those rejecting it. Yet, both camps still take the concept of nation as their starting point. In this paper, I provide a way of conceptualizing the engagement with fictional television series as social practices, pleasures and meaningful consumption within the idea of lifeworld (see Schutz & Luckmann (1973) and Habermas (1981/1984). I argue that the television drama series provide practical sense making to their viewers (Weiß 2001): that is to say, that viewers engage meaningful with the cultural products regardless of their national or cultural belongings. Instead of operating within the logic of culture, practical sense making is located in the social and within an interactionist perspective rather than within culture. It refers to meaningful topics for viewers which resonate with their life circumstances, their life phases, their value-belief system and attitudes and their central life course themes: in short, they resonate with the viewers' lifeworlds. This enables viewers to negotiate thronging topics and relevant themes regardless of how culturally close or distant they might feel to the presented way of life. In other words, television fictions do not only appeal because they are similar to our own views, cultures or norms or raise curiosity related to their exoticism, but they also appeal because they allow us to negotiate topics that are of particular relevance at a particular moment in our lives. The present perspective on audiences and reception process takes as its point of departure active and acting audiences that are "doing media" (Eichner 2017) as part of their social, everyday life activities. Audience doings are hence everyday life practices that are meaningful by providing "practical sense making" to the viewers both individually as well as socially. This paper draws on empirical data from a worldwide 9-country audience study using focus groups and individual interviews.

Id: 21119

Title: Bidirectional oriented communication of public institutions: the case of Quebec City, Canada

Session Type: Individual submission

Authors:

Name: Osiris González Galván

Email: osirisglezgalvan(at) gmail.com

Country: MX (Mexico)

Affiliation: Université Laval

Name: François Demers

Email: Francois.Demers(at) com.ulaval.ca

Country: CA (Canada)

Affiliation: Université Laval

Abstract: The contemporary public space allows the birth of new varied forms of interactivity among the actors, thanks to the new media structure that is integrated by digital micro ecosystems. These micro-ecosystems can be appropriated by the actors, individually or collectively, to achieve a specific objective.

This text is interested in a case of collective appropriation, specifically one of the subaltern elements of the State: public institutions. This study focuses on Quebec City, capital of the province of Quebec, Canada; and the interactions that this institution develops with other actors through the digital platform YouTube.

The study of the presence and activity of Quebec City on this digital platform was made based on two general premises: first, that the appropriation of institutions is carried out in an ideal of public communication, based on the democratic idea of promoting horizontal and bidirectional exchange. And the second premise, that the appropriation of new media is a gradual and differentiated process for each group of public actors.

This research suggests that there is a change in the conditions established in the communication contract that public institutions establish with other actors; this new engagement develops in three levels: 1) Functional, 2) Decisional and Political.

The Functional level aims to inform citizens about the services offered by the institution; the decision level, is responsible for the description of public policies, current and future; while, the political level, is related to electoral issues and political debates at the municipal level.

These three levels generated by the new communication contract generates three types of discourse that is determined by the new position adopted by citizens and public institutions, as well as a new set of rules that are the subject of constant debate and negotiation.

Id: 21144

Title: Theorizing Twitter as an Instrument of Civil Society for Freedom of Speech'

Session Type: Individual submission

Authors:

Name: Friedrich Krotz

Email: fkrotz(at) yahoo.de

Country: DE (Germany)

Affiliation: University of Bremen

Abstract: In the 1920s, the dramatist Bertold Brecht demanded a reversed radio with which people could not only listen but also present their own ideas and comments. In some ways, Twitter is such a thing – in a written form, not by spoken language.

However, today Twitter has a bad image: full of hate speech and fake news, abuse by politicians like Trump, manipulation by organized groups or paid agents, far too many bots that can't be recognized, programmed to influence public opinion. It seems that Twitter as an arena for the freedom of speech has turned into an arena of manipulation, lies and aggression. This today is discussed mainly in terms of what truth is, and with reference to the personal morality of the single individual Twitter users. In addition, laws are being passed in various countries that allow or even oblige Twitter management to control and delete participants' tweets, without taking into consideration that this may end in censorship. Of course, such discussions and such laws are necessary in specific cases. However, such a reverse written radio, on which everyone can express his or her views, must also be viewed from the perspective of freedom and democracy.

Thus, with reference to the mediatization approach, it seems necessary to ask, how Twitter may become helpful for making the public sphere more democratic as an instrument of civil society.

Then other ideas are coming up:

- o If we look at the media character of Twitter: People usually learn to write and read, but hardly anyone has ever learnt to engage in discussions with unknown people by means of writing – the use of Twitter thus requires a specific kind of media literacy. This media literacy must also take into account that with regard to globalization, individualization, and diverging cultural orientations, misunderstandings may happen easily.

- o If we look at the interests of the owners, they mainly collect data in order to earn money and thus disturb political communication by ads, which is forbidden for example for German Television news. This contributes to mistrust of the users.

- o If we look at the internal organization of Twitter, it is not recognizable who wrote a tweet in which interest, and this makes communication complicated and may contribute to insecurity and anger of the participants, as there are politicians catching votes, robots which ultimately do not react to arguments, professional agents, who do their jobs, and mobbing celebrities.

- o In addition, it would be important to look at more comprehensive theories that show how societal conditions affect people's communication: Jean Paul Sartre („the hell, that are the others“), Herbert Marcuse („The onedimensional man“), Erich Fromm („The fear of freedom in capitalistic societies“), David Riesman et al. (“from inner- directed to other-directed”) for example have been concerned with that.

Presenting and discussion these ideas with reference to empirical research, we will develop some proposals how to change Twitter such that it may become more focused on democratic necessities and the use of civil society.

Id: 21229

Title: Communicative resources in digitalized societies. An essay on the ecology of mediatization.

Session Type: Individual submission

Authors:

Name: Irene Neverla

Email: irene.neverla(at) uni-hamburg.de

Country: DE (Germany)

Affiliation: University of Hamburg

Abstract: Recently, the discourse on enraged societies and on dystopy rises, claiming that mediatized and highly digitalized societies overcharge individuals excessively, and so would media industry, journalism and social media do. What was called “nervous society” around 1900 is now debated as enraged society or “affective publics” (Papacharissi 2015), focusing mostly on the impact of digitalized mobile communication. Obviously, periods of extensive dynamics in social and media change fuel these debates.

This paper aims to conceptualize the current debate from the perspective of communication theory, particularly concerning three resources of communication: time, space, attention. These are fundamental components in the ecology of highly mediatized societies, and will be discussed not only in terms of challenges but also of resilience on individuals and societal level. Based on theoretical considerations some core empirical data will be explored.

Capitalism and digitalization seem to ‘annihilate’ time and space. Data from media analyses and audience and users’ research show that today more stimuli are processed in shorter time periods, thus accumulating the speed of communication or even providing synchronicities. Similarly, ‘annihilation’ of space seems to provide ubiquitous shifts between close and distant places, thus creating ‘non-places’. How can individuals cope with ‘annihilations’ of time and space vis-a-vis non-changing biological rhythms (like metabolism) and thus respect nature? How can society respect human rights, economic justice and a culture of peace under the pressure of speed and non-places? How could we, individually and as communicative communities, adapt resilience and find alternative modes to cultivate communicative resources?

For the communicative resource of attention, besides time and space, also mental, cognitive and emotional capacities of inclusion and exclusion are required. Again, the issue of challenges and resilience arise. Patterns of public attention are coined, if not dominated by routines of journalism as core institution of public communication, but also by social media and its algorithms. What is the impact of journalistic routines (like scandalization, dramatization, entertaining) and algorithms (like number of users and likes) on the public attention? How would we define and dispose communicative waste, garbage, information-overkill? How do we define and store information, that we consider worth to be kept on safe places, for the individual and for collective memory and thus for future generations?

Finally, this conceptualization of communicative resources touches upon the ecological concept of sustainability, which usually refers to natural resources like water, or to material goods.

Consequently, this paper will raise the question whether our handling of communicative resources meets “the information needs of the present without comprising the ability of future generations to meet their own (...) information needs.” (Berglez et al. 2017: XXII).

Papacharissi Z. 2015: *Affective Publics*. Oxford.

Berglez P. et al. 2017: *What is sustainable Journalism?* New York.

Id: 21245

Title: Virtual Reality ' How public relations can make use of immersive virtual experiences. An experimental study.

Session Type: Individual submission

Authors:

Name: Ralf Spiller

Email: rspiller(at) macromedia.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Name: Lisa Maaßen

Email: lmaassen(at) stud.macromedia.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Name: Michael Oehler

Email: michael.oehler(at) uni-osnabrueck.de

Country: DE (Germany)

Affiliation: University of Osnabrueck

Name: David Hahn

Email: david_hahn(at) online.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Name: Marco Inderhees

Email: m.inderhees(at) macromedia.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Abstract: This study considers the potential uses of virtual reality technology for the benefit of the public relations of NGOs and charity organizations. Due to their immersive potentials, virtual reality simulations offer new possibilities for the enhancement of recipients' empathetic responses. This study does not just focus on the correlation between this relatively young technology and its influence on empathetic sensitivities, but also on virtual reality's potential to enhance prosocial behavior (Rössel 2010). For these reasons, this study considers virtual reality primarily from the perspective of social psychology and embeds theories of empathy in the context of the media (Früh & Wunsch, 2009).

The stimulus used in this research is a documentary which deals with the issue of the water crisis in Ethiopia and tells the personal story of a young girl. Due to the portrayal of the problematic conditions for the girl herself and the ways in which the narrative builds suspense, the video can be categorized as very emotional and empathetically stimulating. Its content is particularly relevant as stimulus material, because numerous emotions are mentioned throughout the narrative of the video.

The experimental study was conducted with two experimental groups, whereby 30 test people received the stimulus material as a virtual reality simulation and a second experimental group of another 30 test people, paralleled in terms of age, gender and educational level, viewed the stimulus in a two-dimensional format.

Based on the collected and statistically evaluated data, consisting of measurements of emotional reactions, empathy values and information on the willingness to donate, it could be determined that the immersive experience has a significant influence on the perceived emotions, the degree of empathy and prosocial behavior in the form of donations.

The results of this experimental study strengthens not only those organizations that have already realized VR projects, but also encourages other organizations who have not yet engaged with the technology. It demonstrates an enormous potential for immersive experiences in terms of the sensitization of people to crises worldwide and the increasing of donation amounts, which can be seen as one of the primary goals of charitable organizations.

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Id: 21257

Title: Testing the Heuristic-Systematic Model of Information Processing for Public Support of Carbon Neutral Pledges

Session Type: Individual submission

Authors:

Name: Meaghan McKasy

Email: mckasym(at) gmail.com

Country: US (United States)

Affiliation: Utah Valley University

Name: Sara Yeo

Email: sara.yeo(at) utah.edu

Country: US (United States)

Affiliation: University of Utah

Abstract: One of the challenges of communication research is to move beyond the understanding of the human mind as an impervious black box (Geiger & Newhagen, 1993). As such, there are numerous theories and models that explore variables and pathways that influence how people process information to create knowledge. This analysis contributes to this scholarship by testing the effectiveness of the heuristic-systematic model (HSM) of information processing for predicting public support of carbon neutral pledges. Within HSM, there exist two qualitatively different information processing pathways that drive knowledge creation and judgement: heuristic and systematic. Heuristic processing is a quick, associative information-processing mode using low-effort cues, while systematic processing is slower, methodical, and requires more cognitive effort (Chaiken & Trope, 1999). Different topics and variables, such as ability and motivation, influence the direction and strength of individual information processing.

In this study, we use structural equation modeling (SEM) to analyze how citizens in Utah process information about municipal government carbon neutral pledges since four Utah governments have made pledges. According to the United Nations Framework Convention on Climate Change, carbon neutral pledges are actions that organizations, businesses, and governments take to measure and report greenhouse gas emissions, reduce their overall emissions, and offset the remaining emissions. In recent years American perceptions about climate change have become increasingly heated, emotional, and polarized along partisan lines (Hart & Nisbet, 2012; McCright & Dunlap, 2011). Manipulating anger or information frames could influence how people process climate change information. Therefore, after testing the HSM model, we examine the impact of a 2 (emotion) x 3 (frame) experiment embedded in an online survey (N = 942) where participants read an online article about local government carbon neutral pledges with either an economic, environmental, or moral frame, containing reader comments that were either angry or neutral.

We found that individual motivation and ability significantly increased systematic processing, but not heuristic processing. Additionally, the systematic processing route was the only significant pathway influencing support for carbon neutral pledges regardless of frame presented. This pattern was also observed among respondents in the anger condition. However, among those exposed to the neutral condition, both systematic and heuristic processing were significant paths to support for

carbon neutral pledges. The implications of our findings, which emphasize the importance of anger as a motivator of systematic information processing, are discussed.

Id: 21292

Title: Polarized social media collective action framing: The case of LGBTQ protests in a Muslim nation

Session Type: Individual submission

Authors:

Name: Jeffry Oktavianus
Email: jeffry_oktavianus(at) yahoo.com
Country: HK (Hong Kong)
Affiliation: City University of Hong Kong

Name: Brenna Davidson
Email: brennadavidson32(at) gmail.com
Country: US (United States)
Affiliation: -

Name: Lu Guan
Email: lguan3-c(at) my.cityu.edu.hk
Country: HK (Hong Kong)
Affiliation: City University of Hong Kong

Abstract: The fight for LGBTQ equality is still ongoing, but the progress seems astonishing as many parts of the world make strides in protecting the LGBTQ individuals (Kiprop, 2017). However, the rejection of the LGBTQ community remains strong in numerous countries, particularly in Muslim nations. Indonesia, the world's largest country, shows the strongest refusal compared to its counterparts in Asia and the Pacific (Pew Research Center, 2013). In this country, LGBTQ behavior is deemed destructive and immoral, although in these past years some activist groups have tried to eradicate the discrimination (Siregar, 2018).

Recently, there was also a heated discussion related to LGBTQ in Indonesia after an executive of Go-Jek, an online transportation application, posted his support toward LGBTQ community on Facebook during Coming Out Day (October 11, 2018). The post became viral and sparked a public furor. Many citizens expressed their disappointment on social media, particularly Twitter. They engaged in a collective action using the hashtag #uninstallgojek to encourage other Indonesians to boycott the company that later became a trending topic on the platform (Sumardi, 2013). However, the protest also garnered mixed reactions as many also defended the company and the LGBTQ group on Twitter, bearing the same hashtag (Widyastuti, 2018). Both groups engaged in the debate and attempted to voice out and mobilize the other Indonesians to take their stances.

This present study aims to investigate the message characteristics and the actors of both groups (pro and contra LGBTQ) in the protest of #uninstallgojek. This research is grounded in the theoretical framework of collective action framing (Gerhards & Rucht, 1992). Framing can increase the salience of an issue in the people's perception which is crucial to mobilize participants, garner more support, and disarm the counter group (Entman, 1993). Past studies have identified three different frames in collective actions or protests: diagnostic (emphasis on the problems), prognostic

(emphasis on the solutions), and motivational (emphasis on reasons to participate) (Goh & Pang, 2016).

This study scrutinizes the collective action frames by conducting a Twitter content analysis. A total of 33,979 tweets embedding the hashtag #uninstallgojek were collected for the study. A data cleaning was performed to remove the duplication and irrelevant tweets. A total of 6,308 tweets remained for further analysis. Aside from message frames, these following codes were found to be a part of the initial coding scheme: actors (e.g., public figure, NGO, government, and so on), user activeness (active or passive users, measured by the number of posts), user popularity (high popularity or low popularity, measured by the number of followers), message themes, and message tones. The findings of this study will extend the scholarship of collective action frames in social media which is still rather scarce. It will also offer insights regarding the public concern in a Muslim nation related to the issue of LGBTQ support.

Id: 21343

Title: #MeToo India Rising: Digital activism and collective voice of sexual abuse survivors

Session Type: Individual submission

Authors:

Name: Harshini Veerapandi Palanisamy

Email: hello(at) harshiniraji.in

Country: IN (India)

Affiliation: Anna University, Chennai

Name: Uma Parasuraman

Email: umarisvan(at) gmail.com

Country: IN (India)

Affiliation: Anna University

Abstract: In line with globalization and technological innovation, digital media is swiftly growing and taking over the world. Online activism or digital activism is an important aspect of the internet. Following the popular digital activist movements, where authoritarian governments and rulers have been upturned, digital activism sheds light and impacts social issues, one such prominent event is the Arab Spring (Wilson & Dunn, 2011). Internet activism goes far beyond surpassing geographical and temporal walls that is associated with political and social issues (Bennett, 2003).

#MeToo movement is an uprising of the voices of women and men who have been subjected to sexual harassment. Initially, the #MeToo movement began in the America; it was founded by Tarana Burke in 2006. The movement gained momentum in the recent past in India- in 2018, but the volume of the protest is ground breaking. The survivors recounted and narrated horrific events where they were sexually abused in multiple online media. The movement has brought to spotlight, how the digital arena is a key platform in harnessing the expressions of various individuals.

The paper discusses the digital participation of individuals in the form of Facebook posts, Instagram posts, Tweets and blogs. The public opinion process transcends individual opinions in to a collective opinion. Also, the use of social media in these mass movements happens in line with the agenda setting theory which brings to the attention of the public and policy makers, a set of issues that needs quick attention. The research highlights the importance of the collective, in case of #MeToo, women who have been affected by sexual violence thereby bringing a debate about consent, and how the spiral of silence theory facilitated the movement, and still stands true since it's conception.

The paper identified and studied the various posts in social media platforms- Facebook, and Twitter regarding the #MeToo movement in India during the period of October-December 2018. Some participants preferred to ask other victims to speak up about such events undergone by them whereas some participants sought legal justice for their torment. Facebook allows 'sharing' of a post put up by an individual or page and Twitter allows 'retweeting'. The process of sharing these stories and accounts of victims indicated the presence of spiral of silence theory phenomenon to be true. The quantitative study focusses on the number of shares and retweets and the possible

reactions to the accounts, thereby providing a liberating opinion for participants who expressed themselves.

Id: 21504

Title: Successful Edutainment YouTuber, Successful learning' Examining The Interaction Effects of Enjoyment and Positive Emotions on Learning

Session Type: Individual submission

Authors:

Name: You-Ting Ding

Email: dorcass2670(at) gmail.com

Country: TW (Taiwan)

Affiliation: Graduate institute of Mass Communication, College of Communication, Fu Jen Catholic University

Abstract: Entertainment-Education (EE), refers to “the intentional placement of educational content in entertainment messages” (Singhal & Rogers, 2002, p. 117), has been popular since the online platform such as YouTube provided effective entertaining and learning environment. Many YouTubers are successful in creating series of learning video clips to help audience to learn and have fun. Wojcicki (2018) indicated they invested \$20 million in YouTube Learning to support education creators. In Taiwan, the most popular teaching English YouTube channel named RayDu English has over 2 millions subscribers.

According to Fredrickson's (2004) broaden-and-build theory, positive emotions can broaden people's momentary thought-action repertoire and broadened mindsets can help for novel and creative actions. Pride, a positive emotion related to the confidence in an individual's learning achievement and it can drive people to work hard in the tasks (Tracy & Robins, 2004). Positive emotions are also related to enjoyment. Pleasure can lead to greater enjoyment (Oliver & Bartsch, 2010). Trigwell, Ellis, & Han (2012) found students had a deep approach to learning in the state of a strongly positive and weakly negative emotions. However, competing theories argue that enjoyment only positively predicted subjective knowledge (the feeling of being informed), not objective knowledge. (Schneider et al., 2015; 2016). Therefore, the current study aims to investigate the interaction effects of enjoyment and positive emotions on learning. In addition, because most of the English teachers in Taiwan are females, the current study also includes gender stereotype as a factor of audience's enjoyment.

This study employed a 2 (Female YouTuber v. Male YouTuber) x 2 (More challenging learning content v. Less challenging learning content) online experimental design. This research chose the most popular English-teaching YouTube's channel in Taiwan, which named RayDu English to examine viewers' emotion after watching a two-minute cutting video and whether the viewers' emotion would affect viewers' enjoyment and learning. In particular, this research focused on emotion “pride,” because people take seriously on learning English in East Asia culture. The result showed that those who watched a female Youtuber English-teaching video had more enjoyment than those who watched a male Youtuber English-teaching video. Positive emotion ($b = .71$) and negative emotion ($b = -.15$) would affect enjoyment in different way, and enjoyment would positively affect viewers' learning ($b = .31$). Participants' learning were affected by both positive emotion and negative emotion but had no difference with the gender of youtuber. Surprisingly, pride did not predict enjoyment and learning. The theoretical implications and limitations were discussed.

Id: 21513

Title: Presumed effect of fake news on the global warming in a cross-cultural context

Session Type: Individual submission

Authors:

Name: Seong Choul Hong

Email: hong21(at) kgu.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: kyonggi University

Abstract: 1. Introduction

Fake news is often used in political, terrorism, crime, natural disasters, and financial news. However, science is also a prey of fake news. Specifically, global warming is one of most utilized science topic in the fake news. Despite most scientists recognize that man-made climate changes are happening, but a few argue that it is anything to be worried about. Famous politicians joined to fuel to the fire, by asserting that increased global temperatures could be a natural climate shift, not caused by greenhouse gases. Many scientists worry about fake news' effect, because fake news may hurt public support and change policy on climate change. In this vein, the current study tested the presumed effect of fake news on global warming. Specifically, the relationship between the third-person perception of fake news and its related behaviors needs to be explored in a cross-cultural context.

2. Methods

The study mainly aims to test whether cultural constructs influences on the third-person perception and its corrective actions. Thus, participants were recruited in the countries with different levels of cultural constructs (individualism, collectivism, and high & low uncertainty-avoidance). A total 770 people from India, Spain, Korea, and United States.responded to an online survey through Qualtrics Panels with conditions of gender and age splits in May, 2017.

3. Results

First, the study tested whether the third-person perceptions of fake news actually occurred. The study found that perceived media effects on self and others had some significant discrepancies in the four nations, $t(769) = 11.886, p < .001$. The largest third-person gaps were found in the United States, $t(188) = 8.092, p < .001$ and the smallest third-person gaps were in India, $t(168) = 2.817, p < .01$.

By using Amos, the study conducted a path analysis with maximum likelihood estimation. As individualism increases, the third-person perception increases. However, collectivism increases, the third-person perception decreases. Amos results illustrated that presumed media effect was a good predictor of related behaviors. But the third-person effect negatively influence on only the regulation, not on donation. We also examined the link between cultural constructs and the behavioral component. Collectivism positively associated with the corrective action of donation, while uncertainty-avoidance turned out a positively predictor of support for regulation as preventive effect.

4. Conclusions

The current study found that the self-other disparity in presumption of fake news was related to cultural constructs such as individualism and collectivism. However, individualism contributes to enlargement the gaps between self and others but collectivism devoted to decreasing the gaps. Moreover, the presumed media effect was the more robust predictors of the corrective actions. Even though fake news spread faster and bring more emotional reactions of recipients than real news, worries over fake news and its effect may be moderated by cultural factors such as individualism, collectivism, and uncertainty-avoidance.

Id: 21615

Title: Deliberation, justice and punishment in two controversial issues involving violence: reduction of the age of criminal responsibility and Femicide Law in Brazil

Session Type: Individual submission

Authors:

Name: Gabriella Hauber

Email: gabihauber(at) gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Minas Gerais/Brazil

Name: Rousiley Maia

Email: rousiley(at) gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Minas Gerais/Brazil

Abstract: This study focus on the Deliberative Theory to analyze how people express and defend their points of view about two controversial issues concerning violence: the reduction of the age of criminal responsibility and the Femicide Law. While several studies about online deliberation investigate the procedure of online discussions, such as justification, respect and civility, we are interested in the content of the reason-giving, especially in how ordinary citizens discuss different types of violence and demand punishment for them. We argue that there are deliberative moments in online conversations where, for example, citizens engage with the arguments of others, at the same time that they can not be expected to be constantly in cooperation (Goodin, 2005, Steiner et al., 2017). In the perspective of Critical Theory, the resolution of conflicts and a possible decision-making in a deliberative process would take place through mutually acceptable and justifiable argumentative exchanges that would lead to a final understanding (Cohen, 2009; Habermas, 2011). We believe that analysing online conversation from deliberative theory, by observing how people justify their opinions, may reveal nuances about citizens' preferences. We contend that different popular conceptions of justice are related to the way in which adolescents, men and women are seen. Whereas most Brazilians are in favour of reducing the age of criminality, the need for a specific law against femicide is constantly questioned.

The demands for harsher punishments and a more rigid justice system in relation to increasing crime have long existed, but it has been reinforced along with the growth of the so-called "conservative wave". However, there is widespread cry for stricter punishment for adolescents. This study draws on different data: a sample of news on the Femicide Law and on the reduction of the minimal age of criminal responsibility that are shared on Facebook pages, and comments on such news on Facebook collected during the electoral period. We apply content analysis as a methodological strategy. We created the following categories to analyse the material: a) Problem definition: cultural; social; criminal; isolated case; others; not applicable; b) Attribution of guilt: only blames the victim; condemns the crime, but blames the victim; blames the aggressor; blames the Brazilian legislation; blame culture / society; others; not applicable; c) Proposal for a solution to the violence: the victims to protect themselves; apply the current legislation; cause suffering to the aggressor; arm the population; proposing public policies; other; not applicable; d) Arguments

against and favourable to Femicide Law and Penal age reduction. Thus, we expect to find a higher incidence of punishment claims, with less call for mitigating factors of violence, in the case of adolescent compared to men who committed femicide (H1) and the severity of violence interfering more on the demand for punishment in the case of men than in the case of adolescents (H2).

Id: 21864

Title: Everyday Encounters in a City of Compounded Crisis

Session Type: Individual submission

Authors:

Name: Afroditi Maria Koulaxi

Email: a.m.koulaxi(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: While the “refugee crisis” has disappeared from our vocabulary and screens, crisis stills defines imagination and practice in cities that are now challenged through the arrival of refugee waves. As significant numbers of migrants have now settled in European cities, there is a need to reflect on how Western subjects perceive “others” vis-à-vis their own identity. Thus, the presentation aims to explore how mediation of migration (different modes of communication, from face-to-face encounters in the city to the digital encounters on social media platforms) can also be considered as condition of identity formation, through its particular meanings that are always contextual.

The proposal promises a comparative study that explores everyday encounters with newcomers in a city of compounded crisis, and interrogates how locals react to and negotiate their mediated encounters (with newcomers) through their own experience. Aiming to examine how individuals construct meanings of identity, the paper offers an innovative approach by asking individuals to articulate their own understanding of identity through their experience of newcomers in their neighborhoods as well as by observing the complexities of everydayness in the city. This provocative research design aims to understand how media power might be contested by embodied encounters between newcomers and settled residents. A comparative approach in this context has the potential to explore how the embodied encounters with newcomers problematize the mediated, but also how the mediated ones have shaped the embodied.

It is timely, as it addresses identities in the city in crisis through the lens of mediation. Taking a closer look on the Athenian reality, in the heart of Greece, it seems that the so-called “refugee crisis” is a dimension of a broader context of compounded crisis in the city. It unpacks the reasons why Athens, that still feels the repercussions of receiving large numbers of migrant populations, is a paradigmatic case study to consider taking into account the following: a) the interaction of several crisis that contribute to the city’s urban decay; b) the strong contextual dimension in mediated and embodied encounters with newcomers; c) the intersectional identities of Greek individuals; and, d) the history of encounter and historicity of alterity in this context.

My presentation seeks to demonstrate the importance of studying the role of mediation (symbolic power of the media and how audience, as consumers of the media, engage with the respective power) in accommodating and/or disrupting dominant/hegemonic identities in a crisis-ridden urban context. It is vital to understand how media can become resources for settled residents’ identity and how social positions are encountered, created and contested through particular urban spaces and everyday spatial practices.

Keywords: mediation; encounters in the city; identity; crisis

Id: 22032

Title: Citizenship, Exile and Sites of Contested Identities: The case of Mediated Narratives of Muslims in India

Session Type: Individual submission

Authors:

Name: Ruma Sen

Email: rsen(at) ramapo.edu

Country: US (United States)

Affiliation: Ramapo College

Abstract: From social media to mainstream news today, citizenship is being discussed and debated mainly because of the fears associated with the refugee crisis that has now taken on global proportions. Perhaps the single largest consequence of the post 9-11 world has been the concern over what happens to countries torn asunder by wars, both from outside and within their borders. Contiguous to these conversations has been the discourse on citizenship, its parameters and circumstances/contexts, with the discourse being increasingly about questions of belonging and legitimacy. Media's role in these conversations is undeniable, especially in today's climate of a parallel discourse of "news and perspectives" running through social media platforms, where the discussion continues to pivot around who can and should stay within the borders, and who should be kept out.

This paper draws from a larger ethnographic study to demonstrate the deep disconnect between mainstream media's biased and limited accounts and the community's own narratives of their lived experiences. Through this paper I explore the ways in which members of displaced Muslim communities in Gujarat, India create spaces of articulation and animate their discourses of resistance as they struggle against the larger conspiracy of silence engineered by mainstream media and the forces of the nation state. The aim of the ethnographic study was to explore the correlation between socio-economic factors, class-based politics and the strategic use of religion by power-brokers across all political platforms to fuel dissatisfaction and dissent.

Sentiments that have festered in the minds of a billion-plus population for over six and a half decades have now polarized the country into irreconcilable factions with deep-rooted mistrust toward each other, which in turn have framed contemporary politics and provide future frameworks for the political economy of the nation. As Kausar argues, "although the Muslim community in India has been facing the disruptive forces of Hindu communalism ever since the decline of the Moghul Empire in India, these were never so violent and destructive as what the Muslim Indian community is experiencing today" (2006, p. 353). The displaced folks of Gujarat embody their own and the trials of other similar groups across India.

All the participants of this ethnography record their own lived experiences through the multiple phases of riots and other acts of violence they faced in and around Ahmedabad. Ironically, while historical and mediated accounts of the riots and communal violence exist, there are no narratives of lived experiences, recorded either in media or through research studies. This ethnographic data reveals unprecedented insights into identity constructions by members of these displaced Muslim

communities of Ahmedabad. These are participants whose lives have been irrevocably altered by the violence-induced displacement and migration within their own homeland, who continue to occupy the barely visible margins and be strategically exploited by power-brokers.

Id: 22134

Title: Reimagining Technology

Session Type: Individual submission

Authors:

Name: Jeremy Swartz

Email: jher(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: This paper presents disciplinary suggestions for mediated communication that can account for increasingly multidimensional interactions and transactions of technology. Technology is assumed as practical arts, tools, techniques, processes, moral knowledge and imagination to navigate our everchanging world (Carey, 2009; Marvin, 2009). In a broad sense, technology also can be understood as methods of intelligent inquiry and problem-solving (Dewey, 1930; Johnson, 2014). But technology is not merely a tool, fix or repair. In a scale, pace, and pattern sense, technology can be understood as complex systems of organisms and their ongoing relationships with their environments.

This presentation presents thoughts on the history and definitions of technology and issues relating to value(s)/valuing/valuation, intelligent inquiry, and problem-solving. In this way Eric Schatzberg's (2018) recent historical study of the conceptualization of technology speaks directly to this point.

"... the instrumental concept of technology effaces the role of human agency [and] restricts this agency to a narrow technical elite or the rare inventive genius. ... [while] the cultural concept of technology is human centered, stressing use rather than novelty."

It also considers technology through the lens of a complex systems approach. This is exemplified by the relationships between biological, environmental, and emerging pattern recognition systems (e.g. machine learning and deep learning).

The presentation concludes with references to recent interdisciplinary research and development, suggesting that mediated communication researchers might benefit from considering a more expansive and inclusive notion of technology. It is where value and/or values are understood in relationship to the distinction between valuation and valuing.

Id: 22210

Title: New ecosystem of fake news and its influence: How a natural disaster in Japan turned into a political storm in Taiwan

Session Type: Individual submission

Authors:

Name: Chen-Ling Hung

Email: hungchenling(at) gmail.com

Country: TW (Taiwan)

Affiliation: Graduate Institute of Journalism National Taiwan University

Abstract: This study aims to examine the new ecosystem of digital journalism between Taiwan and China. Based on the case study of “Kansai Airport Event”, it will analyze how weak journalism welcomes fake news/misinformation and endangers democracy and decision making.

The story started with Typhoon Jebi which hit Japan in September 2018 and paralyzed Osaka.

Kansai International Airport was forced to shut down and took emergent measures to relocate 2600 foreign travelers. To everyone’s surprise, what happened to the tourists from China and Taiwan caused a political storm in Taiwan and led to the suicide of a Taiwanese envoy. The tragedy is seen the result of a series of misinformation /disinformation which forced the political system to response in an extreme way.

What happened in the Kansai Airport? What kind of information/misinformation were made and shared? How did a natural disaster in Japan turn into a political storm in Taiwan? To answer these questions, this case study will sort document and trace information flow across borders and media platforms. Frame theory will be applied to identify story tellers and their narratives. In result, this study will bring reflections on how media, prosumers and the government response to the new communication ecosystem, what we call the post-truth era (Godler & Reich, 2017).

The literature of digital journalism emphasizes on the openness of news production and distribution (Lowrey, 2011). The new ecosystem is joined by traditional media, online media, bloggers, and social media which share stories and define meanings (Picard, 2015). It welcomes the era of “we media” and celebrates the empowerment of grassroots participation (Gilmore, 2004). It also puts journalism standards in risk since truth verification and public interests are not the primary rules any more. While disinformation is fuelled by new technology, as UNESCO (2018) warns, this kind of information disorder is an “unprecedented global threat”.

Based on the theoretical framework, the information flow of this case echoes the ecosystem of digital journalism. The chaos started from a report circulated on Chinese online media, claiming that Chinese consulate in Osaka evacuated 750 Chinese from Kansai Airport. Chinese users commented that their “mother country is so powerful”. On the other hand, an article posted online complaining of the inaction of Taiwan’s embassy also attracted attention. Online discussion between Taiwan and China became sources of the daily newspaper and 24-hour TV news channels, which produced a strong theme of pointing fingers to Taiwan’s embassy in Japan, even though the truthiness of online information was not well verified.

Put in the context of market driven journalism, partisan media and political rival between Taiwan and China, Taiwanese media frame news story into the competition between Taiwan and China to inspires people’s emotions for their interests both economic and political. The price is the quality of public discussion and policy making as well as media’s credibility.

This study fits the conference theme “Communication, Technology, and Human Dignity: Disputed Rights, Contested Truths”. It also fits CCAM section with its concerns on “journalism practices from below, citizen journalism, challenges to journalism in an era of fake news and social media”.

Id: 22222

Title: Analyzing the network of connective media around the concept of income inequality on Twitter.

Session Type: Individual submission

Authors:

Name: Laura Perez-Altable

Email: laura.perez(at) upf.edu

Country: ES (Spain)

Affiliation: DigiDoc Research Group - Universitat Pompeu Fabra

Name: Ariadna Fernández-Planells

Email: arferpla(at) upv.es

Country: ES (Spain)

Affiliation: Universitat Politècnica de València

Name: Ana Serrano-Tellería

Email: ana.serrano(at) uclm.es

Country: ES (Spain)

Affiliation: University of Castilla La Mancha, Spain

Abstract: The income inequality is one of the major challenges of our societies and one of the main topics on the recent political agenda (Pickett & Wilkinson, 2015: 132), especially since the global financial collapse. As Mike Savage (2016) affirms, inequality is everywhere: in the representations that the media makes of reality, as well as in our daily social life or in social networks. Over the past years, there has been an increase interest and the topic has been gained importance. However, scientific investigation on this phenomenon is still scarce. Paying attention to digitally mediated conversation, this research focus on Twitter as a digital platform and social network used for set the topic in the agenda. Consequently, this paper wants to shed light on the flow of information about the concept of income inequality on Twitter during the year 2018. Social media have the potential to facilitate more participative democracy and a disruptive value for challenging traditional interests and modes of communicative power (Loader & Mercea, 2011). Thus, we focus on identifying how public opinion is created and disseminated in relation to the concept of "income inequality" in Twitter. That is, determine who are the main actors that promote and disseminate the debate on income inequality and the original sources of the information. From a methodological point of view, based on the work of Adrienne Russell (2017), we propose an analysis of "the networked hive of connective media users" (ibídem: 48). According to Jose van Dijck (2013) the ecosystem of connective media involves the social media platforms, as well as the users and the media, and the relationships established among them. In that sense, media and user become completely dependent on one another. Data were gathered during the year 2018 and it was collected using the Twitter advanced search with the keyword 'income inequality'. Later, we analyse the data to establish the network with the free software Gephi and also we analysed the links on the tweets to identify and describe the information flows. The results suggest the existence of a hierarchical network in which traditional media accounts are the main actors of the information spread. They are therefore the ones who guide the conversation

around the concept of income inequality. Secondly, it has been detected that the information disseminated on the network comes from reports made by NGOs that had been published by media outlets. Hence, non-institutional democratic actors as NGOs, together with traditional media, emerge as political agents that place the income inequality debate into the social media agora.

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Id: 22323

Title: Mediatized Homophobia: Exploring the meanings and domains of homophobia on Social Media (SM)

Session Type: Individual submission

Authors:

Name: Bridget Alichie

Email: bo.alichie(at) unizik.edu.ng

Country: NG (Nigeria)

Affiliation: Nnamdi Azikiwe University

Abstract: Social media (SM) has gained astounding growth and popularity worldwide as a veritable tool used by a wide variety of users in creating ideas and meanings of their virtual world, and to authenticate civic engagements around societal issues that affect them. Specifically, scholarly sources across the globe have noted the increasing use of SM networks as a voice among minoritized populations on critical social issues like sexual orientation, racism, religious oppression among others.

Within Nigeria, scant queer literatures have also dubbed the SM the alternative safe spaces for Lesbians, Gays, Bisexuals, Transgenders and Queer persons (LGBTQs). The SM platforms are adjudged to tools rapidly facilitating the needed voice and visibility to formulate emotional and social discourses on their “right to belong” among the LGBTQs as minoritized group. This is widely perceived as a function of a turbulent religious, political and legal Nigerian context, following the anti-gay laws in Nigeria under the Same Sex Marriage Prohibition Act (SSMPA) on January 2014. These incidences have since opened on a huge discourse on state-sponsored homophobia in Nigeria among local and international civil society organizations. Conversely, it exposes the need to explore private domains of home and family, especially the private users of SM. Thus, eclipsing the minoritized LGBTQs from personally defining what online freedom means for them. However, to explore this, a queer research of this nature in Nigeria, LGBTQs who are criminalized would be potentially unwilling to be reached. Consequently, a qualitative digital ethnography is employed to elicit primary data electronically. Having sought and received the support of The Initiative for Equal Rights (TIERs), the only Nigerian-based Not-For-Profit organisation currently working on rights of sexual minorities, this research adopts a snowballing approach. By this, Facilitators at TIERs serve double roles of Key Informant Interviewees (KIIs) and gatekeepers to help recruit 10 potential In-depth Interviewees (IDIs) among LGBTQs over anonymous closed social media groups. All ethical Concerns will be strictly adhered to and interviews will use online completion and submission forms. The following specific objectives will be explored: (1) In what forms do experiences of homophobia manifest against LGBTQs on SM platforms? (2) What is the relationship between state instituted homophobia under the anti-gay law and expressions of online homophobia by private users? (3) In what ways do online expressions of homophobia impact on SM participation for LGBTQs? (4) How are LGBTQs in Nigeria navigating online homophobia against them as sexual minorities?

Drawing on the Foucauldian discourse analysis, this research will ultimately unpack how knowledge about certain issues in society are constituted in tandem with social practices, subjectivities as well as the power relations that drive knowledge production. Evidences are drawn

from findings evidence to discuss the implications of these developments on minoritized populations in order to suggest practical remedial measures to online homophobia.

Id: 22496

Title: Memeing elections: The affective politics of memes in the 2018 Colombian presidential campaign

Session Type: Individual submission

Authors:

Name: Valeria Cortés

Email: v.cortes(at) javeriana.edu.co

Country: CO (Colombia)

Affiliation: Universidad Javeriana

Name: carlos barreneche

Email: barrenechec(at) javeriana.edu.co

Country: CO (Colombia)

Affiliation: Universidad Javeriana

Abstract: Internet memes, along with GIFs, selfies, 280 characters texts, and other native digital objects, have become central elements in the rhetoric of online discourse today. Political memes usually carry with them provocative messages powerful enough to mobilize public opinion, to the extent that they are often weaponized in political campaigning and disinformation strategies. During the last US presidential elections took place the first so-called “great meme war” (Nagel, 2017), where actors from the political fringes (the Alt-right movement) attempted to influence the political climate on the Internet through the propagation of memes -carrying the expression of anger and fear of disaffected white young males along with white supremacists themes. Noteworthy in this case is the way how Trump’s team successfully capitalized and harnessed these networks as part of the campaign strategy.

After the 9/11 attacks and the war on terror, a new media regime has taken central stage in which media act mainly through the modulation of collective human affect to mobilize populations, in contrast with the previous media regime in which communication was oriented mainly towards truth (symbolic representations/ideology) (Grusin, 2010). Today this shift is ever ore present, when in the age of social media, emotion, social prejudice, and personal beliefs (epistemic bubbles) seem to have overtaken facts and rational deliberation in online political discourse. It is therefore critical to look into how the circulation of affect, favored by the affordances of social media (short formats, the privilege of visibility over narrativity, and rapid circulation), is shaping public opinion and political campaigning (Castells, 2008; Samson, 2012).

This paper will discuss the results of a research project that traced the affective tones of memes during the last Colombian presidential campaign, looking at memes’ formal characteristics, sentiment, intentionality and reach, and how these variables relate to the very dynamics and temporalities of such political contest. In order to do so, the data analyzed was extracted from Facebook groups during the campaign period, including both internet memes produced by users, and their associated circulation and sentiment metrics (so-called Facebook “reactions”). A sampling strategy was implemented with the aim of representing the whole political spectrum in dispute. The final analysis 1) illuminates how different politically-oriented Facebook users (from

the left to the right) appropriated the language of memes in order to express political views and influence public opinion; 2) compares differences in use and formal rhetoric across the spectrum; and 3) maps the specific affects that mobilized their circulation within those networks in order to characterize motivations (from fun and critical irony to militancy).

Bios

Carlos Barreneche is assistant professor at the Communication Department, Pontificia Universidad Javeriana. He is also editor of *Revista Signo y Pensamiento*. His fields of expertise are political economy of media and technology, digital culture, software studies, critical data studies and surveillance studies.

Valeria Cortés is a journalism student at the Pontificia Universidad Javeriana. She is currently doing an internship in *El Espectador*, a newspaper of national circulation in Colombia, where she writes in the Business and Technology sections.

Id: 22591

Title: Fake news en las elecciones presidenciales 2018 en Brasil: un análisis cuantitativo

Session Type: Individual submission

Authors:

Name: Juliana Colussi

Email: julianacolussi(at) gmail.com

Country: CO (Colombia)

Affiliation: Universidad del Rosario

Name: João Canavilhas

Email: jcanavilhas(at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade da Beira Interior

Abstract: La elección de Jair Bolsonaro para presidente de la República de Brasil es el más reciente acto electoral en el que las redes sociales online (RSO) han tenido una fuerte influencia. Aunque hay pocos estudios sobre este caso, el hecho de que el candidato no haya realizado ninguna actividad política presencial en la segunda vuelta, junto con la declarada oposición de gran parte de los intelectuales brasileños y de los grupos mediáticos más fuertes, lleva a que las RSO surjan como el canal decisivo para su elección. Un rápido análisis a lo que ocurrió en estos espacios durante la campaña, sobre todo en Facebook, Instagram y Twitter, permite verificar que la oposición al actual presidente tuvo también una fuerte campaña en las RSO, recurriendo a hashtags de gran éxito como #EleNã por lo que WhatsApp podría haber sido palco importante porque es una red cerrada y tiene una intensa utilización en Brasil, en particular a nivel de grupos familiares.

Esta investigación busca verificar qué tipo de contenidos fue más compartido en los grupos familiares de Whatsapp durante la campaña presidencial brasileña de 2018 y, de éstos, qué porcentaje contenía información falsa. La relevancia del estudio se justifica debido a la dificultad de acceso a datos de dicha aplicación y porque durante la campaña electoral se comentó en la opinión pública que este canal era una fuente de desinformación. Se ha llevado a cabo el análisis cuantitativo de 472 publicaciones compartidas en diez grupos de familia. El acceso a los datos fue posible gracias a la colaboración de ciudadanos que atendieron nuestra convocatoria para participar en el estudio. Los resultados señalan que la imagen fija con texto corresponde al tipo de contenido más circulado en los grupos y que un 60% de las publicaciones posee información total o parcialmente falsa. Los hallazgos corroboran la existencia de un círculo de desinformación entre los usuarios de WhatsApp.

Id: 22607

Title: The Influence of Journalistic Style in Online News: Reporting on a Violent Attack Abroad

Session Type: Individual submission

Authors:

Name: Ashley Riggs

Email: ashley.riggs(at) unige.ch

Country: CH (Switzerland)

Affiliation: University of Granada/University of Geneva

Abstract: Part of a larger interdisciplinary and cross-cultural study on cultural representation in online news, this paper seeks to demonstrate that journalists' stylistic choices significantly affect content and messages, influencing, in turn, the way news consumers perceive the people and societies reported upon. Scholars in translation studies and crisis communication (e.g., Federici, 2016; Schäffner, 2014) have called specifically for applying stylistics to the study of online news and have argued that more research on the linguistic characteristics of cultural interactions during times of crisis or conflict is urgently needed. In addition, work on cultural translation (Maitland, 2016) and cosmopolitanism (Bielsa, 2016) has demonstrated the value of considering media output as a means for readers to engage with the foreign. The paper draws from these disciplines and theoretical areas and contributes to filling the existing research gap by sharing findings from the analysis of a corpus of online news from England, Spain and Switzerland.

To investigate stylistic features, articles from mainstream online newspapers of each country were selected. All addressed the deadly attack that took place in Nice, France on 14 July 2016 and were published shortly thereafter. Given the location of the event, the journalists were reporting on a foreign society and place. Therefore, they acted as intercultural mediators, whose ethical role is to improve communication between cultures. Yet various studies have found that, instead, journalists often engage in "othering" (Allan, 2014 [2010]) and sometimes both rely on and perpetuate prejudices, in particular where Muslims/Islam and foreign countries are concerned (e.g., Brownlie, 2010; Ogan et al., 2014; Piquer Martí, 2015; Rane, Ewart & Martinkus, 2014). Investigating style sheds light on how this occurs and it may, in turn, encourage reflection and changes in practice. The stylistic characteristics of modality (terms which communicate levels of certainty, possibility, probability and doubt), alliteration and metaphor, as well as the term 'jihad' and its derivatives, and information about French society, were analyzed using QDA Miner. Results include uses of modality which give suppositions or other unproven content a patina of fact; diverging uses of symbolically powerful metaphors which also reflect news sources' political affiliation; uses of alliteration and metaphor that are likely to heighten fear and distrust of cultural "others". However, left-leaning newspapers tend to historicize and contextualize more, which can offset the fear and distrust. Finally, there is a surprising tendency in one source for journalists to misuse the term 'jihad' and its derivatives, despite the clear indications about this term provided in the newspaper's own editorial guidelines.

It is hoped that this paper will persuade fellow participants of the value of examining stylistic characteristics of news and how they contribute to reinforcing or challenging prejudices – a significant issue given the media's influence on public opinion, policy and cultural debate and given the right of the "cultural other" to be represented with dignity.

Id: 22703

Title: Sarcastic Much! The Importance of Humor as Means of Being Uncivil When Commenting News Articles

Session Type: Individual submission

Authors:

Name: Andrés Rosenberg

Email: aarosenb(at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: Can humor be perceived as an uncivil expression on online communication?

Public opinion on online forums such as news comments, are usually pointed out as a battleground of uncivil, impolite and aggressive speech. Moreover, it is particularly troublesome when this type of speech revolves around domestic politics, since these issues are supposed to evoke deliberation among informed citizens. However, amidst common expression of incivility, such as stereotyping and profanity, humorous expressions (e.g. irony and sarcasm) -while being present- are usually left out from academic analysis on online uncivil speech (Papacharissi, 2012; Chen, 2014), most probably because they are hard to measure, since humor is strictly ingrained within a specific culture, and different receivers are bound to disagree on whether a commenter has been sarcastic or not.

As part of my doctoral dissertation, I conducted a content analysis of 4,620 news comments on the Chilean presidential elections of 2017. Among other things, I analyzed whether humor was used by these news users to either attack the article's topic, or to attack another users' previous comment. Three independent coders were trained and achieved a satisfactory agreement on capturing humorous speech as means of being uncivil (88% agreement, Krippendorff's $\kappa = 0.66$.)

Findings from the analysis show an impressive growth of incivility when the variable "humor" is incorporated: 31% of comments have at least one form of incivility, whether it is profanity, stereotyping or insulting someone, but when humor is incorporated -as means of being uncivil- more than half of the comments (52%) contain either uncivil traits or humor.

Considering these findings, a theoretical discussion is presented as to explain why humor needs to be incorporated into uncivil speech analysis, and how such expressions are used by users as an alternative and effective way of insulting another person or group without any the more common forms of aggressive expressions. Some of the explanation can be found in the affordances news's comment sections offer, like posting images such as "memes", and the moderation of swear words, which can lead to users being more creative with their insults and use sarcasm and irony as means of camouflage their true thought.

Id: 22769

Title: Why the critical discourse analysis is a viable method on analysing medial constructed reality as symbols'

Session Type: Individual submission

Authors:

Name: Danny Schmidt

Email: danny-schmidt(at) web.de

Country: DE (Germany)

Affiliation: PhD Student

Abstract: The construction of reality has different sources of theory. The cognitive construction (Maturana, 1982), the social construction (Luhmann, 1984), the medial construction (Schulz, 1976) and the symbolic construction (Jäger, 2009) of reality for instance are methods of epistemology that depends relational to each other. The basic of epistemology in a constructivist approach is the context of knowledge with no direct ontological access. The media holds a vital function in that process because "The function of the media is to create the common sense and the social memory. The media processing the reality by creating, updating and expanding the social memory. (Luhmann, 1996, S.82). So, to analyse medial construction of reality means, to analyse the social memory. The critical discourse analysis is one approach to analyse the construction and reconstruction of the social memory or as Jäger (2009, S.223) stated: "Discourse analysis demonstrate the use of resources in the context of truth that is accepted within the society at a certain time". The resources in the context of truth are by Jäger's approach all visible in the collectivistic symbols of a society or as Jäger (2009, S.133) stated: "with the resources of symbols that are shared by all members of a society it is possible to construct a social reality and we can see how these resources are framed by the media".

The so called "cold war discourse" was researched by comparing the coverage of the Brisbane G20 Summit in November 2014 by the German newspapers Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung and Der Spiegel. The result of that research project showed the potential of collectivistic symbols to create plausibility in an environment of possibilities and therefore reduce complexity within the social system. For instance, the term "Berliner Mauer" directly relate to the Berliner Mauer (1961-1989) and is narratively interrelated to several historical events, political wise, cultural wise, value wise etc. "This narrative-network is the base to establish cultural consent in a certain cultural space" (Jäger & Jäger, 2007, S.54). That interrelated narrative network lead to narrative possibilities and phrases like "Die Mauer in den Köpfen" or "Mauerspecht" that are part of the common sense and the social memory and thus able to construct certain reality.

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Bio Note:

Danny Schmidt studied Media and Communication Sciences in Berlin, Auckland and Erfurt. He is currently working on his doctorate with a focus on international reporting, stereotypes and discourse analysis under Prof. Kai Hafez at the University of Erfurt.

Id: 22789

Title: Resistance to Facts and Hate Speech: Turkish Netizens' Reactions against Syrian Refugees

Session Type: Individual submission

Authors:

Name: Tirse Erbaysal Filibeli

Email: tirse.erbaysalfilibeli(at) comm.bau.edu.tr

Country: TR (Turkey)

Affiliation: Assistant Professor, Bahçe'ehir University

Name: Ayberk Can Ertuna

Email: canertuna(at) gmail.com

Country: TR (Turkey)

Affiliation: Ph.D.

Abstract: In today's network society, everyone is a digital 'prosumer'; not only passively consuming, but also producing and distributing content. However, in the post-truth era, this leads to the spread of not only information based on facts but also false and harmful contents; in other words 'fake news', and it is causing information disorder. The populist anti-immigration rhetoric, like many other politically motivated topics, also relies on the wide circulation of false contents about refugees, who are one of the most disadvantaged groups in all around the world.

According to the latest figures by official sources, the number of Syrians refugees in Turkey is more than 3 million 600 thousand. However, for many scholars studying migration, this is a contested figure; because with tens of thousands of "unregistered" migrants, the number is expected to exceed 4 million. The negative perception of refugees is increasing in the country as more refugee camps are closed and more Syrians are enforced to live in the outskirts of cities each day. In the latest research, nearly 67% of respondents stated that they were "not pleased" with the presence of Syrian refugees. In 2017 this number was nearly 55%. The mainstream media is both provoking and profiting from the negative portrayal of refugees with discriminatory rhetoric. The most notable effort against media's polarizing role came from the Turkish verification initiative: Teyit.org. Until June 3, 2019, 28 fake contents about Syrian refugees in Turkey had been fact-checked by Teyit.org.

In this study, despite the rising popularity of the term "fake news", we prefer to use a classical term 'disinformation' for signifying the deliberate creation and sharing of false claims about refugees. Herein, the complex socio-political, cultural and economic structures should be taken into account to better understand motivation, actors and strategies behind disinformation. In this context, by referring peace studies, especially Johan Galtung's theory on 'vicious cycle of violence', we define 'disinformation' as a form of 'cultural violence'. In order to understand, if the disinformation about Syrian refugees causes hate speech and hatred actions against refugees, netizens' comments below ten of the most viral fact-checked contents were analyzed within critical discourse analysis by using Nvivo Qualitative Data Analysis Software. Our analysis shows that almost 50 % of all comments had been coded under the categories as 'hate speech' or 'discriminatory language'. Furthermore, according to our findings, sarcasm was used by the netizens to discriminate the refugees and/or criticize the government policies on migration, in addition to this people mostly saw refugees as

economic, administrative and/or cultural threat. So, all these posts spreading disinformation about issues like ‘economic support provided for refugees by Turkish Government’ or ‘rising number of birth rates’ provoke people and fire up both hateful and discriminatory rhetoric. Consequently, despite all the efforts of both verification organization and some responsible people to fact check false claims, discourses targeting the refugees persistently increase.

Id: 22815

Title: Spanish University Students and Television: Young audience's opinions about their relation with traditional TV channels and new Platforms

Session Type: Individual submission

Authors:

Name: Juan Francisco Gutiérrez Lozano

Email: jfg(at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga (Spain)

Name: Antonio Cuartero Naranjo

Email: cuartero(at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga (Spain)

Abstract: The young and child population in Spain, those young people between 12 and 24 years old, are moving away, progressively and quickly, from the consumption of traditional Television to online platforms. In 2018 there was a historical record in the decrease of its follow-up of traditional TV (10% less than in 2017). Although young people still represent a prominent group among the traditional Television audience, now this age group spends the most of their time on the Internet (3 hours and 31 minutes person/day; Kantar Media Data-Barlovento, 2018). But despite of this, Spanish youth continue to monopolize much of the mainstream television contents, since characters of their age are commonly present in both fiction series and entertainment Television programmes, and also in the most famous reality-TV formats. The aim of this paper is to describe and analyse the opinions of the Spanish youth audience about their representation as group in traditional television channels. Specifically, we will go inside the answers of a group of university students (between 18-22 years old; sample to be determined but expected to be around 200 informants) to know better their opinion about those contents as well as on the engagement strategies developed by fiction and entertainment productions of both the Spanish Public Services and also commercial channels. In the same trend, we want to know how they evaluate the attempts done by these broadcasters in order to rejuvenate their audience and also to engage juvenile publics in their digital tools like social networks or websites. The methodology carried out will be based on quantitative/qualitative survey, through a questionnaire that will collect the opinion of Spanish university students about their presence on TV contents and their current relationship with traditional television. The questionnaire will be divided into three blocks of questions: the first, on the ways of Youth representations; the second, to know what formats or genres are their favourites; the third, to inquire about the degrees of agreement/rejection about aforementioned strategies. Finally, we would like to identify their perception of how the specific social problems of Youth are shown by traditional TV channels in comparison with new online platforms such as Netflix.

We hope that the research will gather information to check whether, despite the fact that traditional television consumption decreases, young people still have a stable contact with these channels; or if the success of platforms products such as 'Elite' (Netflix) is due to the fact that they could find there a better portrayed of their aspirations or concerns. On the other hand, we also want to know their opinions about how traditional television repeats certain attitudes or stereotypes when it comes

to representing issues such as gender violence, bullying or sexual identity among the youth population.

This research is part of the National Research Project CSO2017-85483-R 'JUVEN-TV: New consumption versus old stereotypes: analysis of the reception by Spanish youth of their current television representations', funded by the Ministry of Science, Innovation and Universities of the Spanish Government.

Id: 22880

Title: How does Opinion Diversity Differentiate among Platforms with Different Digital Architecture' A Comparative Study of Jiang Ge Event in China

Session Type: Individual submission

Authors:

Name: Kaiyuan Ji

Email: jky18(at) mails.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Abstract: Social events are increasingly discussed online, where ideas concerning public interests frequently appear along with daily chatting. For example, a crime of passion, known as Jiang Ge Event, was intensively discussed in terms of legal institutions across countries, ethic, details and progress across different SNSs. Although Internet as a space for political communication attracted some attention, few study explored online discussion where political implications appear unexpectedly. Thus, this paper will explore how digital architecture encourages opinion diversity among platforms.

This paper adopts the definition that digital architecture is the composite of functions, designs and operation strategies. Three kinds of digital architecture are employed as analytical framework. Classification means architectures that afford for presenting topics and perspectives in several categories. Filtering mechanism affords for selective exposure of information, such as censorship, moderation of hashtags and hyperlinks. Classification and filtering influence the possibility of whether multiple perspectives could be viewed. Network structure affords for connections between accounts, including following mechanism and groups centers. This influences the introduction of different ideas and their potential to be discussed, because ideas flow along interpersonal network in SNSs.

Content analysis is conducted to analyze justification process of online discussion. Justification process is measured in topics, perspectives and quality of justification to reflect opinion diversity. Posts are collected from Zhihu and Sina Weibo from November 9 to December 31 in 2017. 466 posts of Weibo and 107 posts of Zhihu are analyzed after stratified sampling. Responses are collected and sampled to analyze the refute or observation compared with posts. Also, discourse analysis is employed to compare digital architectures for further explanation.

Research findings indicate that network structure of Weibo induces centralized interpersonal network where one-way interaction from opinion leaders to audience appears. Opinion leaders in Weibo are news media and entertainment celebrities, so both posts and responses center on truth and emotion with homogeneous responses. Network structure of Zhihu encourages decentralized interpersonal network with multiple centers depending on quality of justification. Also, more interaction between centers and audience can be observed. Accordingly, posts of Zhihu center on law institutions and ethics with high quality of justification found in both posts and responses. Posts of Zhihu are classified into distinctive topic hashtags controlled by operators and hyperlinks of different perspectives are recommended. Thus, classification enhances the impact of network

structure to proactively inspire diverse opinions in Zhihu. Classification in Weibo fails to clearly present different perspectives, leaving network structure dominating one-way flow of ideas. Additionally, extreme emotional justification will be filtered in Zhihu, and content of posts support this feature.

Moving beyond observation on single platform or feature, this study explores how digital architecture encourages diverse opinions. To explain specific casual effects, survey and interview to investigate user behaviors based on media affordances are necessary for further studies. Except for opinion diversity, more aspects of online discussion should be studied.

Id: 22973

Title: Use of Digital Social Networks for the communication of business innovation

Session Type: Individual submission

Authors:

Name: Maria J. Vilaplana-Aparicio

Email: maria.vilaplana(at) ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Name: Mar Iglesias-García

Email: mar.iglesias(at) ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Name: Marta Martín-Llaguno

Email: marta.martin(at) ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Abstract: Spanish companies that receive public funds to execute their Research, Development and Technological Innovation (R&D&i) projects must comply with communication and transparency obligations, which are established in European and Spanish regulations. Despite the proliferation of Digital Social Networks (DSN) these are not included within the communication requirements. Therefore, the objective of this research is to analyze whether the companies that receive R&D&i funds use the DSN to complement the communication actions. The study focuses on the companies that have received support from the Center for Industrial Technological Development (CDTI), the main Spanish organization that manages R&D&i aids. The profiles of Facebook, Twitter, Instagram, YouTube, Pinterest, Google + and LinkedIn are observed for 24 months. The conclusions indicate that social networks are practically not used to complement the communication obligations required by the reference regulations. It would be necessary to include them within the communication requirements in order to increase their impact and reflect on the contents to be published, when they should be published and in what social networks they should preferably be done.

Id: 23199

Title: Cultural social media environment changing the arena of the metanarrative: Arguments, critics and description (Egyptian case study).

Session Type: Individual submission

Authors:

Name: Sahar Talaat

Email: saharota(at) gmail.com

Country: EG (Egypt)

Affiliation: Future University Egypt- FUEFacultad Ciencias de la InformacionDept. Journalism II

Name: Teresa Velazquez

Email: Teresa.Velazquez(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University Barcelona - UAB

Abstract: During the last five years the technological communication development in the Arab cyber culture has been extended not only in time, space and content, but also in creating a new types of “ Social Network Sites” in Arabic language that converge between the local narrative identity and the new social communication technologies.

The aim of this research is to analyze the development of several socio-cultural criteria related to the online elements that grasp processes in the modern Arabic cultural and art formats. Using a qualitative and quantitative methods in this study on several private and collective social media (Facebook and Instagram) pages have an objective to analyze the innovative contents that highlight the identification of the hyper local-social interactivity participations and its changing narrative aspects. It requires observing profoundly this hybrid Arabic cyberspace represented in some alternative communities.

These social media networks pages provide valuable and different styles of knowledge among the abundance of information that are invading our world. Analyzing these chosen pages provide discussing and comparing among their socio-cultural narratives regarding the variety of ages, jobs, social concepts, experiences, ideologies, various activities, etc. These groups create a new intra-connected network while they are sharing all types of information. It is necessary to focus on the development of the cultural interactive environment among the Egyptians on social media to measure the aspects of democratization in this transitional society.

In this research, there is a need to use an exploration method to measure the social media practices; asking questions about its capability to enhance a parasocial interaction within the Arab community. This research could help in gathering the heterogeneous social media elements that could develop cohesion, unity, and shared experiences among virtual/real relationships in the society. This study could a sample for mediated cultural studies on regional and international perspective. It reveals a step forward for an international adaptation in different regions.

Id: 23243

Title: Media ideologies and media repertoires of 'alternative media'-users between selective criticality and pragmatic trust

Session Type: Individual submission

Authors:

Name: Christian Schwarzenegger

Email: christian.schwarzenegger(at) phil.uni-augsburg.de

Country: DE (Germany)

Affiliation: University of Augsburg

Abstract: Long before Donald Trump's Twitter handle became eponymous as a relentless stream of alternative facts and political agitation, populist ideologies have repeatedly aimed to establish media ecologies of their own as a means to bypass the critical journalism. In recent years, the rise and proliferation of mostly online media outlets related to the new political right could be observed in the US and in many European countries. Besides such new "alternative media" related to the populist-right, also media financed by Russia, e.g. Sputnik News and RT- Russia or media outlets which spread conspiracy theories or dubious information have gained prominence as self-proclaimed alternative media.

The emergence of these new alternative media coincided with a purportedly decreasing trust in journalism as well as social and political elites. The Reuters Digital News Report 2018, indicates that mistrust in legacy media may eventually result in an increased use of alternative media and unconventional sources of information.

Alternative media has always been a debated term, but was rather related to socially progressive ambitions and pro-democratic political goals while 'ulgy alternative' like the right wing political media remained widely understudied. These new alternatives in the contrary are typically discussed in relation to propaganda, disinformation, and the spread of fake news, echo chambers and how they contribute to political polarization or ultimately as a threat to democracy and not as alternative media.

Most of the public and academic discussion about them is focused on the contents and the kind of (mis-)information, which they share and what impact there communication efforts could possibly have on the mainstreaming of radical stencils in public opinion, the propagation of populist views or specifically the outcome of elections. Potential effects of these media are often inferred from their contents. Little is known however about the users of these "new alternative media", their motives and mindsets and the meaning they attribute to these media as well as the role they play in the media repertoires of their respective users.

This papers addresses this research gap as it provides a perspective on media repertoires, media ideologies and media practices of users of a diverse alternative media (populist political right; sceptical/conspiracy and pro-Russian). Based on a 29 in-depth interviews with alternative media users it shows that the alternative media play very different roles in the media repertoire, and that this role is based on personal dispositions, media epistemologies and previous experiences.

Alternative media are used either as balancing sources, which users do not necessarily trust, but suggest that they can cope with whatever biases they have. Others see them as critical counter-publics challenging the status quo, while others uncritically accept them as truth, deeply identifying with them and a community around them. Users generally considered themselves critical thinkers, who cared a lot about seeking the truth and objective reporting; rarely reflecting that these newly found sources may be unreliable. The research sheds light on the complex diversity of motives and practices why and how people use dubious alternative media while allegedly seeking the truth.

Id: 23276

Title: Stepping into celebrity adventure shoes: an analysis of Uganda's domestic tourism trends: case study #Tulambule (let us tour) Instagram and Tweeter handles 2016 - 2018

Session Type: Individual submission

Authors:

Name: Ann Mugunga

Email: ann.mugunga(at) gmail.com

Country: CN (China)

Affiliation: Hong Kong Baptist University

Name: ANGELLA NAPAKOL

Email: angelsbeny(at) gmail.com

Country: UG (Uganda)

Affiliation: Uganda Christian UNiversity

Abstract: This paper seeks to examine celebrity following as a driver of domestic tourism in Uganda. The content on #Tulambule (let us tour) Instagram and Twitter pages from 2016 – 2018 shall be collected using API and data scrapping; and analysed using R to establish the multiple linear regression models. Domestic tourism shall be studied as the dependent variable and celebrity tweets and retweets, the frequency and popularity of certain tourist sites and number of tourist posts of the other handle users and followers, as independent variables. The authors will examine the relationships between the role of leisure involvement with celebrities' mention and destination popularity (measured by destination likes, posts, tweets and retweets on #Tulambule Instagram and Twitter). The paper shall rely on the social influence theory as well as the concept of celebrity fandom to examine the trends of domestic tourism in the country; and the goal is to advance our understanding of how following a celebrity or public figure's social media page influences domestic destination traffic in the global south.

Key words: Domestic tourism, social influence, celebrity fandom, tulambule, social media

Id: 23318

Title: Gender Equality on/of YouTube. The Friction of Participatory Culture and Unequal Commercial Logic of Social Media

Session Type: Individual submission

Authors:

Name: Christine Linke

Email: christine.linke(at) uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: The video-platform YouTube is worldwide one of the most important and widely used social media networks. Its user-based structure enables communication in online public spheres and new transmedia discourses. Nevertheless, the actual processes of empowering people and representing diversity has to be questioned and analyzed regarding YouTube's potential of participation (Jenkins et al. 2015) und connectivity (Dijck 2013). Previous studies found that male actors are most successful and hence more visible (e.g. Wotanis et al. 2014). Our research question therefore was, "How is gender equality enabled on/of YouTube and are there differences regarding visibility and production?" We hereby conceptualize gender as socially constructed, in social situation enacted („doing gender“ West/Zimmermann 1987) and intersectionally interwoven with other categories of difference (Winker/Degele 2011).

To answer our research question with empirical focus on German language YouTube we followed a multimethod approach combining a quantitative content analysis of YouTube-channels (N=2000 Videos based on the 1000 most view German language channels) and an interview study with 14 female YouTubers (focusing on production conditions and culture).

The findings of the content analysis show an unequal visibility of gender in German language YouTube: Female protagonists are notably underrepresented. Within the 1.000-top-channels the amount of female YouTubers is under 20 percent. Within the -100-top-channels the ratio of female versus male protagonists is by 1:2 (29% compared to 69%). Only 2% of the protagonist identified with another gender. Female YouTubers became mainly visibal with "traditionally female" topics (like beauty) and service oriented formats (like how-to). They talk more often about their "passion" and hobbies. Males on the contrary more often articulate their profession. Further findings regarding the visibility in public versus private spaces and the articulation of emotion and relational topics also suggest a different representation of gender on YouTube.

The findings of the interview study reveal that while creativity and self-determination are strong motivation for female YouTubers, they often experience friction between commercial, pop-cultural and individual purpose. They address gender stereotypes on the hand as problematic but on the other hand as effective way to attract a (young) community on YouTube. Gender clichés, so the explanation, are easy accessible and promote the channel to a broader audience. All participants have experienced hate speech, especially when they produced content beyond the commercial mainstream. They reflect on the logic of YouTube with its enormous pressure to constantly produce new content, which again promotes normalizing and stereotypic orchestrations of gender.

Overall the findings of both studies highlight existing gender difference on YouTube that are profoundly connected to the commercial mechanisms and unequal structures of YouTube. The contribution is elaborating this argument as well as the intersectional dimensions of inequality

beyond gender on/of YouTube in more detail. Furthermore the German findings are connected to the international research body and the impetus for future research is discussed.

Id: 23416

Title: Methodological approaches on user comments research: a typology and a proposed framework aimed to know what citizens matter.

Session Type: Individual submission

Authors:

Name: Gloria Diago

Email: gloria.gomez.diago(at) urjc.es

Country: ES (Spain)

Affiliation: Rey Juan Carlos University

Abstract: This proposal contributes to the line of inquiry on new comments with a twofold aim: to enrich the review of scientific literature with attention on the methodologies applied and to suggest a possible research direction. First, we briefly introduce the need of new approaches for journalism research. Second, we situate the study of comments as a form of civic and or political participation, and propose a typology of research on this topic: 1) assessing comment's contributions to democratic life, 2) identifying journalists' and web editors and moderators perceptions, 3) generating a profile of commentators, 4) identifying the features of news more commented. Third, we suggest a line of research intended on identifying what citizens matter through the analysis of the most commented news. The schematic proposed will aid researchers understand how citizens view their political environment and to anticipate outcomes of collective direct participation, such as elections and referendums.

Id: 23512

Title: Brazil's media system: from political parallelism to power group

Session Type: Individual submission

Authors:

Name: Joao Junior

Email: jferes(at) iesp.uerj.br

Country: BR (Brazil)

Affiliation: Instituto de Estudos Sociais e Políticos ' IESPUniversidade do Estado do Rio de Janeiro
' UERJ

Abstract: The theoretical debate about media systems around the world has, which has the contribution of Hallin and Mancini at its core, has often taken Brazil to be a case of political parallelism that roughly mimics media systems in Southern European countries, where the democratization process was belated and sometimes incomplete if compared to the American model.

Some authors have even claimed, based on the analysis of empirical evidence, that the Brazilian media system portrays one of the main features of Hallin and Mancini's typology, which is political parallelism, an alignment between media outlets and the ideological spectrum stretching from left to right. Thus, despite the fact that there is no direct connection between media ownership and political parties, there is an observable distribution of media outlets across the ideological spectrum. This take on the Brazilian media system has been criticized by authors who claim that the concept of political parallelism is an importation of a model concocted to describe European media systems that does not properly apply to Brazil.

By using a quantitative analysis of the sentiment and content of news published by Brazil's chief newspapers (Folha de S. Paulo, Estado de S. Paulo e O Globo) and of the most popular news TV program (Jornal Nacional), from 2014 to the present, I intend to show that not only political parallelism cannot be observed, but also that the Brazilian big press has changed its mode operation from a political actor allied to conservative political forces to a political actor allied with the branches of government that are not dependent on the vote: the Judiciary and the Office of the Public Prosecutor (Ministério Público).

In the conclusion, I will call attention to the need of correctly conceiving the media in Brazil not as a watchdog, a fourth power, or even a mediator between branches of government, but as a group endowed with political power and shifting alliances.

Id: 23526

Title: Against the Law: BitTorrent as Pirate Technology

Session Type: Individual submission

Authors:

Name: Fidele Vlavo

Email: fvlavo(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana

Abstract: Following a historic trial launched in February 2009, a Swedish court condemned the four administrators of the famous file-sharing website, The Pirate Bay, to one year of imprisonment for their involvement in copyright infringement. Initially based in Sweden, this site was set up in 2003 to facilitate peer-to-peer file-sharing using BitTorrent technology. In half a decade, TPB built its reputation to become one of the most visited websites on the internet. As a response, entertainment companies and anti-piracy organisations, aided by law enforcement and national governments, embarked on a steady dismantling of the file-sharing website. Indeed, for years, media corporations have lobbied for the control of intellectual property and the redeployment of copyright laws to digital media. (1)

Yet, critics have also observed that legal victories over digital platforms have limited impact because new technologies are rapidly developed to counter legal restrictions. (2) BitTorrent is such technology. This protocol facilitates the retrieval and transfer of digital files from various locations without the need for the site to hold any files. (3) This constitutes a radical shift from previous legal cases involving websites that provided users with digital storage and streaming functions. (4) By contrast, BitTorrent does not require platforms to host digital content, let alone copyrighted material. For this reason, websites owners argue that they cannot be made liable for copyright infringement. (5)

In this paper, I propose to examine the use of BitTorrent as a creative technology of resistance. The argument developed here is that BitTorrent exemplify how the structure of digital networks allows users to participate, and, when necessary, to regulate and control digital interactions. What is more, this technology was devised to circumvent copyright and intellectual property laws. In this context, I choose first to analyse TPB's trial to consider how the judges address the technicality of BitTorrent in the context of copyright law. Through a textual analysis of the court proceedings, I isolate the strategies used to successfully convict the defendants.

In the second part, I review TPB's position in relation to the discourse and philosophy of piracy and suggest that, in the absence of technological restrictions, TPB may have transformed file-sharing into a politics of resistance. Indeed, many users have claimed allegiance and defiantly embraced digital piracy politics. (6) My aim is to contribute to the debate regarding file-sharing, piracy and digital resistance by framing a creative practice that challenges the location of power within and beyond the law. While its abrasive aesthetics of opposition led to the conviction of its founders, TPB constitutes an effective, if temporary, space for a resistance that ultimately exposes the limits of law.

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Id: 23529

Title: The Hashtag Heard Round the World: How #MeToo Did What Laws Did Not

Session Type: Individual submission

Authors:

Name: Joy Leopold

Email: joyleopold40(at) webster.edu

Country: US (United States)

Affiliation: Webster University

Name: Jason Lambert

Email: jlambertphd(at) gmail.com

Country: US (United States)

Affiliation: University of North Texas

Name: Ifeyimika Ogunyomi

Email: ifeyimika.ogunyomi(at) mavs.uta.edu

Country: US (United States)

Affiliation: University of Texas at Arlington

Name: Myrtle Bell

Email: mpbell(at) uta.edu

Country: US (United States)

Affiliation: University of Texas at Arlington

Abstract: Sexual harassment has been a significant problem in the United States and various countries around the world. While legislative efforts to curb or eliminate harassment in workplace settings have had some success, many organizations have gender-based power differentials that allow harassment to continue unchecked, unpunished, and, often, unacknowledged. In 2017, sexual harassment norms were aggressively challenged as women all over the world took to social media to tell their stories of harassment, using the hashtag #MeToo. The reaction was swift and enormous: organizations such as Uber, Google, and Amazon experienced important consequences after allegations of sexual misconduct that had been largely ignored were made public because of the social movement. Since #MeToo went viral, executives who had been protected from punishment were ousted from these and other mega-companies; legendary public figures were arrested and charged with sex crimes; and a nominee for a U.S. Supreme Court Justice was forced to testify in front of the Senate Judiciary Committee because of allegations of sexual assault. In our paper, we discuss the powerful impact of a single tweet, #MeToo, that began a social movement that united women worldwide. We suggest that #MeToo has been more successful in curbing sexual harassment than laws and organizational policy efforts have been to date. By changing norms surrounding the acceptability of and understanding of sexual harassment, #MeToo may help change individual, organizational, and societal responses to it. We use communication, management, and psychology literatures to support our ideas about the power and potential efficacy of the #MeToo movement to reduce the prevalence of sexual harassment, using a multi-pronged approach.

Id: 23589

Title: Frames. emotions and stereotypes: : the media of proximity and the portrait of immigrants and refugees.

Session Type: Individual submission

Authors:

Name: João Correia

Email: jcorreia(at) ubi.pt

Country: PT (Portugal)

Affiliation: University of Beira Interior - Labcom.IFP

Name: Anabela Gradim

Email: agradim(at) ubi.pt

Country: PT (Portugal)

Affiliation: University of Beira Interior - Labcom.IFP

Abstract: The frameworks used by traditional media are based on a stereotyped image of refugees, which allows their association with phenomena such as crime, terrorism, and violence. There is a powerful association-of-ideas effect in which certain images awaken this relationship in which the refugee's image is framed to generate emotions such as fear, threat, and insecurity.

The counter-frameworks triggered by some regional or alternative media in Portugal (Fumaça, Região de Leiria) use a proximity strategy in which the refugee is approached at his daily lifeworld, identifying its unique course in the professional life, the school insertion, and the learning of the language and culture.

The newspaper Região de Leiria has demonstrated how it is possible, in regional and local media, to build a rigorous approach to the dynamics transposed by refugees and migrants into the regions and, simultaneously, describing the everyday life of these refugees.

The news site Fumaça builds a multimedia news coverage, powerfully using the audio medium to accompany stories of life carried out by migrants and refugees.

In both cases, memory is essential for obtaining an empathy that transcends stereotypes presented in the traditional media. Consequently, the Região de Leiria obtained several prizes that awarded the cultural diversity in journalism, attributed by the High Commission for Immigration and Minorities.

The news site Fumaça has obtained in successive years diverse supports from international Foundations that promote the cultural diversity in the media field

This paper intends to demonstrate, using a corpus composed by those proximity media how it is possible to oppose to a stereotyped framework, a humanized framework that awakens empathy and recognition, strengthen the dignity of the protagonists.

By proximity media, one understands those media that try as far as possible to express both the meanings that these agents attribute to their actions and the context in which these actions take place.

Theoretically, were used the concept of everyday life world, the reflection on memory as carried on by phenomenological sociology (Schutz) and by Cultural Studies (Hall) , and the concepts of reification versus recognition, inspired by the critical thought of Axel Honneth.

Methodologically, one uses Discourse Analysis to identify discursive strategies for framing refugees in the media. This analysis was carried by the Remedia Lab Project, which seeks to discover the importance of regional and alternative proximity strategies.

Keywords - refugees - proximity media - empathy - everyday life

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Media Sector Development Working Group

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 19/07/19

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

Id: 23696

Title: [Panel] Big Tech, Media Development and Journalism Philanthropy: Friend or Foe' Panel description

Session Type: Panel Submission

Authors:

Name: Susan Abbott

Email: susanabbott1 (at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: Facebook recently announced it would donate \$US 300 million to support quality journalism. Google has made a similar commitment of \$US 300 million through its Google News Initiative. The Mozilla Foundation, Omidyar Network, Bill and Melinda Gates Foundation: many new foundations funded with profits from technological industries in Silicon Valley are offering philanthropy to help alleviate the financial crisis in news journalism. Such initiatives, however, are a subject of considerable controversy. Are these new funders using their philanthropy to shape the news agenda? Do these arrangements compromise journalistic autonomy and independence? Are these philanthropic efforts merely tokenistic, given the broader impact these firms are having on news media around the globe? The panel will explore the conceptual and research challenge posed by these questions, as well as the practical aspects of concern to activists, media actors, and others who are considering whether to engage with these funders.

Session Organizer: Susan Abbott, University of Westminster, susanabbott1 (at) gmail.com

Chair: Dr. Victor Pickard, Associate Professor at the Annenberg School for Communication, University of Pennsylvania

Respondent: Dr. Melanie Bunce, Senior Lecturer in Journalism, and the founding director of the Humanitarian News Research Network based at City, University of London.

Id: 23697

Title: The key philanthropies funding journalism and media: How and why they do it

Session Type: Panel Submission

Authors:

Name: Marius Dragomir

Email: DragomirM (at) spp.ceu.edu

Country: HU (Hungary)

Affiliation: Central European University

Abstract: This paper is based on an ongoing research project on media and power run by the Center for Media, Data and Society (CMDS) at CEU. It aims to identify the key philanthropies funding media and journalism and to describe the mechanisms and principles used by them when making funding decisions. The paper will attempt to explain some of the key changes in media development funding during the past decade.

The paper aims to also shortly describe the context in which philanthropies operate, particularly the role played by other key groups in funding media and journalism. The role of governments, which have become a major player in the media market, is going to be analyzed, as funding disbursed by governments has a massive direct influence on journalism and media.

Specifically, Dragomir will present original research from Media Influence Matrix is a global research and advocacy project run by the Media & Power Consortium, a group of experts led by the Center for Media, Data & Society (CMDS) at CEU in Budapest. Part of the Matrix's chapter on journalism funding covers philanthropy funding. Marius Dragomir will speak about the main trends in philanthropy funding. Using data and information gathered in the project, he will aim to answer the following questions: Who are the key philanthropy funders in journalism? Are they mostly international/western foundations or governments? Are local industry groups and individuals funding journalism in their countries? What are the key initiatives philanthropies are funding? How does philanthropy funding in journalism compare with government funding or commercial revenues?

Id: 23698

Title: Philanthropic funding and humanitarian journalism

Session Type: Panel Submission

Authors:

Name: Mel Bunce

Email: melanie.bunce.1 (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: City University of London

Name: Martin Scott

Email: Martin.Scott (at) uea.ac.uk

Country: GB (United Kingdom)

Affiliation: University of East Anglia

Name: Kate Wright

Email: Kate.Wright (at) ed.ac.uk

Country:

Affiliation: The University of Edinburgh

Abstract: Private foundations are an importance source of funding for many news outlets. It has even been suggested that they may offer partial solutions to journalism's economic crisis. But how does private philanthropy affect the practice of journalism? This paper looks at how philanthropic funding shapes the values and practice of humanitarian journalism - journalism focused on natural disasters, conflict, and other crises affecting human welfare around the world.

Id: 23700

Title: Philanthropy-driven data journalism and implications for journalistic practices in Africa

Session Type: Panel Submission

Authors:

Name: Dumisani Moyo

Email: dumisanim (at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: Over the past decade, philanthropic organizations have poured millions of dollars into different specialized forms of journalism in Africa. These include health journalism, economics/business journalism, science journalism, data journalism, and more recently fact-checking journalism. Support for these specialized forms has come in the form of grants, paid-for trainings, overseas fellowships, seed funds for data journalism projects, and running of data journalism awards. In a context where newsrooms are shrinking and media organizations have less resources to sustain good journalism, this funding has in many places provided much needed relief to media houses facing closure. In some cases, this has led to the burgeoning of new reporting desks for these specific niche areas. While these new specialized forms of journalism are, on the face of it, aimed at addressing existing gaps in news reporting on the continent, not much scholarly work has sought to establish the motives/interests of the various philanthropic organizations involved, the choice of particular journalistic forms they support, and the general impact that such interventions have on the practice of journalism in general. This study explores the rise in philanthropy-driven data journalism and analyses its broader implications for the practice of journalism in Africa. Data journalism has gained significant visibility on the continent, popularized by organizations such as Code for Africa, HecksHackers and others, with support from leading foundations such as the Bill and Melinda Gates Foundation, the Omidyar Foundation, the Open Society Foundation and others. What implications does this have for journalism on the continent? How is data journalism perceived in African newsrooms? Do newsrooms find it useful, or do they just do it because it attracts funding?

Id: 23702

Title: [Panel] Where's the "Development" in Media Development: A Critical Reflection on the Contributions and Outcomes of Media Assistance, Panel description

Session Type: Panel Submission

Authors:

Name: Susan Abbott

Email: susanabbott1 (at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: IAMCR's newest working group, tentatively entitled the "Media Development Working Group," considers the efforts of actors around the globe to promote freedom of expression, strengthen the independence of the news media, and foster an enabling institutional environment for pluralism and diversity in the media sector. These efforts, however, are carried out under a staggering array of justifications, and are often influenced by radically different assumptions and ideologies pertaining to democracy and development. Equity of information access, communication power, cultural flows, good governance, poverty eradication, and citizenship are all variously posited as being at stake in efforts to build a better media system, with implications to how this work is approached. As part of the working group's effort to foster a more coherent scholarly dialogue connected to this field of practice, this panel explores some of the diversity implicit in the "development" of media development.

Chair: Susan Abbott, University of Westminster, London

Discussant: Dr. Jairo Lugo-Ocando, Director of Executive & Graduate Education, Professor in Residence, Northwestern University in Qatar

Id: 23703

Title: Nigerian Newspapers and Foundation Funding: The Attractions and Drawbacks of Foreign Aid Funding

Session Type: Panel Submission

Authors:

Name: Mary Myers

Email: marysophiamyers (at) gmail.com

Country: GB (United Kingdom)

Affiliation: Independent researcher

Abstract: This paper explores the attractions and drawbacks of accepting funding from foundations, from the point of view of Nigerian newspapers. I describe how journalists who are recipients of philanthropic funding from the likes of Gates and Omidyar negotiate their relationship with these donors. I conclude that newspapers are rather more adept and muscular in their dealings with donors than might be supposed.

Id: 23704

Title: Measuring, monitoring, mapping and modelling a sustainable global media ecosystem: A pilot study

Session Type: Panel Submission

Authors:

Name: François Nel

Email: francoisnel.irc (at) gmail.com

Country: FR (France)

Affiliation: Innovation Research Group

Name: Coral Milburn-Curtis

Email: coralmilburn.irc (at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Oxford

Name: Coral Milburn-Curtis

Email: coralmilburn.irc (at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of Oxford

Abstract: UNESCO and others concerned with the sustainability of the news media worldwide recognise that if this issue is to be managed, it needs to be measured and monitored (Schneider, Hollifield, & Lublinski, 2016). Several frameworks for media viability indicators have been proposed over the past three years (UNESCO-IPDC, 2015; Schneider, Hollifield, & Lublinski, 2015). However, calls for their implementation have not been answered - until now.

This paper reports on the creation of an ongoing, broad-based, quantitative tool to measure, monitor, map and model the forces shaping media sustainability globally. Data on 264 countries and terrestrial regions, from a range of global databases including the World Bank, Transparency International, OECD etc. and from panel data, were used to create a Media Sustainability Barometer (MSB). Structural equation modelling was used to estimate relationships between MSB factors (political, economic, social, technological, legal and media-specific indicators) and those United Nations' Sustainable Development Goals which constitute the focus for 2019 .

Testing the model using data on G7 (Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States) and BRICS (Brazil, Russia, India, China and South Africa) blocs, it was established that media sustainability was predicted by a number of UN SDGs, especially SDG No.16 (peace, justice and the right to information).

We anticipate that media leaders, policy makers and other development actors will draw on the MSB into their evidence-based strategic planning. Furthermore, the study will contribute to scholarly discourse into the changing news media ecosystem and the future of global media policy.

Id: 23705

Title: Voice, audience and the 'storytelling turn' in media (for) development

Session Type: Panel Submission

Authors:

Name: Jessica Noske-Turner

Email: J.Noske-Turner (at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London

Name: Thomas Tufte

Email: t.tufte (at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London

Name: Mirjam Twigt

Email: mat35 (at) le.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leicester

Abstract: As the funding landscapes for media, journalism and development shift towards an increasing presence of private and philanthropic funding a chief concern regards the consequences for programming (Scott, Bunce, & Wright 2019; Schiffrin 2017). One of the identified shifts is the increasing blurring in practice between what scholars distinguish as 'media development' (strengthening media institutions and capacities) and 'media for development' (focus on educational messages and content) (Manyozo 2012; Scott 2014). In particular, many philanthropies interested in direct support to build local capacities for the production of content on specific themes (Kalathil 2017). Indeed, the broader wave of interest in 'instrumental storytelling' – or the 'storytelling turn' - has been argued as being driven by philanthropic foundations (Fernandes 2017). Additionally, direct support for journalism on specific themes is now also beginning to be placed in the context of 'fake news' and of combatting misinformation, as was highlighted in a recent op-ed by UK Foreign Secretary in his announcement of his focus on supporting press freedom (Hunt 2018).

The paper reflects on these trends in the broader landscape of media (for) development with reference to a recent audience research project undertaken with International Media Support (IMS), a media development organisation based in Denmark. The research project, including content analysis and audience focus groups, was undertaken in the context of one of IMS's programmes (funded by the Ford Foundation) supporting journalists to produce stories about local migration in four migration hubs in Africa (Noske-Turner, Twigt & Sajir 2018). The focus was on amplifying the voices of African migrants

The paper engages with Fernandes's (2017) concept of 'curated storytelling' first as a way of attending to some of the problems identified in the findings of the report in terms of a programmatic focus on 'voice' of migrants. In keeping with existing literature (Figenschou & Thorbjørnsrud 2015), the report found that the focus on individual migrant voices primarily through human interest frames, while intended to evoke sympathy, could also have the effect of reproducing representations

of migrants as helpless victims, under-interrogating structural and systemic factors. Equally, 'positive' stories of uplift could, in keeping with Fernandes' neoliberal critique, have the effect of responsabilising migrants to be successful, integrated entrepreneurs. Second, Fernandes' concept of curated storytelling is used to understand the audience responses to stories. While most stories elicited the intended sense of sympathy and understanding among focus group participants, some stories were dismissed as misinformation or with a distancing response, and still others with quite profound levels of empathy and enriched understanding. The latter can be analysed to understand the how important authenticity, complexity and 'thickness' are for breaking through the malaise of curated stories and provoking change through media (for) development.

Id: 23706

Title: From media sustainability to vibrant information: Measuring the complex information systems we inhabit

Session Type: Panel Submission

Authors:

Name: Tara Susman-Peña

Email: tsusmanpena (at) irex.org

Country: US (United States)

Affiliation: IREX

Name: Aylin Talgar Pietz

Email: aylin.talgar (at) gmail.com

Country: MM (Myanmar)

Affiliation: Evrima Research

Abstract: Now in its 17th year, the Media Sustainability Index (MSI) studies the health of the media sector in 21 countries in Europe and Eurasia. International non-profit IREX, in collaboration with USAID, created the MSI as a tool to assess the development of media systems over time and across countries. It is different from other measurements and indexes in that it looks beyond free speech or press freedom; the MSI measures how effectively traditional and non-traditional sources of news serve their audiences. The primary source for the MSI score is a panel of local experts drawn from each country's media outlets, NGOs, professional associations, and academic institutions in each country. This approach is innovative and participatory; most international indexes are scored by a limited group of experts in global North countries.

While the MSI has yielded a significant depth of knowledge, the type of information it provides is still limited. In the two decades since the MSI was designed, the world has changed profoundly. Digital transformation, the blurring of lines between media producers and audience, the near collapse of the advertising-based media business model, and backsliding among countries that appeared to be moving toward democratization, are among the confounding challenges.

Additionally, while the MSI was always intended to yield practical recommendations for the global development, it largely unable to either provide root cause analysis for many of the problems it identifies, or adequately map the connections among different forces that determine the health of a media sector.

This paper analyzes the complex pathways that have been necessary to design a new index to replace the MSI: an Index that measures not just the media but the complex information systems which enmesh today's world. The new index, called the Vibrant Information Barometer (VIBE) looks at both traditional and non-traditional producers of information; analyzes power inequalities; and attempts to better understand the relationships between people, information, decision-making, and action. The VIBE framework has four 'principles:' 1) meaningful content; 2) accessible channels that facilitate information flow; 3) citizens who are dynamically engaged with information; and 4) citizens who ultimately use that information to take action for transformative positive change.

VIBE measurement draws on mixed methods, preliminarily including open source data, expert opinion, surveys, content analysis and web mapping. The index is being tested throughout 2019

using an MVP (minimum viable product) “agile” approach in 2-3 countries. By the time of the IAMCR we will be able to report on at least one VIBE pilot, especially vis a vis the extent to which VIBE can usefully measure complex information systems and the challenges in operationalizing the framework. Importantly, we will have a good read on how practical the VIBE analysis is to inform governments, civil society, donors, media and tech companies, and global development organizations, about how best to increase the vibrancy of information systems. The presentation at IAMCR will include a description of the journey to design VIBE, an analysis of the prototype testing, as well as designs for the way forward.

Id: 23707

Title: De-westernising media development in Africa

Session Type: Panel Submission

Authors:

Name: Winston Mano

Email: w.mano (at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: Historically media development has carried on as if it is an ideologically free enterprise yet it is conflicted by interests of the “developers”. Technical equipment, funding as well as training come with hidden agendas and values. Colonialism revealed that media development was offered in the service of power, especially to buttress systems of exploitation and to uphold power of colonisers. The colonising Western nations left in place media systems that are still constrained by colonial frameworks. The media development approach to postcolonial media systems will need to be rethought as over the years this has not created viable communication for Africans. De-Westernising media development entails decoloniality, to help undo the remnants of colonial frameworks, and to realign media development needs with contemporary needs in the Africans contexts. The digital media initiatives can succeed if their conceptualisation and policy frameworks avoid colonial tropes and incorporate African thinking. The paper evaluates literature and cases of media development in Southern Africa with a view to De-Westernising and rethink the media development efforts in Africa.

Participatory Communication Research Section

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

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

Id: 19479

Title: Participatory Hermeneutic Practices: The Reflective Consumer

Session Type: Individual submission

Authors:

Name: Tony Wilson

Email: tonyjwilson(at) yahoo.com

Country: MY (Malaysia)

Affiliation: Visiting Senior Research Fellow, Media and Communications, London School of Economics, University of London (2015-2018)

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

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

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

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

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

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

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

Id: 19558

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

Session Type: Individual submission

Authors:

Name: Srinivas Melkote

Email: melkote(at) bgsu.edu

Country: US (United States)

Affiliation: School of Media and Communication Bowling Green State University

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

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

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

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

Id: 19634

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

Session Type: Video Submission

Authors:

Name: Sawsan Atallah Bidart

Email: sawsan-ghazi.bidart(at) etu.u-bordeaux-montaigne.fr

Country: FR (France)

Affiliation: University Bordeaux Montaigne, Research team MICA

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

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

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

Pre-recorded Video Presentation Format Proposal:

1 - 3 Minutes : Presentation introduction

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

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

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

18 - 20 Minutes : Conclusion

Id: 19642

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

Session Type: Individual submission

Authors:

Name: Leyla Tavernaro-Haidarian

Email: lhaidarian(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

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

Id: 19726

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

Session Type: Individual submission

Authors:

Name: Annaliina Niitamo

Email: annaliina.niitamo(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

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

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

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

Research questions explored in this article are:

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

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

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

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

Id: 19729

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

Session Type: Individual submission

Authors:

Name: Inês Aroso

Email: inaroso(at) gmail.com

Country: PT (Portugal)

Affiliation: UTAD e LabCom (Portugal)

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

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

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

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

Id: 19735

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

Session Type: Individual submission

Authors:

Name: Robert Huesca

Email: rhuesca(at) trinity.edu

Country: US (United States)

Affiliation: Trinity University

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

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

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

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

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

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

Id: 19765

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

Session Type: Individual submission

Authors:

Name: Renee Botta

Email: renee.botta(at) du.edu

Country: US (United States)

Affiliation: University of Denver

Name: Cavin Otieno Opiyo

Email: cavin.otieno(at) gmail.com

Country: KE (Kenya)

Affiliation: Strathmore University

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

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

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

Id: 19825

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

Session Type: Individual submission

Authors:

Name: Toks Oyedemi

Email: toyedemi(at) gmail.com

Country: ZA (South Africa)

Affiliation: Department of Communication, Media and Information Studies, University of Limpopo South Africa

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

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

Id: 19886

Title: The Politics of Participation in Cultural Policy Making

Session Type: Individual submission

Authors:

Name: Elysia Lechelt

Email: meektl(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Name: Malaika Cunningham

Email: memec(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: Malaika Cunningham, PhD Candidate

Elysia Lechelt, PhD Candidate

School of Media and Communication

University of Leeds

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

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

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

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

Id: 19915

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

Session Type: Panel Submission

Authors:

Name: Srinivas Melkote

Email: melkote(at) bgsu.edu

Country: US (United States)

Affiliation: School of Media and Communication Bowling Green State University

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

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

Collectively, the papers in the panel will address many relevant questions and themes such as

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

Id: 19916

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

Session Type: Panel Submission

Authors:

Name: Srinivas Melkote

Email: melkote(at) bgsu.edu

Country: US (United States)

Affiliation: School of Media and Communication Bowling Green State University

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

Id: 19918

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

Session Type: Panel Submission

Authors:

Name: Clayton Rosati

Email: crosati(at) bgsu.edu

Country: US (United States)

Affiliation: School of Media and Communication Bowling Green State University

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

Id: 19920

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

Session Type: Panel Submission

Authors:

Name: Yasmin Gopal

Email: yasmin.gopal(at) gmail.com

Country: US (United States)

Affiliation: Grand Valley State University

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

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

Id: 19951

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

Session Type: Individual submission

Authors:

Name: António Baía Reis

Email: abaiareis(at) fe.up.pt

Country: PT (Portugal)

Affiliation: UT Austin|Portugal International CoLab; University of Porto

Name: Michelle Kasprzak

Email: michelle.kasprzak(at) m-iti.org

Country: PT (Portugal)

Affiliation: Madeira Interactive Technologies Institute; University of Porto

Name: António Coelho

Email: acoelho(at) fe.up.pt

Country: PT (Portugal)

Affiliation: University of Porto

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

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

Id: 19982

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

Session Type: Individual submission

Authors:

Name: Vinod Pavarala

Email: vpavarala(at) gmail.com

Country: IN (India)

Affiliation: University of Hyderabad

Name: Vasuki Belavadi

Email: vb(at) uohyd.ac.in

Country: IN (India)

Affiliation: University of Hyderabad

Name: Jharna Brahma

Email: reachjharna(at) gmail.com

Country: IN (India)

Affiliation: University of Hyderabad

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

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

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

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

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

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

Id: 20003

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

Session Type: Individual submission

Authors:

Name: Naíde Muller

Email: naide0muller(at) gmail.com

Country: PT (Portugal)

Affiliation: Catholic University of Portugal

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

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

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

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

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

Id: 20019

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

Session Type: Individual submission

Authors:

Name: Zhen Chen

Email: zhen.chen(at) xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'an Jiaotong-Liverpool University

Name: La-mei Chen

Email: rachaelchen2009(at) hotmail.com

Country: CN (China)

Affiliation: Independent Scholar

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

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

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

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

Id: 20109

Title: Observations on Context, Infrastructure, Maoism and Communications

Session Type: Individual submission

Authors:

Name: Pradip Thomas

Email: pradip.thomas(at) uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

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

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

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

Id: 20184

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

Session Type: Individual submission

Authors:

Name: Nico Carpentier

Email: nico.carpentier(at) fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Charles University

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

Id: 20220

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

Session Type: Individual submission

Authors:

Name: Lida Kavousi Kalashami

Email: lida.kavousi(at) gmail.com

Country: IR (Iran, Islamic Republic Of)

Affiliation: Allameh Tabataba'i University

Name: Hadi Khaniki

Email: hadi.khaniki(at) gmail.com

Country: IR (Iran, Islamic Republic Of)

Affiliation: Allameh Tabataba'i University

Abstract: ABSTRACT

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

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

Id: 20289

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

Session Type: Individual submission

Authors:

Name: João Carlos Magalhães

Email: j.c.vieira-magalhaes(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics (LSE)

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

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

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

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

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

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

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

Id: 20321

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

Session Type: Individual submission

Authors:

Name: Isabel Ruiz-Mora

Email: isabelruiz(at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Florencio Cabello Fernandez-Delgado

Email: fcabello(at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

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

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

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

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

The objectives followed are:

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

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

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

Id: 20434

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

Session Type: Individual submission

Authors:

Name: Raquel Evangelista

Email: raquel.evangelista(at) ucp.br

Country: BR (Brazil)

Affiliation: Universidade Católica de Petrópolis

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

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

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

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

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

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

Id: 20533

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

Session Type: Individual submission

Authors:

Name: Derya Yuksek

Email: Derya.Yuksek(at) vub.ac.be

Country: CY (Cyprus)

Affiliation: Vrije Universiteit Brussel

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

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

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

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

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

Id: 20590

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

Session Type: Individual submission

Authors:

Name: Kaarina Nikunen

Email: kaarina.nikunen(at) tuni.fi

Country: FI (Finland)

Affiliation: University of Tampere, Journalism Research Centre

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

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

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

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

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Id: 20657

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

Session Type: Individual submission

Authors:

Name: Maria Touri

Email: mt141(at) le.ac.uk

Country: GB (United Kingdom)

Affiliation: School of Media, Communication and Sociology, University of Leicester

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

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

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

Id: 20695

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

Session Type: Individual submission

Authors:

Name: César Bárcenas

Email: cesarbarcenascurtis(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Tamaulipas

Name: María Consuelo Lemus

Email: consuelo.lemuspool(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Tamaulipas

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

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

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

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

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

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

Id: 20735

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

Session Type: Individual submission

Authors:

Name: Jorge Vázquez-Herrero

Email: jorgevazquezh(at) gmail.com

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

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

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

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

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

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

Id: 20777

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

Session Type: Individual submission

Authors:

Name: Gloria Ooko

Email: glooko15(at) gmail.com

Country: KE (Kenya)

Affiliation: University of the Witwatersrand

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

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Id: 20895

Title: Communicative Ecologies, Distributed Agency and Adult Education

Session Type: Individual submission

Authors:

Name: Jo Tacchi

Email: j.a.tacchi(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Name: Amalia Sabiescu

Email: a.g.sabiescu(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

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

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

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

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

>Enhance interaction and learners' engagement?

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

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

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

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

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

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

Id: 20920

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

Session Type: Panel Submission

Authors:

Name: Susan Drucker

Email: susan.j.drucker(at) hofstra.edu

Country: US (United States)

Affiliation: Hofstra University

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

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

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

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

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

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

Id: 20922

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

Session Type: Panel Submission

Authors:

Name: Susan Drucker

Email: susan.j.drucker(at) hofstra.edu

Country: US (United States)

Affiliation: Hofstra University

Name: Gary Gumpert

Email: gary.gumpert(at) urbancomm.org

Country: US (United States)

Affiliation: Urban Communication Foundation

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

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

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

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

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

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

Id: 20924

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

Session Type: Panel Submission

Authors:

Name: Cees Hamelink

Email: cjhamelink(at) gmail.com

Country: NL (Netherlands)

Affiliation: University of Amsterdam

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

Id: 20926

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

Session Type: Panel Submission

Authors:

Name: Matthew Matsaganis

Email: mm2563(at) comminfo.rutgers.edu

Country: US (United States)

Affiliation: Hofstra University

Name: Maria Petraki

Email: mm2563(at) comminfo.rutgers.edu

Country: GR (Greece)

Affiliation: National & Kapodistrian University of Athens

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

Id: 20928

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

Session Type: Panel Submission

Authors:

Name: John Pollock

Email: Pollock(at) tcnj.edu

Country: US (United States)

Affiliation: The College of New Jersey

Name: Patrick Moore

Email: Pollock(at) tcnj.edu

Country: US (United States)

Affiliation: The College of New Jersey

Name: O'dean Eccleston

Email: Pollock(at) tcnj.edu

Country: US (United States)

Affiliation: The College of New Jersey

Name: Annette Espinoza

Email: Pollock(at) tcnj.edu

Country: US (United States)

Affiliation: The College of New Jersey

Name: Madison Storcella

Email: Pollock(at) tcnj.edu

Country: US (United States)

Affiliation: The College of New Jersey

Name: Melissa Morgan

Email: Pollock(at) tcnj.edu

Country: US (United States)

Affiliation: The College of New Jersey

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

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

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

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

Id: 20948

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

Session Type: Individual submission

Authors:

Name: Angeliki Gazi

Email: angelikigazi(at) gmail.com

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

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

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

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

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

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

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

Id: 21035

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

Session Type: Individual submission

Authors:

Name: Archna Kumar

Email: archnak01(at) gmail.com

Country: IN (India)

Affiliation: Lady Irwin College, University of Delhi

Name: Shweta Anand

Email: shwetavij19(at) gmail.com

Country: IN (India)

Affiliation: Lady Irwin CollegeUniversity of Delhi

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

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

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

Id: 21082

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

Session Type: Individual submission

Authors:

Name: Pooja Ichplani

Email: poojaicp(at) yahoo.com

Country: IN (India)

Affiliation: Lady Irwin College, University of Delhi

Name: Archana Kumar

Email: archnak(at) hotmail.com

Country: IN (India)

Affiliation: Lady Irwin College, University of Delhi

Name: Rupa Upadhyay

Email: rupa_upadhyay(at) yahoo.com

Country: IN (India)

Affiliation: Lady Irwin College, University of Delhi

Name: Jessica Mayberry

Email: jessica(at) videovolunteers.org

Country: IN (India)

Affiliation: Video Volunteers

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

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

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

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

Id: 21091

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

Session Type: Panel Submission

Authors:

Name: Giuliana Sorce

Email: giuliana.sorce(at) uni-tuebingen.de

Country: DE (Germany)

Affiliation: Eberhard Karls University Tübingen

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

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

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

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

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

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

Discussant: Guobin Yang, University of Pennsylvania, [guobin.yang\(at\) asc.upenn.edu](mailto:guobin.yang@asc.upenn.edu)

Id: 21094

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

Session Type: Panel Submission

Authors:

Name: Kenneth C. C. Yang

Email: cyang(at) utep.edu

Country: US (United States)

Affiliation: The University of Texas at El Paso

Name: Yowei Kang

Email: yoweikang(at) mail.ntou.edu.tw

Country: TW (Taiwan)

Affiliation: National Taiwan Ocean University

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

Id: 21096

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

Session Type: Panel Submission

Authors:

Name: Delia Dumitrica

Email: dumitrica(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam

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

Id: 21097

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

Session Type: Panel Submission

Authors:

Name: Eloisa Nos-Aldas

Email: aldas(at) uji.es

Country: ES (Spain)

Affiliation: Jaume I University

Name: Allesandra Farne

Email: farne(at) uji.es

Country: ES (Spain)

Affiliation: Jaume I University

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

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

Id: 21100

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

Session Type: Panel Submission

Authors:

Name: Masduki Masduki

Email: masadink(at) yahoo.co.id

Country: ID (Indonesia)

Affiliation: Universitas Islam Indonesia

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

Id: 21103

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

Session Type: Panel Submission

Authors:

Name: Giuliana Sorce

Email: giuliana.sorce(at) uni-tuebingen.de

Country: DE (Germany)

Affiliation: Eberhard Karls University Tübingen

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

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

Id: 21160

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

Session Type: Individual submission

Authors:

Name: Matthew Hanchard

Email: matthew.hanchard(at) glasgow.ac.uk

Country: GB (United Kingdom)

Affiliation: Research Associate, University of Glasgow

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

Id: 21322

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

Session Type: Individual submission

Authors:

Name: Pilar Lacasa

Email: p.lacasa(at) uah.es

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Elba Lidia Sánchez-Regidor

Email: elba_379(at) hotmail.com

Country: ES (Spain)

Affiliation: University of Alcalá

Name: Sheila Castro

Email: sheila.cv88(at) gmail.com

Country: ES (Spain)

Affiliation: University of Alcalá

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

OUR MAIN GOALS are the following:

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

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

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

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

Id: 21349

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

Session Type: Individual submission

Authors:

Name: Eun-mee Kim

Email: eunmee(at) snu.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Seoul National University

Name: Soeun Yang

Email: apolov(at) naver.com

Country: KR (Korea, Republic Of)

Affiliation: Seoul National University

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

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

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

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

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

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

Id: 21353

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

Session Type: Individual submission

Authors:

Name: Sneh Gupta

Email: ssnehgupta(at) gmail.com

Country: IN (India)

Affiliation: Guru Gobind Singh Indraprastha University , New Delhi , India

Name: Kulveen Trehan

Email: kulvin_78(at) rediffmail.com

Country: IN (India)

Affiliation: Guru Gobind Singh Indraprastha University , New Delhi , India

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

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

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

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

Id: 21776

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

Session Type: Individual submission

Authors:

Name: Rebeca Padilla

Email: rebecapadilla.uaa(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Aguascalientes

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

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

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

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

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

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

Id: 21957

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

Session Type: Individual submission

Authors:

Name: Dorismilda Flores-Márquez

Email: dorixfm(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad De La Salle Bajío

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

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

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

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

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Id: 22101

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

Session Type: Individual submission

Authors:

Name: Di Zhang

Email: zhangdi204(at) gmail.com

Country: CN (China)

Affiliation: Renmin University of China

Name: Zixuan Zhang

Email: 13811080225(at) 139.com

Country: CN (China)

Affiliation: Beijing Jiaotong University

Name: He Huang

Email: huanghezxx(at) vip.sina.com

Country: CN (China)

Affiliation: Renmin University of China

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

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

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

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

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

Id: 22127

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

Session Type: Individual submission

Authors:

Name: Yu Sun

Email: yu_sun(at) zju.edu.cn

Country: CN (China)

Affiliation: Zhejiang University

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

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

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

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Id: 22136

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

Session Type: Individual submission

Authors:

Name: Lauren Dyll

Email: dyll(at) ukzn.ac.za

Country: ZA (South Africa)

Affiliation: University of KwaZulu-Natal

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

Id: 22189

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

Session Type: Individual submission

Authors:

Name: Louise Bezuidenhout

Email: louise.bezuidenhout(at) nwu.ac.za

Country: ZA (South Africa)

Affiliation: North-West University, South Africa

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

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

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

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

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

Id: 22402

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

Session Type: Individual submission

Authors:

Name: Cristina Sala-Valdés

Email: cristina.sala(at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of East Anglia

Name: Iokiñe Rodríguez

Email: iokirod(at) gmail.com

Country: GB (United Kingdom)

Affiliation: University of East Anglia

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

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

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

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

Id: 22431

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

Session Type: Individual submission

Authors:

Name: Ana Duarte Melo

Email: anamelo(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

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

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

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

Id: 22440

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

Session Type: Individual submission

Authors:

Name: Sunitha Don Bosco

Email: sunithadon(at) yahoo.com

Country: IN (India)

Affiliation: Assistant Professor, Department of Media Sciences, Anna University, Chennai

Name: velayutham Chandrasekaran

Email: cvtrainer(at) gmail.com

Country: IN (India)

Affiliation: Assistant Professor, Department of Media sciences, Anna University, Chennai

Name: Maartje Van Eerd

Email: vaneerd(at) ihs.nl

Country: NL (Netherlands)

Affiliation: Assistant Professor, Housing and Social Development, IHS, Erasmus University, Rotterdam

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

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

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

Id: 22579

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

Session Type: Individual submission

Authors:

Name: Jessica Noske-Turner

Email: J.Noske-Turner(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London

Name: Madalo Samati

Email: madalos(at) yahoo.com

Country: MW (Malawi)

Affiliation: Creative Centre for Community Mobilization

Name: Julie Elliott

Email: julie.jcelllott(at) gmail.com

Country: AU (Australia)

Affiliation: RMIT University

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

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

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

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

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

Id: 22717

Title: Political Participation as constitutive practice

Session Type: Individual submission

Authors:

Name: Peter Lunt

Email: pl108(at) le.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leicester

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

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Id: 22819

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

Session Type: Individual submission

Authors:

Name: Willemien Laenens

Email: willemien.laenens(at) vub.be

Country: BE (Belgium)

Affiliation: imec-SMIT Vrije Universiteit Brussel

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

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

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

Id: 22980

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

Session Type: Individual submission

Authors:

Name: Hanan Badr

Email: hanan.badr(at) fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

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

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

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

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

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

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

Id: 23021

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

Session Type: Individual submission

Authors:

Name: Salvador De León

Email: salvador.deleonv(at) edu.uaa.mx

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Aguascalientes

Name: Alejandro García-Macías

Email: agarciam(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Aguascalientes

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

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

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

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

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Id: 23091

Title: Izindaba Zokudla: conversations about food

Session Type: Individual submission

Authors:

Name: Mariekie Burger

Email: mburger(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

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

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

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

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

Id: 23094

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

Session Type: Individual submission

Authors:

Name: Denielle Emans

Email: djemans(at) vcu.edu

Country: QA (Qatar)

Affiliation: Virginia Commonwealth University in Qatar

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

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

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

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Id: 23272

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

Session Type: Video Submission

Authors:

Name: Alexander Fattal

Email: alfattal(at) gmail.com

Country: US (United States)

Affiliation: Penn State

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

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

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

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

Id: 23288

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

Session Type: Individual submission

Authors:

Name: Siddharth Chadha

Email: siddharth.chadha(at) im.uu.se

Country: SE (Sweden)

Affiliation: Uppsala University

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

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Id: 23342

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

Session Type: Individual submission

Authors:

Name: Lia-Paschalia Spyridou

Email: l.spyridou(at) cut.ac.cy

Country: CY (Cyprus)

Affiliation: Cyprus University of Technology

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

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

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

Id: 23347

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

Session Type: Individual submission

Authors:

Name: Jorge Saavedra

Email: jsu21(at) cam.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Cambridge

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

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

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

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Id: 23392

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

Session Type: Individual submission

Authors:

Name: Maria Bakardjieva

Email: bakardji(at) ucalgary.ca

Country: CA (Canada)

Affiliation: University of Calgary

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

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

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

Id: 23428

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

Session Type: Individual submission

Authors:

Name: María Hernández

Email: mariajose.hernandez(at) iberopuebla.mx

Country: MX (Mexico)

Affiliation: Universidad Ibero Puebla

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

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

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

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

Id: 23457

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

Session Type: Individual submission

Authors:

Name: Azeb Madebo

Email: Madebo(at) usc.edu

Country: US (United States)

Affiliation: University of Southern California, Annenberg School for Communication and Journalism

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

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

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

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

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

Id: 23478

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

Session Type: Individual submission

Authors:

Name: Liza Adriana Higuera

Email: lizahiguera(at) gmail.com

Country: pe

Affiliation: Piura University

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

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

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

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

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

Id: 23483

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

Session Type: Individual submission

Authors:

Name: Benjamin De La Pava Velez

Email: bdelapava(at) gmail.com

Country: CO (Colombia)

Affiliation: Universidad Jorge Tadeo Lozano

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

Id: 23514

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

Session Type: Individual submission

Authors:

Name: Andrea Lafaurie
Email: andreal(at) uninorte.edu.co
Country: KM (Comoros)
Affiliation: Universidad del Norte

Name: Diana Casalins
Email: casalinsd(at) uninorte.edu.co
Country: CO (Colombia)
Affiliation: Universidad del Norte

Name: Milena Cuartas
Email: mcuartas(at) culturacaribe.org
Country: CO (Colombia)
Affiliation: Museo del Caribe

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

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

Id: 23794

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

Session Type: Individual submission

Authors:

Name: Thomas Tufte

Email: T.Tufte(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Loughborough

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

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

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Public Service Media Policies Working Group

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

IAMCR

Madrid, Spain
7-11 July 2019

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

Id: 20006

Title: Public Service Media (PSM) in the age of platform society: from PSM to 'convivial' Public Service Platforms.

Session Type: Individual submission

Authors:

Name: Tiziano Bonini

Email: tiziano.bonini-(at) unisi.it

Country: IT (Italy)

Affiliation: Associate professor in Media Studies at DISPOC, University of Siena

Abstract: The aim of this paper is to analyse contemporary public service media (PSM) under the frame of critical political economy of the media and discuss the future of PSM in the age of digital platforms. I will start analysing the evolution of the debate on public service media values, paying particular attention to the paradigm change envisioned by Bardoel & Lowe in 2007. In the age of platformization of culture (Nieborg & Poell, 2018) and broader process of platformization of society (van Dijck et al 2018), PSMs are facing a new turn in their history and a further semantic extension of the boundaries of their meaning is needed: from Public Service Media to Public Service Platforms (PSP). Building on the definitions of media provided by JD Peters (2015), I propose to extend the definition of media to digital platforms as well. If platforms are media, then public service media can be platforms, too.

In the last section, I try to sketch the distinctions between profit-oriented and public service platforms and how the latter must be designed to embody the traditional public values of the PSMs. To answer this question, I go back to the work of the controversial Austrian scholar Ivan Illich, arguing that the design of PSP should incorporate the dimension of "conviviality" (Illich 1973): public service platforms should work as 'convivial tools'. I conclude by trying to envision how the concept of conviviality could be embedded in the practical design of new Public service digital platforms and I propose five principles that could inspire the contemporary design of 'convivial' platforms: symmetry of power, hackability, openness, decentralization and independence.

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Id: 20490

Title: The implementation of indigenous communication rights in Taiwan: A case study of Taiwan Indigenous Television

Session Type: Individual submission

Authors:

Name: Yu-Chao Huang

Email: yc-(at) mail.ndhu.edu.tw

Country: TW (Taiwan)

Affiliation: National Dong Hwa University

Abstract: This study aims to assess the implementation of indigenous communication rights in Taiwan by analyzing the policy and the production of Taiwan Indigenous Television (TITV). The former investigates the relations and interactions among policy stakeholders involved in the policy making, while the latter examines the content and genres of TITV programs. The current analysis indicates a crucial role played by political interference and pooling resources in Taiwan's indigenous communication environment.

Since the Universal Declaration of Human Rights passed by United Nations in 1947, the freedom of opinion and expression addressed within has been conceived as the foundation of communication rights in the modern era. In 2003 and 2005 respectively, International Telecommunication Union organized the World Summit on the Information Society and then stated four key principles of communication rights: freedom, inclusiveness, diversity and participation. However, indigenous communication rights had not been specifically proposed until United Nations Declaration on the Rights of Indigenous Peoples in 2007, almost 60 years after the human rights declaration.

Similarly, indigenous (communication) right has sparked the public attention for more than 30 years in Taiwan, and finally has been legitimized in the recent decade. In 2005, the Taiwan Indigenous Peoples Basic Law passed, mandating that government shall set up broadcasting media dedicated exclusively to indigenous peoples in order to protect their communication rights, and therefore TITV was launched in the same year. However, the transition from laws to practice has been hindered by the lack of a national indigenous communication policy and accountability system according to the previous analyses. As the policy making process involves numerous governmental and social sectors (policy stakeholders), this study first applies the policy network analysis, emphasizing the relations between those sectors in terms of policy outcomes to examine how stakeholders' interactions influence the development process of TITV. Additionally, as indigenous cultural diversity and media representations are the core concepts of indigenous communication rights, this study also adopts the content analysis and in-depth interviews to examine how TITV programs constitute the nature of communication subjectivity of indigenous peoples.

The results show that political interference and pooling resources in TITV have hampered the indigenous media independence and diversity, suggesting that to build a New Zealand-like bicultural system and to employ new technologies such as over-the-top (OTT) service or social media for cultural heritage and language revitalization could be helpful for implementing

indigenous communication rights. Some theoretical and practical implications are also discussed to improve the current indigenous communication environment.

Id: 20661

Title: Estonian and Russian speaking audiences' opinion on media credibility and on the value of public service broadcasting in 2010-2019.

Session Type: Individual submission

Authors:

Name: Andres Jõesaar

Email: andres.joesaar-(at) tlu.ee

Country: EE (Estonia)

Affiliation: Associate professor

Abstract: In times of information overload and misinformation, ensuring adequate public awareness in democratic societies has become increasingly intricate. The success of social media has challenged traditional media, including public-service media. As a result of Estonia's geopolitical location and applied media policy, it is a special challenge to connect Estonian and Russian-speaking communities in a common information field. The aim of this paper is to analyze the changes of opinions of Estonian and Russian-speaking communities on the importance and credibility (trustworthiness) of different information sources in 2010-2019. Another important focus of the study is to explore the satisfaction of the two communities with the content and activities of the Estonian Public Broadcasting. Thirdly, this work analyses the impact of the launch of Russian-language public service television channel ETV+ on the viewing time of (Russian state) TV channels among the Russian-speaking audience in Estonia.

For finding answers to all these questions data from four comprehensive media consumption and audience satisfaction surveys (2010, 2014, 2017 and 2019; n=1000), yearly television audience surveys and statistics from institutional credibility monitoring is used.

Id: 20765

Title: Evolution of political influence on the Lithuanian national radio and television

Session Type: Individual submission

Authors:

Name: Deimantas Jastramskis

Email: d.jastramskis-(at) gmail.com

Country: LT (Lithuania)

Affiliation: Vilnius University

Abstract: The Lithuanian national radio and television (LRT) was established by the Lithuanian Parliament immediately after the restoration of state independence in 1990. LRT was designed as state owned public company whose general director and Council were appointed by the Lithuanian Parliament. The model of direct influence of government coalitions on the LRT management was replaced by a model of balanced political influence in 2000, when two thirds of seats in the LRT Council were divided between the representatives that are since then delegated by three sides: the governing coalition, opposition of the Parliament and the President. The remaining third of the seats in the LRT Council was left for the representatives of non-governmental organizations.

Notwithstanding the lack of direct control on the LRT management, government coalitions could continue its exertion of political power on the LRT through the financial leverages. The main source of the LRT finances – allocations from the state budget – has been changing every year, as they were dependent on the political will of the ruling coalitions of the Lithuanian Parliament. However, since 2015 funding of the LRT has been related to the revenues of the state and municipalities' budgets (1.5 percent from the income tax and 1.3 percent from the excise revenues) (Republic of Lithuania Law on the National Radio and Television, 2016). Therefore the LRT has become more independent from the political subjects.

The aim of this paper is to analyse the legal regulation of management and financing of the LRT and to find out how the political influence on the LRT has been changing between the 1990 and 2018. The paper also explores what political and economic circumstances were decisive in the policy process regarding the change of conditions for the independence of the LRT. The study is based on the document analysis of relevant legislative acts, transcripts of sittings of Lithuanian Parliament, the annual reports of the LRT and regulatory institutions.

The paper claims that conditions for the independence of LRT from the political subjects were only partially created during the 28 years of the Lithuanian statehood. First, the model of formation of the LRT council (when majority of its members are representatives of the Parliament and the President) does not decouple the LRT management from the concrete political conjuncture and from the possible political coalitions in the LRT council. Second, although new financing model of the LRT (when allocations are related to the revenues of the state and municipalities' budgets) contributed to the greater independence from politicians, however, the amount of the LRT funding is not sufficient to take out the LRT from the level of the least financed public service media in the European Union (EBU Media Intelligence Service, 2017).

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Id: 20940

Title: Going digital, CBC/Radio-Canada's transformation.

Session Type: Individual submission

Authors:

Name: Aime-Jules Bizimana

Email: aime-jules.bizimana-(at) uqo.ca

Country: CA (Canada)

Affiliation: Université du Québec en Outaouais (UQO)

Name: Oumar Kane

Email: kane.oumar-(at) uqam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal (UQAM)

Abstract: In several countries, public broadcasters have to deal with an identity crisis linked to a particular context that concerns the general evolution of the media but also their own evolution in the digital world. The purpose of this paper is to analyze the recent evolution of the Canadian public broadcaster CBC / Radio-Canada. Its mandate is defined through the Broadcasting Act, it aims to promote Canadian cultural expression and national identity. Our reflection on the evolution of public broadcasters is based on the importance of the very notion of public service that relates to the public interest and the common good.

Our paper seeks to answer the following research question: How is CBC / Radio-Canada negotiating its transformation in the digital age? This involves evaluating various initiatives put in place by CBC / Radio-Canada across the country in relation to its specific mandate in the Canadian media ecosystem. We will address the issues of creativity, accessibility, and diversity as well as the tension between public service and commodification. Our analysis will be based on the following theoretical constructs: the role of the public service media (Chevalier, 2012, Blumler, 1992, Tremblay, 1986); political economy of communication (Mosco, 2017, 1996); the theory of cultural industries (Bouquillon, Miège and Moeglin, 2013, Tremblay and Lacroix 1991, Flichy 1991) and the convergence of the media industries (Jenkins 2003, Gordon 2003). This proposal is part of a SSHRC-funded research project on "Public Service Media in the Internet Age" (Tremblay, Kane and Bizimana, 2014-2019).

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Id: 21090

Title: Globalization, Deregulation and Public Service Broadcasting in Cameroon

Session Type: Individual submission

Authors:

Name: Gideon Tehwui Lambiv

Email: tehwei-(at) msn.com

Country: CM (Cameroon)

Affiliation: School of Mass Communication - University of Yaounde 2

Abstract: In April 2000 a new phenomenon became a reality in the broadcast media in Cameroon, – the deregulation of broadcasting. A number of internal and external factors led to this decision, which officially brought an end to the state broadcaster's monopoly: As a prelude to this development, Cameroonians already had access to other sources of broadcasts thanks to the initiative of some nationals who dared into an activity that was then not authorised, and to the opportunities offered by globalization that commercially and technological bypassed government restriction. The existence of other broadcasters implied that things were no longer going to be the same again for the state broadcaster, the Cameroon Radio Television, CRTV. But how could this be ascertained or proven?

The principal research issue that this study set out to investigate was how globalization and deregulation affected public service broadcasting in Cameroon. We sought to know what the role and performance of the public service broadcaster were, and whether these have changed because of the new liberalized framework. After tracing the development of broadcasting in Cameroon wherein the public service broadcaster was the main and only actor, we then looked at the new situation where others have come in. In the process, we consulted relevant documents and interviewed the key players.

We found out that the public service broadcaster in Cameroon, CRTV lost a significant share of its urban audience and advertisement to private broadcasters, particularly within the first years of liberalization when its urban audience share dropped to 40%, while private broadcasters had 38.5%. After some changes in the areas of programmes, programming and technology, amongst others, its audience share has increased by 20%, three years into liberalization. Given that the state broadcaster must now take into consideration the fact that there are other players in the media landscape, notably regulators and private challengers, its role and performance have been affected accordingly. All of this would not have been possible before without deregulation.

KEY WORDS

Globalization ■ Deregulation ■ Public Service ■ Broadcasting ■

Id: 21210

Title: Public Open Space ' Public Service Media as Platform(s)

Session Type: Individual submission

Authors:

Name: Barbara Thomass

Email: Barbara.Thomass-(at) rub.de

Country: DE (Germany)

Affiliation: University of Bochum Institute for Media Studies Germany

Abstract: At present the debate about public service media centers around the notion of platform. The societal value of the institution of public service broadcasting has to move on into the digital world, if it wants to defend its legitimacy and its service to society. The hitherto national scope of the public service media can be no longer limited in this frame under the conditions of a digitized mediascape. Should public service media become platforms, should they cooperate on platforms, what are the chances for platforms with a public service orientation, can they build a counter weight to the platform economy of big US-American based platforms as Amazon, Google, Apple etc.? The notion which became key for these considerations is „Public Open Space“.

The contribution discusses the suggestions, options and chances for a public open space beyond the background of three concepts: One is the needs of a democratic discourse which is characterized by what Pfetsch et al. (2018) call a “dissonant public sphere”. This is caused by negative developments in social media where excitement, hate speech, fake news and disorientation gain more attraction than a serious debate. The second one is the democratic deficit within the EU within the concept of European public spheres. A critical review of the state of European public spheres reveals that there is a lack of European public discourse which could feed democratic deliberation. A third concept to be interrogated refers to the platform economy. The logics of platforms and the effects of communication platforms for the public discourse are discussed.

Several suggestions for a public open space of a European dimension are under discussion. These are European Public Information & Communication (EPIC) Space (Sarikakis 2019), European Public open space (EPOS) (Thomass 2017) or Platform Europe (Hillje 2019). These suggestions will be discussed with respect to their answers to the challenges resulting from “dissonant public sphere”, the deficits of European public spheres and the platform economy. The contribution presents as a result the essential characteristics which derive from this analysis and elaborates the possibilities for a European platform orientated to the values of public service media.

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Id: 21636

Title: Policies for Gender Equality in Public Service Media: What Switzerland can learn from other European Countries

Session Type: Individual submission

Authors:

Name: Corinne Schweizer

Email: c.schweizer-(at) ikmz.uzh.ch

Country: CH (Switzerland)

Affiliation: University of Zurich

Name: Annina Streun

Email: annina.streun-(at) uzh.ch

Country: CH (Switzerland)

Affiliation: University of Zurich

Abstract: In 2018, the government of Switzerland renewed the license of its public service broadcaster, the Swiss Broadcasting Corporation (SRG), and it drafted a new Act on Electronic Media (AeM) to replace the Act on Radio and TV. Both documents contain several rules of representation: The SRG must contribute to the cohesion between linguistic and cultural regions, to the integration of migrants, and it must address the life experiences of young people. What these documents do not include, however, are provisions for the equal representation of gender. Despite several studies concluding that women are underrepresented in media content, and among journalists and managers in Swiss media organizations (see e.g. Wyss & Keel 2010, Hungerbühler & Valsangiacomo 2014).

Knowing the painful history of women's rights in Switzerland – women's suffrage was introduced in 1971, and gender equality is a constitutional right since 1981 – the lack of provisions for gender equality does not come as a surprise. Furthermore, scholars (see e.g. Sarikakis 2012, Padovani 2018) also indicate that gender equality is generally rarely addressed in media policy making, as well as in media policy research. Nevertheless, according to Padovani, Ross and Gallagher (2017: 237) such policies are a necessary component to reach a gender-equal media landscape. Therefore, this contribution asks the following research question: Which (self-) regulatory measures are being used in Europe to achieve gender equality in the organization and content of public service broadcasting?

To answer this question, we recently conducted a document analysis of regulatory documents, reports, and studies, including documents we received from equal opportunities officers of public service broadcasters. Our findings show that countries resp. organizations employ a variety of policies and measures: In Austria, Ireland, and the UK e.g. gender equality is part of broadcasting acts or licenses. BR, ZDF, BBC, and TG4 e.g. created internal guidelines. TG4, in 2018 and 2019, only shows films with a female lead, resp. directed by women. We will discuss what Switzerland can learn from other countries, and we will also dissect the soon-to-be-published report of the Swiss government concerning the feminist critiques in the public consultation of the draft AeM.

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Id: 21787

Title: AN ANALYSIS OF THE BRAZILIAN PUBLIC BROADCASTING SYSTEM THROUGH THE CIRCUIT OF CULTURE: THE EMPRESA BRASIL DE COMUNICAÇÃO (EBC)

Session Type: Individual submission

Authors:

Name: Ana Luiza Fleck Saibro

Email: anaflecksaiibro-(at) gmail.com

Country: BR (Brazil)

Affiliation: FACULDADE CÁSPER LÍBERO

Name: Ana Luiza Coiro Moraes

Email: anacoiro-(at) gmail.com

Country: BR (Brazil)

Affiliation: FACULDADE CÁSPER LÍBERO

Abstract: The 1988 Brazilian Constitution establishes the existence of a mixed form of broadcasting services. In addition to the private-commercial system, a kind of state-owned and-controlled system, which supplies the needs for government's institutional communication, and a public communication system, to be managed by autonomous organizations, was created. The company to run public radio and television channels, Empresa Brasil de Comunicação (EBC) (Brazilian Communications Company), was only created many years later, in 2007, due to political disinterest and successive obstructive manoeuvres from commercial broadcasters. Although its regulation provides for a series of mechanisms to ensure compliance with the principles in line with public communication, EBC has not yet become a truly social and cultural relevant public institution.

It is possible to identify economic, political, cultural and regulatory factors associated with the non-consolidation of the EBC as the manager of the public communications system. In order to investigate all the dimensions of this process, we propose to apply the circuit of the culture, developed by Paul du Gay, Stuart Hall, Linda James, Hugh MacKay and Keith Negus (1997) to analyse the Sony Walkman. It is found to be a useful tool for the analysis of moments of the same phenomenon or of a cultural artefact. Emphasizing the processes of production, representation, consumption, regulation and identity, and the interrelated articulations between them within the EBC, this article presents a circuit adequate to our object of analysis.

The analysis showed that the context in which the creation and the operation of the company took place, that is, its production, was strongly influenced by traditional structures of power, which subjected the EBC to pressures and constraints of political and economic nature; the regulation of the company reflected this environment and the institutional model and the organizational design according to which it was structured negatively influenced its degree of editorial and managerial autonomy in relation to the federal government. The impacts over the institutional identity of the company, whether government-oriented or public, and over its representation, since its television and radio contents still show a profile very similar to those produced by the private media as well as to those of government communication.

Finally, questionable political options caused the failure of the public television network project to be coordinated by the EBC, with a negative impact on the reception (consumption) of public

programmes, and, therefore, the noncompliance with the principle of universality of access associated with public broadcasting service.

This scenario showed a picture of complete lack of distinction between the notions of public and government service, with the company in permanent symbiosis with governments in power. The recent decisions taken by the new Brazilian right wing President administration towards EBC do not allow to foresee a better future for the company in the long run.

Id: 22200

Title: Old Is New Again: The Framing of Public Service Broadcasting in Media Development Reports

Session Type: Individual submission

Authors:

Name: Minna Aslama Horowitz

Email: minna-(at) minnahorowitz.net

Country: FI (Finland)

Affiliation: University of Helsinki

Name: Alessandro D'Arma

Email: A.Darma02-(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Name: Maria Michalis

Email: M.Michalis-(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: In her report "Rethinking Public Service Broadcasting's Place in International Media Development", Susan Abbott (2016) notes that despite pronouncements that public service broadcasting (PSB) is an obsolete, ineffective and costly form of media, media developers and donors are taking a second look at PSB. Ironically, while PSB is currently being challenged everywhere, also in mature PSB countries, the increasing challenges of the current private media landscape have prompted international donors to turn to public service models as paths to independent media and journalism and as a building block for robust, diverse, and democratic media systems. In addition, "imitative transformations" (Splichal 2001) of mature, Western PSB frameworks may not always be fit for different contexts. So how do development organizations frame the ideal and praxis of PSB in different contexts and projects?

This pilot study examines several different types of organisations supporting PSB in the context of media development. It seeks to gain both a longitudinal and comparative understanding of the framing of PSB in key media development reports produced by these organisations in the last 10 years. It addresses the following main research questions: 1) To what extent and in which ways has the framing of PSB changed during a period of time characterised by an intensification of the ideological and practical challenges confronting PSB? 2) To what extent do the framing and discourses on PSB vary depending on the type of organisations and the national/regional context being addressed?

While the thematic categories to be used for the analysis will be worked-out inductively, based on a preliminary review of the literature and guided by our research interests we expect that the analysis will shed light on:

How media development organizations define PSB:

- What elements of its normative ideal/public purpose are emphasized and which ones are downplayed (e.g., political independence, cultural diversity, social cohesion, accountability etc)?
- What elements of the institutional design of PSB organisations are emphasized and which ones are downplayed (e.g., public funding, governance system, auditing etc.)

How media development organizations justify support for the PSB model, and what are the concrete measures by which they propose to do it:

- What role is assigned to PSB in the wider media development endeavours of these organisations, and how central that role is?
- What specific challenges/problems are PSB invoked as a solution to?
- Which PSB organisations are discussed in these reports as benchmarks/best-practice case-studies, and why?

The study will discuss the potential implications of prevailing discourses on PSB in media development reports for the actual implementation of media development programs, particularly in relation to efforts to strengthening PSB institutions.

Id: 22379

Title: The entelechia of the Public Service. Hits and Misses of a Forced Experiment: À Punt Media

Session Type: Individual submission

Authors:

Name: Jessica Izquierdo-Castillo

Email: jizquier-(at) com.uji.es

Country: ES (Spain)

Affiliation: Universitat Jaume I

Name: Juan Carlos Miguel de Bustos

Email: jc.miguel-(at)ehu.es

Country: ES (Spain)

Affiliation: Universidad del País Vasco

Abstract: Public Service Media faces growing challenges all over Europe. Political discourses lay on economical arguments to threaten PSM permanence. In an era of no radio electric restrictions, high levels of competence and expensive audience attraction procedures the significance of the public is rewritten. Convergence forced television to relocate itself as a multiplatform online distribution media (Creeber&Hills, 2007). Public television becomes Public Service Media (PSM) and undergoes constant debate about its role in the digital age (Syvertsen&Aslama, 2007; D'Arma&Steeimers, 2010; Hoffman et al, 2015).

This paper analyses the articulation of Public Service from a singular case of study: the Spanish' regional television À Punt Media (APM). This represents a unique case of PSM in the European scenario. As a new-recovered media, it confronts several challenges: it was the second public broadcaster being closed after Greek PBS, and also the only public media kept absent for more than four years. When recovered it faced a technological, narrative and audience complete restructured scenarios. Besides, APM reborn as the result of political confrontation used as an electoral promise and highly inspected by parties and private media. To all these is added an obvious social disaffection, as the result of the political parallelism of the former PBS. In this context, we explore the articulation for Public Service of APM. We analyse three main areas: programming of content, interaction with audiences and technology innovation. The methodology combines different techniques, based on interviews with the managers of this project, content analysis of programming and social media, and a period of non-participant observation.

The results identify the main hits and miss of APM for the achievement of the public service and reflect one of the main contradictions PSM must face. That is, a growing pressure of innovation and development (social media, interactivity, multiplatform, transmedia, work requalification, etc.), while maintaining or even reducing the assigned budgets. APM's status as the most recent European PSM allows to calibrate the sense of the public in the digital era, and to extrapolate the results to contribute to the debate of the role of PSM.

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Id: 22572

Title: PSB, Local Content and the Politics of Participation in Southern Africa

Session Type: Individual submission

Authors:

Name: Viola Milton

Email: miltovc-(at) unisa.ac.za

Country: ZA (South Africa)

Affiliation: University of South Africa

Name: Winston Mano

Email: manow-(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: This paper attempts to (re)define local content in Southern African broadcasting praxis and policy against the concepts "voice" and "listening". The aim of this paper is to reconstruct public interest theory and its concomitant concept, "local content", according to the life worlds of public service television audiences. We will attempt to (re)define local content in Southern African broadcasting praxis and policy from a Participation Studies perspective with a focus on three interrelated issues. First, we will explore the complex political and cultural exchanges occurring between the African local and the African Diaspora. Here, the concept "multiple acculturation" will be advanced to define what "diasporic local" might mean from an Afrology perspective. Next, the paper looks at the intersection of local and local diasporic cultures and its resulting effects. Finally, a border studies analysis will be applied to theorise around an Afrology of local content in PSB and the possible implications thereof for both local and diasporic local identities. Using the South African Broadcasting Corporation (SABC) and the Zimbabwean Broadcasting Corporation (ZBC) as case studies, the paper relies on public narratives about public broadcasting and their sense-making of social reality in relation to public service broadcasting in Southern Africa to explore what "public interest" and "local content" mean (or might mean) in a postcolonial media environment. Focusing on voices from the ground and through the lens of an African-centered approach to participatory media policy negotiation, we will theorise what local content might look like in a (diasporic) Southern African context. We have argued elsewhere that Afrology, in our view, is not simply about the "Africanisation" of broadcasting and have begun to theorise a vision for broadcasting in the post-colonial Southern African context that is connected to creativity in the diaspora. In this paper, we intend to build on that theorisation through a focus on "local content" that is broader and inclusive of creativity outside geographic borders. If, as we argued previously Afrology positions audiences at the center of broadcasting, how then should local content delivery be theorised in a context where "local" is not necessarily tied to geographic boundaries? What would a participatory local content policy look like that takes cognisance of the diverse needs of Africa's dispersed audiences?

Id: 22618

Title: PSM research: bibliographic analysis over the last sixteen years

Session Type: Individual submission

Authors:

Name: Miguel Casado

Email: miguelangel.casado-(at) ehu.es

Country: ES (Spain)

Affiliation: University of the Basque Country

Name: Josep Àngel Guimera i Orts

Email: JosepAngel.Guimera-(at) uab.cat

Country: ES (Spain)

Affiliation: Universidad Autònoma de Barcelona

Name: Juan Carlos Miguel de Bustos

Email: jc.miguel-(at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

Abstract: Public service media (PSM) have long held a central place in many media systems, particularly in Europe. In recent decades, technological transformations, processes of liberalisation/deregulation and the economic crisis have all combined to pose a complex challenge for PSM systems. Starting from the important role played by public media and the complexity of the transformation processes they are currently facing, this paper presents a bibliometric analysis of research conducted in the field in recent years.

Our analysis covers PSM-related research articles indexed in the SCOPUS and WEB of KNOWLEDGE databases between 2000 and 2016. The sample was gathered using a search for a range of expressions referring directly to public service media. Of the 1266 references analysed, a final total of 403 were selected for the database used in the study. Our basic criterion for including articles was that the research subject under study should be public service media. We therefore excluded any articles where PSM was secondary or simply formed part of a sample of research into other phenomena.

This work provides an overview of progress in this study area in recent years, showing the main advances in the themes most often addressed and the subjects and geographical areas where major research gaps still exist. Our analysis covered a number of variables, of which the most important were the different theme areas analysed in the studies and the geographical area to which they refer. In terms of subject, the largest group comprised works analysing the contents of PSM (32%). The second-largest set consisted of general analyses of the situation of public service media, covering a range of aspects (19%). Other subjects included the technological challenges facing public service media (14%); their systems of governance (14%); economic aspects—mostly financing channels—(9%); and history of PSM (5%). As regards the geographical area considered, unsurprisingly these studies focus primarily on European PSM (65%), with other regions coming well behind: the

Americas (14%); Oceania (6%), Asia (5%) and Africa 3%. Our analysis of the publications also reveals a significant increase in the number of studies conducted on the subject in recent years; more than half of all the articles analysed throughout the period (2000-2016) were published between 2013 and 2016.

Id: 22696

Title: Public Service Broadcasting from a Media Development Perspective: An Exploration of the Promise vs. Reality of PSBs in Post-Communist Europe

Session Type: Individual submission

Authors:

Name: Susan Abbott

Email: susanabbott1-(at) gmail.com

Country: US (United States)

Affiliation: University of Westminster

Abstract: As noted in the Center for International Media Assistance publication, Rethinking Public Service Broadcasting, despite pronouncements going back more than 20 years that PSB is an obsolete, ineffective, and costly form of media, PSB has endured as a means of providing news, entertainment, and information to millions of people around the world. This paper will consider and debate how and why media development should re-think the role of PSB/PSM in terms of media development priorities.

The paper will first offer an assessment and critiques of the current state of play regarding public service media in a media development context. It will then consider the complicated and politicized nature of transforming state media with a comparative look at Hungary, Macedonia and Serbia. The paper will draw on recent publications related to efforts of transforming formerly state media into public service media, including the DW Akademie's "In the Service of the Public - Functions and Transformation of Media in Developing Countries," the CIMA publication "Rethinking Public Service Broadcasting's Place in International Media Development," and the BBC Media Action report on "Public service media in divided societies: Relic or renaissance?" I will also feature in-depth interviews with experts on the subject of PSB reform in Hungary, Macedonia and Serbia.

The paper will consider how the lack of political will or outright contempt for liberal norms, laws, policies and customs around freedom of expression has stifled progress or compliance with EU standards and policies in the areas of public service broadcasting, pluralism and diversity.

Moreover, I will also discuss in my paper how and why widespread fragility and lack of sustainability of independent media in the region, particularly among those that are entirely or primarily funded by donors, begs the question of why public service media as an institution and as a major form of institutional reform hasn't received more attention and serious investment.

Id: 22706

Title: PSM competing in the changing TV environment: transforming VOD players from a catch-up service to a central destination. The case of the BBC iPlayer

Session Type: Individual submission

Authors:

Name: Maria Michalis

Email: M.Michalis-(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: university of westminster

Abstract: Television is experiencing major transformations, notably internationalisation, platformisation and growing on-demand consumption (see Evens and Donders 2018, Lotz 2018, Lobato 2019, Johnson 2019). PSM feel the need to respond in order to remain relevant to the societies they serve.

After setting out the main changes in the television industry, this paper examines how PSM respond to the rising popularity of Video-On-Demand (VOD) consumption and the increasing attraction of Subscription VOD (SVOD) from global players like Amazon Prime and Netflix. It does so through a case study of the BBC iPlayer.

The BBC has led innovation in UK online distribution. It was at the forefront launched the iPlayer as a catch-up service for its linear TV channels in 2007. At the same time, the BBC's commercial arm was planning with other main PSM (ITV, C4) to launch a joint video on-demand platform where audiences would be able to find in one place most of the UK-originating content. The Competition Commission blocked this so-called Kangaroo venture in 2009 on the grounds that it would stifle the nascent VOD market. As a result, the VOD market in Britain is fragmented, with each PSM organisation having its own catch-up player.

All PSM catch-up players have continually developed their functionalities. In May 2018, the BBC approved plans to have more content on the iPlayer and for longer. The BBC explained that it was responding to market developments: the shift to on-demand consumption and intensifying competition from global SVOD players. In November 2018, Ofcom opined that the suggested proposals constituted material changes to the service and as such required a public interest test to assess whether their public value outweighed potential adverse market effects. As a result, there is currently a public consultation underway inviting comments to the BBC proposals, which will feed into the process.

The aim of this paper is to assess the response of a big and well-established PSM organisation – the BBC – to market developments, and examine in particular how the BBC conceptualises its catch-up service and its further development, and what rationale and discourses it uses. The discussion goes at the heart of PSM values. The evolution of PSM VOD players is about how audiences find and consume domestically funded and relevant to their societies content. As viewing is shifting online, without PSM players, the only alternative is to rely on commercial super-aggregators and their algorithms (Michalis 2018). This scenario raises serious questions about the prominence, findability

and cost of access to PSM content whilst the gatekeeping role of such aggregators risks adversely affecting industry revenue and by extension domestic content creation.

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Michalis, M. (2018) "Distribution Dilemmas for Public Service Media: Evidence from the BBC." In G. F. Lowe et al. Public Service Media in the Networked Society RIPE-(at) 2017, Nordicom, http://www.nordicom.gu.se/.../fil.../kapitel-pdf/12_michalis.pdf.

Id: 23116

Title: Current Perspectives on Public Service Media in Brazil and Mexico: different expectations and common matrices

Session Type: Individual submission

Authors:

Name: Jairo Faria Guedes Coelho

Email: jairofaria-(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Lenin Martell Gámez

Email: leninmartell-(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma del Estado de México

Name: Fernando Oliveira Paulino

Email: paulino-(at) unb.br

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Laura Martínez Aguila

Email: laumartag-(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: The text analyzes the Public Service Media (PSM) in Latin America. It takes, as main references, the experiences and the historical and social matrices of Brazil and Mexico, major countries of the region in population, economy, and cultural identities. Brazil and Mexico currently live different expectations regarding PSM. In Mexico, president Andrés Manuel Lopez Obrador recently gave hope to citizens on strengthening the Public-Service broadcasting system in the country — one that has increased in the number of broadcasters and accountability practices. In Brazil, there has been a reduction of regional PSM experiences, with the closing of important initiatives, such as the Piratini Foundation and the permanent threat of closure or governmentalization of Public Communications organizations.

If, on the one hand both countries have different expectations, on the other, the doubts that exist in both Brazil and in Mexico about the viability and sustainability of PSM experiences can be linked to common historical and social matrices. The research conducted for this paper demonstrates: a) The difficulties to understanding the concept of Public by the government and citizens and even by some social sectors interested in having access to strong PSM. b) The low confidence rate in public institutions and the reduced degree of social trust also limits capacity to building and consolidating PSM practices. c) This fact also has a dramatic impact on the audiences, because it is difficult for them to understand the arrange of experiences regarding the importance of PSM in their lives, and to participate in practices of accountability and media literacy.

The changes in the PSM scenario in both contexts – such as reforms in the regulatory panorama, modifications in procedures and even dissolution of accountability instruments – have been noted between 2016 and 2018. With the comparison of this transition in Brazil and Mexico, we intend to analyze how structural (history; regulations; culture; etc.) and contextual (sociopolitical) factors may influence on strengthening the development of PSM in Latin American countries. We have approached this study by conducting a comparative, a normative and a documentation revision and analysis to identify how changes are affecting PSM institutions during this period, such as Radio Educación in Mexico and Empresa Brasil de Comunicação (EBC) in Brazil. We have also built analytical categories from empirical observation and interviews with the ombudsmen (defensores or ouvidores).

From our preliminary results, we conclude that not only the development of content production structures and initiatives is essential to contribute to the understanding and formulating actions related to PSM in Latin America, such as building mechanisms of citizen participation. But it is also the implementation of content placement and access practices into intercultural dialogues with different social organizations and individuals — especially with the minority groups.

Id: 23525

Title: That Obscure Object of Desire: Political dispute over PSM governance in Spain in times of economic, social and political crisis (2012-2019). The case of RTVE.

Session Type: Individual submission

Authors:

Name: Ana Fernández Viso

Email: ana.fernandez.viso-(at) uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona (UAB)

Abstract: The State intervention in the media systems of Southern European democracies has been characterized by a logic of clientelism and instrumentalization of public service media (PSM), as concluded, among other authors, by Hallin & Mancini (2004) and checked for the past decade by D'Arma (2019), Fernández Viso & Fernández Alonso (2019) and Iosifidis & Papathanassopoulos (2019) for the cases of Italy, Spain and Greece, respectively. In a context of a widespread preference for television as a source of information and a highly polarized media system, the Spanish national public service broadcaster -Radiotelevisión Española (RTVE-) still plays a significant role in forming public opinion in Spain. It is not a surprise, thus, that the governance of RTVE has been an object of political dispute and control for the past four decades, even after a substantial legislative reform aimed at increasing its autonomy and independence was passed in 2006, after 25 years of complaints and denounces of political interference.

Act 7/2006 shifted RTVE's governance system in 2006 from a governmentalized model to a parliamentary one, leading to what both professionals and scholars in Spain consider to be one of the periods of its greatest editorial independence. Six years later, however, the conservative government of the Partido Popular (PP) formed after the general elections of November 2011 passed by decree a counter-reform that enabled an absolute parliamentary majority to appoint the members of RTVE's Board and its Chair. Highly politicized editorial appointments and numerous complaints of political manipulation followed this legislative change.

Once the PP had lost its absolute majority in the June 2016 elections, the then three main opposition parties (the socialist PSOE, the centre-right Ciudadanos and the left-wing Podemos) successfully pushed forward a new legislative amendment in September 2017 to reinstate the parliamentary governance model in RTVE. Yet, Act 5/2017 requires the political parties to reach a consensus on the regulation and the procedure to select the eligible candidates to the governing bodies of RTVE by public competition. This proved to be extremely difficult for the following months. Eventually, the new socialist government that came to power in June 2018 after winning a motion of censure against the government of PP has approved by decree that regulation, has dismissed the members of RTVE's Board and its Chair and appointed an Interim Sole Administrator for RTVE in July 2018.

The purpose of this communication is to analyze the political resistance to change regarding the governance of RTVE, in the context of the economic and social crisis that broke out in 2008 in Spain and of the increasing political tensions with the Catalan nationalism since 2012. We will examine the legislative changes affecting the governance model of RTVE since 2006, the

appointments made to the governing bodies and key senior editorial positions and the complaints and reports about political interference. The analysis of these elements will allow us to draw a series of conclusions about the persistent dynamics of political interference in PSM in Spain.

Id: 23580

Title: Paradigm Change and Value Risk of AI News: the Perspective of NLP

Session Type: Individual submission

Authors:

Name: Changfeng Chen

Email: fengchen5266-(at) vip.163.com

Country: CN (China)

Affiliation: Tsinghua University, Beijing, China

Name: Wen Shi

Email: shiwenmile-(at) 163.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: Natural Language Processing (NLP), an important technology of artificial intelligence, is being used in news production in Natural Language Understanding (NLU) and Natural Language Generation (NLG) instead of patterned news production of primary AI. How is NLU and NLG used for news production and what is the journalism paradigm going to be? What kind of challenges does AI news value face in NLU and NLG? What kind of conflict does it have with the publicity of the media and public media? Breaking the barriers of journalism studies and computer science, this paper will research the news paradigm change caused by NLP through analyzing news algorithmic logic, and reflect on the news value risk of algorithm and explore the news value criterion in the AI era.

NLG's leading news writing program has powerful logic processing ability, which can imitate human logic and emotions to automatically generate narrative strategies, determine the narrative focus and detail of news, and choose different rhetoric to describe different scenarios. But it carries the risk of "naturalizing" the value of news. In the process of computational linguistics, vocabulary is "de-valued" through vectorization, and social meaning behind the linguistic symbols may become illusory. The NLG algorithm's judgment on the value of news does not depend on the judgment of the social connotation of the language symbol, but on the recognition of the text feature. The value of the news is then "naturally" in the textual features of the material. Measuring whether a particular fact can become the standard of journalism is a quantitative way of objectivism.

NLU enables computers to understand the textual meaning and deep intent of human natural language, and to map from text to meaning and intent. NLU emphasizes to present the relationships between entities through a systematic representation of information so that to identify the logic and intent behind the natural language of users. When it is used in news, it can be made into AI news chat bots, such as Facebook's Messenger and Quartz. Its trend is to personalize news writing, which can meet the different expectations of users for news events. The robots can actively ask questions and get to know users opinions about news events. Based on the background of users' interests and habits, it could generate text based on a specific perspective. The NLU allows robots to infer the meaning and intent of the user's expression, and to produce personalized news instantly. The news that users is not interested in could be ignored so that provider presents a "private" news value. Under the logic of this algorithm, there is no objective criterion for judging news value. The news value could be defined by consumers of news. Since consumer's interest could be the only standard

for measuring the value of news, news providing would become commoditized private information services which is the opposite of the publicity of the media and public media.

Popular Culture Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19462

Title: Conquering and Entertaining: Fauda and the Complexities of Turning an Ongoing Asymmetrical Conflict into a Television Drama Series.

Session Type: Individual submission

Authors:

Name: Nahuel Ribke

Email: nahuerib(at) gmail.com

Country: IL (Israel)

Affiliation: Seminar Hakibutzim College Communication Department

Abstract: Since its release in February 2015, television drama/action series Fauda has attracted enormous public attention and debate, first in Israel and then abroad, following its global release on Netflix. The story of an Israeli undercover unit chasing an infamous Palestinian terrorist, the series was praised for its 'realistic' depiction of the conflict and empathetic portrayal of the opposing sides, as well as for the frenetic rhythm and suspense of the plot. On the other hand, the series has faced criticism for downplaying and obscuring the realities of the Israeli occupation, focusing on a cat and mouse thriller rather than the hardships incurred by a civilian population under military control. Based on a qualitative analysis of media coverage in Israel and abroad, this article analyzes the complex relationship between an ongoing asymmetrical conflict and its representation in fictional television entertainment.

Id: 19577

Title: The Many Faces of The Other in Guillermo del Toro's *The Shape of Water*

Session Type: Individual submission

Authors:

Name: Claudia Bucciferro

Email: cbgpt(at) rit.edu

Country: US (United States)

Affiliation: Rochester Institute of Technology

Abstract: Directed by Mexican filmmaker Guillermo del Toro, *The Shape of Water* (La Forma del Agua) premiered within the context of a U.S. news landscape that prominently covered two topics: increased tensions regarding immigration through the US-Mexico border and the insidious presence of gender inequality in Hollywood. Presenting a fantastic tale set in the 1960s, the movie does not directly reference current events, yet it offers an incisive commentary that addresses these and other prominent issues. Upon its release, it went on to garner critical acclaim and some of the most coveted 2018 Academy Awards, including Best Director and Best Motion Picture of the Year.

On the surface, the movie is a spin on the old tale of *Beauty and the Beast*: there is a young woman, a masculine creature, and an incipient relationship between the two. Yet the story goes into other directions: The creature has been found in Latin America and is construed as a monster by the US military, which keeps it in a secret facility where the young woman works as a cleaner. She is unable to speak and uses sign language to communicate—a characteristic that positions her within the narrative in specific ways. Her two friends are an African American woman who also works as a cleaner and an older white male who is gay—so they are both marginalized because of their identities. Through these characters, the story engages in a multi-layered exploration of how otherness is constructed and upheld in society, in connection with existing power dynamics. Aspects such as boundary-crossing, voice, and agency appear prominently, and hegemonic notions of masculinity and embodiment are addressed through the actions of a man who initially seems like an authority figure, but who intimidates and abuses others throughout the story. As in other of Guillermo del Toro's films, such as *Pan's Labyrinth* (El Laberinto del Fauno), the concept of the monster becomes a metaphorical device for investigating larger social issues, vis-à-vis the overarching questions of what it means to be human and how human dignity can be either violated or strengthened.

Using Cultural Studies as a theoretical framework and employing qualitative text analysis as a methodology, this paper argues that *The Shape of Water* is fundamentally about otherness and agency, analyzing the way they are represented and re-framed throughout the narrative. Considering how the main characters are defined along intersections of gender, race, class, sexual orientation, and national origin, the paper discusses how the cinematic text comments on and reflects struggles for recognition and empowerment within American society.

Id: 19733

Title: Reterritorializing the home: (im)material discourses of belonging in Utopia

Session Type: Individual submission

Authors:

Name: Tonny Krijnen

Email: krijnen(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam

Abstract: Cultural globalization is a quintessential part of contemporary, everyday life. In general, Morley (2001) argues, accounts on globalization are celebratory. Globalization, in terms of transnational mobility, traveling to other countries, is only attainable for a small elite. The majority encounters globalization through their TV screens. The home increasingly becomes a phantasmagorical place: “to the extent that electronic media of various kinds allow the intrusion of distant events into the space of domesticity.” (Morley, 2001; p. 428). This intrusion of the private sphere, of the home, raises anxieties and result in attempts as reterritorialisation, attempts to redefine the home, one’s place in society, in an increasingly deterritorialized world (Appadurai, 1996).

Indeed, the desire to reterritorialize seems to increase in contemporary, Western societies. Conservative, right winged, populist parties have gained position. Simultaneously, tv-shows increasingly carry nationalist signs such as “I love ...[my country]”, The great [country-name] bake-off”. This study investigates how TV-programmes with a ‘nationalist odour’ create space for their audiences to meet their desires to reterritorialize. The primary research question then is: How do reterritorialisation strategies manifest in the Dutch TV-programme Utopia?

Utopia is a reality TV-show, designed by John de Mol. January 2013, 15 candidates entered Utopia’s terrain. Next to a large, rather shabby shed, there were no facilities (such as sewers, fresh water, electricity) available. The candidates’ aim was, as the title suggests, to create a new society. Currently, Utopia’s second seasons is broadcasted on Dutch TV. An average, the show draws about 550,000 per day (11% market share). Though the aim is to build a new society, the show centralizes on Dutch society: candidates represent a variety of societal groups in terms of age, ethnicity, gender and region (audible in spoken dialects and verbal expressions of regionality). The show therefore makes for an excellent case to investigate reterritorialisation.

A total of 21 episodes (1 till 31 May 2015) was subjected to a Foucauldian discourse analysis (Foucault, 1976). During this period a so-called lock down takes place: candidates decide to go back to basic and leave all luxury goods (including their beds) behind to re-assess their purpose and aims. All episodes were viewed three times and relevant scenes were transcribed. Relevant scenes encompassed material and immaterial articulations of the ideal society, community and feelings of belonging. Strategies used to formulate discourses on reterritorialization are unravelled. Which boundaries were policed, which ideas were heard and which were ignored? Finally, the subject positions, which candidates were taken seriously, had a voice in the discourses were analysed? (Foucault, 1976; Tonkiss, 1998).

Results show 3 strategies. The first one is embedded in the programme, the second concerns the material organization of life in Utopia, while the third strategy encompasses the immaterial organization. The three strategies show how the candidates fail to redesign life/society.

Simultaneously, the concepts of home, belonging and identity are continuously rearticulated in the programme. It is this failure, and the recognition thereof that proffer the audiences space for reterritorialization.

Id: 19824

Title: Popular culture and human dignity: Scopophilia and sexualized objectification of women in South African hip-hop culture

Session Type: Individual submission

Authors:

Name: Toks Oyedemi

Email: toyedemi(at) gmail.com

Country: ZA (South Africa)

Affiliation: Department of Communication, Media and Information Studies, University of Limpopo South Africa

Name: Ntebaleng Mpetsi

Email: ntebalengmpetsi(at) gmail.com

Country: ZA (South Africa)

Affiliation: Department of Communication, Media and Information Studies, University of Limpopo South Africa

Abstract: The discourse of human dignity draws attention to the representation of various groups in the media. This paper examines the representation of women in popular culture through a study of hip-hop culture in South Africa. In many hip-hop music videos women's value is reduced to sensuous display of sexuality. As a result visual pleasure is created through the (re)presentation of women as eager and willing sexualized objects. This study assesses the techniques and ways women are sexualized in South African hip-hop videos, and how their presentation endeavors to create visual pleasure for those that consume these videos. Four critical elements were adopted from Laura Mulvey's seminal theoretical discourse about the positioning of women in narrative cinema to study the gender representation and sexual presentation of women in two popular South African hip-hop music videos. These four elements are (a) scopophilia (the gaze), (b) objects and objectification process of women, which includes the use of objects to enhance the objectification of women and how the feminine body is juxtaposed with objects in a direct objectification of the body. (c) gender division of labour; the positioning of the male characters are studied in relation to the female characters in order to situate the location and dominance of power in music video, and lastly (d) language of the patriarchal order, but this study focuses on the technical language, the camera language used in the presentation of women in these videos. These elements coupled with critical textual analysis reveal that appealing to the male gaze, objectification processes, gender power asymmetry and camera techniques are ways of presenting a sexualized spectacle of women. The goal is to re-write the cultural script that demean the human dignity of women, confront patriarchal cultural order, provide education that highlights the equality of gender, recognize the agency of women that perform, and examine why they perform, in this representation, and acknowledge how women have also challenged this stereotypical narrative in cultural expressions. These have been the objects of critical feminist analysis of popular culture.

Id: 19897

Title: 'Ottoman Detectives at Work': Different Roles of the Past in Turkish Historical Dramas

Session Type: Individual submission

Authors:

Name: Aysegul Kesirli Unur

Email: aysegulkesirli(at) yahoo.com

Country: TR (Turkey)

Affiliation: Istanbul Bilgi University

Abstract: Beginning from the early years of TV broadcasting, historical dramas preserved their popularity among Turkish TV series. When devoted filmmakers of Turkish cinema were invited to play pioneering roles in producing local TV series in the 1970s they found their inspiration in classical novels written in the late Ottoman period, making screen adaptations and creating historical dramas. From the 1980s onwards, historical dramas focused on political struggles in the Ottoman Empire and/or the national victories during the War of Independence. As they aimed to make the audiences appreciate significant moments in the nation's history by recreating the past on TV they frequently found themselves in the middle of heated debates regarding their ideological positioning and/or accuracy of depicting historical events.

Parallel to the political and social changes in the 2000s, Turkey did not only find itself being exposed to a new phase of nation building process but also the transformation of Turkish economy changed many things in the production and distribution of Turkish TV series. On the one hand, local formations of globally circulating genres such as soap operas, police procedurals and sitcoms started to be practiced more vigorously. On the other hand, popularity of Turkish TV series gradually increased worldwide, especially in the Middle Eastern and South American regions. Historical dramas got influenced by these changing dynamics in different ways. Together with the rising political polarization in the country diffusion of soap opera and/or action adventure conventions into historical dramas exhilarated debates surrounding their accuracy of depicting historical events in the local context. In the global context, the same diffusion helped spreading the popularity of Turkish historical dramas which tell intriguing stories in the mise-en-scene of the Ottoman era.

Many studies have conducted on popular historical dramas such as *Muhteşem Yüzyıl* (Magnificent Century, 2012-2014) and *Diriliş: Ertuğrul* (Resurrection: Ertuğrul, 2014-) by approaching the production and reception of these series from a political communication perspective (Carney 2013; Carney 2014; Carney 2018; Arsan 2014) and/or questioning their worldwide popularity (Tüzün and Sen 2014; Yesil 2015). This paper intends to build upon these studies by relating the current political discussion about historical dramas in Turkey with the wider debates surrounding global TV flows (Bielby and Harrington 2008; Straubhaar 2007; Mikos and Perrotta 2012; Weissmann 2014). With a particular focus on *Filinta* (Flintlock, 2014-2016), a hybrid of historical drama and police procedural similar to *Ripper Street* (2012-) and *Copper* (2012), the paper places the series in the intersection of various local and global discourses (Mittel 2001) and is mainly interested in the simultaneous usage of 'Ottoman past' as a convention, marketing tool and commentary on current political events at different levels. In this way, the paper intends to question the meanings behind the multiple forms of the past (De Groot 2016) circulating in popular imaginaries in the local and global context.

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Id: 19937

Title: Visual Intimacy Online: A Case Study of Intimacy, Social Media and Youth in Belgium

Session Type: Individual submission

Authors:

Name: Burcu Korkmazer
Email: burcu.korkmazer(at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Name: Sander De Ridder
Email: sander.deridder(at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Name: Sofie Van Bauwel
Email: sofie.vanbauwel(at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Abstract: Visual content is a crucial aspect of everyday social media, in particular on platforms explicitly framed around the visual such as Instagram and Snapchat (Highfield & Leaver, 2016). These social media are not only facilitating the sharing of visual content online, but are also making digital communication an important aspect of the identity construction of youth. Moreover, they establish a space where young people can develop and reflect upon their sexuality, intimacy and gendered self-identity (Bond, 2010). Young people make important negotiations on which information they want to share online with others and which not. This is resulting in a self-presentation that is performative, but also visual (Hand, 2012). Due to this visual sharing culture, personal images are becoming part of a multidimensional ‘gaze’ (Ibrahim, 2012) by parents, peers and society in general. It is thus interesting to explore the link between sexuality and technology as it is crucial in the understanding of visual intimacy online. Although the debate surrounding youth, sexuality and social media is dominated by the deviancy discourse where young people are constructed as victims without agency (Döring, 2014; Thiel-Stern, 2009), it is important that young people need to be understood as experts in understanding their everyday lives online.

Therefore, we studied the specific understandings young people themselves have on visual intimacy online. While there has been a considerable amount of research, policy and public debate on how we can control or limit young people’s online participations for intimacy and sexuality (Hasinoff, 2015), there still is need for a better understanding on how young people can have a good intimate and sexual live with all these digital media. We did an in-depth qualitative research of moral understandings in everyday life contexts and conducted semi-structured individual interviews (N=25) with young people between the 14 and 18 years old in Flanders. We used narrative interviewing techniques and creativity activities to provide the participants a safe environment where they can openly talk about digital intimacy in relation to gendered, sexual, ethnic or religious

identities. Finally, this paper analyzed the interviews using a grounded theory approach (Charmaz, 2006).

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Id: 19963

Title: Dystopian Borderlands and Rooted Futurities in the Nepantlerx sci-fi film 'Sleep Dealer'

Session Type: Individual submission

Authors:

Name: Luz Ruiz Martinez

Email: Luz.RuizMartinez(at) colorado.edu

Country: US (United States)

Affiliation: University of Colorado Boulder

Abstract: In seeking to address this year's IAMCR's conference theme “Communication, Technology, and Human Dignity: Disputed Rights, Contested Truths,” this essay examines the dystopian borderlands sci-fi film *Sleep Dealer* developed by Peruvian-American film-maker and artist Alex Rivera. High-tech surveillance, virtual reality sweatshops, and body modifications are connected to issues like access to natural resources, labor practices, workers bodies, and resistance through the film's main character. Rural to urban migration flows are also depicted in the movie by connecting a small Mexican town located in Oaxaca, México with the cities of Tijuana and San Diego on the northern US/México border. Produced in 2008, the futuristic scenarios of the film ominously speak to the situation currently unfolding in the US/Mexico border regions. The current US president's vision of a new border wall, thousands of migrants fleeing Central America trying to reach the United States, and a rise in white nationalism, along with technological developments increasingly used for warfare, corporate control, and surveillance are some of the real and current events that profoundly resonate with the film.

Drawing from Mesoamerican indigenous knowledge perspectives and Indigenous scholarship, along with Walter D. Mignolo's “Border Gnosis” and Chicana scholar Gloria Anzaldúa's “Nepantlerxs,” a decolonial reading is applied to understand the film's engagement with themes of struggles over natural resources, media appropriation/hacking, surveillance, reflections of love/sexuality/intimacy in a networked, virtual, and high-tech world, and the seeking of dignity in a global neo-colonial economic and social system. In this vein, I argue that *Sleep Dealer* is a strong ‘Nepantlero’ Chicana sci-fi film, pointing to the limits of a global economy of dispossession, while summoning ancestral knowledges that help root and steer to a present/future where harmonious relationships to natural resources and our bodies can be imagined.

Id: 20131

Title: Humor in Collective Action: The 2017 Romanian Anti-Corruption Protests

Session Type: Individual submission

Authors:

Name: Delia Dumitrica

Email: dumitrica(at) eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus University Rotterdam

Abstract: On the night of January 31, 2017, as news of the Romanian government's plans to decriminalize corruption transpired, citizens across the country spontaneously took to the streets. Throughout February, protesters kept gathering in front of government buildings and in public squares, marking the beginning of an anti-corruption social movement. The scale of mobilization – and its international coverage – took the government by surprise, eventually halting their plans. This paper focuses on one of the striking features of these early protests: the widespread use of humor in the posters that citizens brought with them to the squares. It asks: what does humor do in the context of these protesters? Informed by discourse analysis principles, a sample of approx. 100 posters is analyzed in terms of content (signification, source of humor) and performativity (what the posters 'do'). Preliminary findings suggest humor became a 'weapon of resistance' against a government perceived as not only corrupt, but also intent on undermining democracy from within. Posters poking fun at the arrogance of the political party in power brought together a medley of referents, from Marvel superheroes and Game of Thrones to regional stereotypes and international political events such as U.S. president Donald Trump and the terrorist attack on Charlie Hebdo. Yet, the humorous appropriation of such referents was also a 'strategy of distinction': it drew firm boundaries between protesters and an (allegedly) immoral and arrogant political party in power, but it also positioned the former as middle-class subjects speaking to an international audience. While these humorous posters are an expression of individual creativity, their co-presence in the public squares transforms them into a strategic and coherent discourse challenging the powerful Romanian political elite and their supporters.

Id: 20181

Title: The actor prepared: Training and the logic of celebrity.

Session Type: Individual submission

Authors:

Name: Barry King

Email: barry.king(at) aut.ac.nz

Country: NZ (New Zealand)

Affiliation: AUT University

Abstract: In this presentation, I will examine the semiotic impact of the relationship between celebrity as a market attuned expression of popularity and the theories of the good performance found in the literature of actor and performer training. I will argue that the mass diffusion of celebrities as role models and exemplars of success has transformed the formation of popular identities or personae as a side effect of the new emphasis given to the body as a medium for the expression of character.

Comparing different systems of training as the production of exemplary docile bodies, I contend that the celebrity once a romantic figure outside of society is being reformulated as one who succeeds within it through a process of interpersonal competition. This context, the primary goal of self-presentation is not solely, as in Goffman's influential theory of self-presentation, to create a favourable impression in others but rather to ensure that one is a winner in Darwinian struggle to survive in precarious labour markets.

The impact of the market for acting labour, marked by steep inequalities of reward, employment opportunities, created a situation in which whatever the apparent doctrinal differences underlying actor training, the use of actors in cinema, theatre and television has succumbed to a logic of equifinality based on presence: if it sells, it works. This standard of appreciation has led to the development of an operational aesthetics as the dominant form of appreciation of acting and performance; an aesthetic mode that is a tribute to the power of Hollywood as a global production centre.

These circumstances mean that actors rather than being regarded as skilled professional performers are required if they are to practice their craft to become celebrities that replay the themes of popular television genres such as talk shows, reality television and soap operas and in general, a broader culture of performance associated with striving for material and social success. Since the basis of distinction rests on the psycho-physical properties of the person/performer what has emerged is a form of celebrity based on a physiocracy, the rule of nature as exemplified and codified in the cultivated body. Just as owners of land use their legal title to engage in capitalist exchange relations so actors and other performers sell their psycho-physical assets through a process of self-harvesting. The different modes and trajectories of accumulation and how these structure actor training will be analyzed.

Id: 20206

Title: "Everybody needs to post a selfie every once in a while": Exploring Young Women's Self-Representation Practices on Instagram

Session Type: Individual submission

Authors:

Name: Sofia P. Caldeira

Email: anasofia.pereiracaldeira(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Name: Sofie Van Bauwel

Email: sofie.vanbauwel(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: Over the past years, Instagram has grown widely in popularity worldwide, having reached in 2018 over one billion monthly active users (Constine 2018). Instagram has become an essential part of many young people's daily lives and central to contemporary visual cultures. The creation and sharing of self-representations is a central and unavoidable part of these social media practices (Enli & Thumim 2012, 88). Young women are amongst the predominant active users of Instagram (WeAreSocial, 2018), and the demographic stereotypically associated with online self-representation and selfie-taking (Burns 2015). Relying on user-generated content of a diverse user base, these self-representations allow for a large degree of individual variation – both in terms of who represents themselves and in the strategies of representation used. Self-representation on Instagram thus carries the potential to contribute to a broadening of the scope of public visibility to a wider variety of women and femininities, often underrepresented in popular media (Tiidenberg 2018).

Yet, popular discussions about Instagram self-representation often fall into overly-simplified discourses, optimistically praising self-representation on Instagram as empowering (e.g. Fleischaue 2014; McCarthy 2013), or dismissing it as shallow, and mundane (e.g. Bloomingdale 2015; Oyler 2017).

Following a feminist media studies perspective, this paper focus on the lived experiences of young women using Instagram, recognising the complexities of their self-representation practices. This paper aims to question how young women understand and construct their own self-representation practices on Instagram, exploring the tensions present in their discourses. It also explores how they negotiate broader socio-cultural, photographic, and social media conventions in these practices. This research is based on an on-going series of in-depth interviews with a theoretical sample of female “ordinary” Instagram users (i.e. not celebrities or Insta-famous users), ages 18–35. These interviews are combined with a sustained observation of the participants' feeds and self-representations.

Our findings illustrate how young women can reflexively present their self-representation practices in nuanced ways, as rooted on a series of complex negotiations. While self-representation can be experienced as an empowering practice, offering positive validation, it is nonetheless frequently accompanied by a general sense of devaluation (Burns 2015), leaving users to negotiate the often

gendered, negative popular culture stereotypes on selfie-taking, and developing their own porous distinctions between what they see as acceptable or unacceptable strategies of self-representation. For these participants, self-representation is thus understood as a negotiation between, on the one hand, personal preferences and discourses of authenticity (Warfield 2017), and, on the other, engagements with popular photographic conventions and Instagrammable aesthetics (Manovich 2017). Laborious strategies to create Instagrammable content and gain positive feedback, rooted on the awareness of an underlying social media logic of popularity (Van Dijck & Poell 2013), conflicts with the cultural dismissal of this desire for validation as negative “attention-seeking” behaviour. As Instagram becomes embedded in our everyday experience, it becomes important to critically explore how young women are engaging with and making sense of these multi-layered self-representation practices, which are deeply intertwined with broader questions of gender representation politics, yet are often dismissed as superficial and trivial.

Id: 20213

Title: Cosmetic Conurbations: A comparative study on aesthetic medical tourism and the popular culture between Brazil and South Korea

Session Type: Individual submission

Authors:

Name: Janice Wong

Email: kakajan(at) gmail.com

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Abstract: Globalization has often been painted as a process of westernization or US imperialism in which drivers such as military power, technology and economics have led to one-way cultural flows. Commentators outside of the globalization studies have often oversimplified the importance of culture, history, or even ethnicity in their understanding of globalization. This study is a preliminary study of the global economic flows of “aesthetic medical tourism” (e.g. cosmetic surgery) and how such economic flows may relate to existing government policies, local popular cultural and media flows. These two cultural flows have figured prominently in media studies of globalization. Using Brazil and Korea as a comparative case study, we attempt to explore and contrast the historical development of aesthetic medicine in both countries, their popular culture development and the history of beauty standards in Brazil and Korea. By examining the differences between aesthetic and non-aesthetic medical tourism and by comparing the historical, political, cultural and economic dynamics of aesthetic medical industry in Brazil and Korea, this study finds some evidence that suggests the global popularity of cultural exports of the popular culture including Telenovelas and Korean Dramas may have contributed to the success of the export of regional beauty standards and aesthetic medical tourism in a way that is not driven by crude notions of neo-liberal economic utility. Brazil and Korea’s cultural industry, mainly represented by Telenovelas and Korean Dramas which created by Brazil government and Korean Wave contribute media influence to their imported countries. We have seen that the well explored cultural flows of Telenovela and Hallyu dramas with their regionalized, hybridized South-North, and ethnic logics can in turn influence more “concrete” economic flows and unlike non-aesthetic medical tourism, they are protected from competing directly on a flat global marketplace and are protected by different aesthetic standards relating to their different regional histories and their popular culture. This study also revealed that consumers are agents that employ beauty in order to improve their own economic situation. Consumers may not be blind followers of beauty trends and are able to adopt cultural resources that suit their, sometimes economic, purpose.

Id: 20270

Title: Cartesian Anxiety in Game Studies: Subjects, Player, and Critics

Session Type: Individual submission

Authors:

Name: Gerald Voorhees

Email: gerald.voorhees(at) uwaterloo.ca

Country: CA (Canada)

Affiliation: University of Waterloo

Abstract: This paper employs Jacques Lacan's theory of the subject to analyze both the discourses of gaming publics and the rhetoric of inquiry in game studies. In the scholarly discourse of game studies and the public discourse surrounding the release of *No Man's Sky* (2016) we can see the same drama playing out: the vacillation between a sense of certainty about how the subject is master of their own universe and the doubt that threatens to undo this edifice, the concern that the player is simply an aspect of a universe within which they are insignificant. I argue that in both of these discourse formations key conversations can be described in terms that map to Lacan's (1977) figure of the split subject, the incommensurability of the ego and the unconscious. In particular, I trace the presence of what Richard Bernstein (1983) calls "Cartesian Anxiety" through these discourses and identify how this anxiety contributes to toxicity and stagnation in both game cultures and game studies.

I begin with a discussion of controversy around the 2016 game *No Man's Sky*, which was both widely panned and praised by critics and players alike, and argue that the polarizing discourse is the result of Cartesian Anxiety, a discord arising from the inability to recognize and accept the hail of the split subject. To wit, the public controversy that pits the desire for open world play against the desire for greater narrative and ludic structure is only one manifestation of the same irresolvable tension, and *No Man's Sky* managed to stimulate but not satisfy both of these impulses. Turning to the rhetoric of inquiry in the field of game studies, I argue that the concept of Cartesian Anxiety helps explain the entrenchment of various positions that center either players or games. I advocate for an approach that is oriented to gameplay, the economy of relations, enticements, and incitements circulating between players and games. Such an approach, informed by Lacan's model of the split subject, would enable game studies to mitigate the problem of Cartesian Anxiety.

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Id: 20272

Title: How to inquire into identity narratives. The case of Patrick Jane in the Mentalist.

Session Type: Individual submission

Authors:

Name: Joke Hermes

Email: joke.hermes(at) inholland.nl

Country: NL (Netherlands)

Affiliation: Inholland University

Abstract: Television crime drama, including the police procedural, are a rich hunting ground for reconstructing the many ways in which identity is constructed - especially when one is interested in gender and race and in dominant constructions of femininity and masculinity. Non-normative gay and trans identities e.g. are decidedly harder to find. This paper will focus on an enormously popular police procedural of the first decade-and-a-half of this century to contrast two different ways of inquiring into identity narratives. Using the tools of aesthetic and narrative analysis, it will offer both a 'suspicious' and an 'appreciative' strategy. Recently danah boyd (2018) suggested that media literacy training seems mostly to have resulted in suspicion. Deconstructivist approaches could be seen to contribute to an unrelenting quest to uncover conspiracies and the ways in which as viewers we are manipulated to understand the world in particular ways. Rita Felski (2015) earlier offered a similar argument for literary criticism and suggests we find ways to do forms of appreciative inquiry. This paper will take a closer look at the protagonist of *The Mentalist* (CBS 2008-2015) who is an interestingly anomalous figure in one of the most popular television genres. He could be read as a feminine man: he is afraid of guns, a coward and a bit of a flirt, and he uses 'reading people', a typically feminine strategy, to solve crimes. The combination of the three can be read as a clever ploy. Narrative development in addition suggests that when his erstwhile boss Teresa Lisbon and he come to be in a relationship in the last season, the identity narrative shifts to a conventional one, reversing Lisbon and Jane's roles and positions. Against such a suspicious reading, Jane can be read as a feminist man and a statement against one-dimensional thinking about gender. It will become clear that any reading depends on the choices made by the viewer/interpreter and that rather than outright support a particular interpretative strategy, we need to develop a vocabulary to discuss how we choose and judge the frames, ideologies and identities we discern. Making appreciative strategies available, it is argued, will greatly enhance critical practice. Even more importantly, it will help build the empowering citizenship value of media literacy training and of everyday media use.

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Id: 20279

Title: Reconsidering the inspirational supercrip: a holistic case study on the representation of 'inspirational supercrips' in the Flemish reality television program 'Over Winnaars'

Session Type: Individual submission

Authors:

Name: Susan Vertoont

Email: susan.vertoont(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: Research by disability scholars indicate that representations of disability in popular culture are dominated by so-called 'supercrip narratives', i.e. narratives of 'remarkable' people with disabilities, who, against all odds and through astounding endeavor, triumph over the 'tragedy' of their condition (Hartnett, 2000). These personal stories are often referred to as 'inspirational' in popular media texts. However, most disability scholars fiercely criticize these representations for reinforcing an ableist ideology. An ideology that constructs disability as a medical and individual 'defect', which should be cured or overcome by willpower and perseverance in order for one to be accepted by society. Consequently, the notion of 'inspiration' became negatively connoted within Disability Studies, because these stories mainly seem to inspire the individualization of disability and evoke feelings of pity, compassion and charity towards people with disabilities.

Nevertheless, a select body of audience research (Berger, 2008; Kama, 2004) reveal more empowering readings by disabled audiences than the critical theorizations by disability scholars, which are mainly based on textual analyses. In accordance with Chrisman (2011), these empowering readings make us question if Disability Studies should reconsider 'inspiration' as a possible tool for emancipation and social change. Recently, Schalk (2016) also questioned the outright dismissal of all supercrip narratives by disability scholars as ableist and invaluable. She argues that, this way, entire genres of popular culture, which generally have large audiences, are being disregarded by the field. Therefore, Schalk (2016, p. 71) suggests to theorize the supercrip as 'a collection of narrative types created by different mechanisms which vary by medium and genre'. If we ought to apply the supercrip as a tool for critical analysis, we will 'be better able to differentiate and understand the production, consumption and appeal of supercrip narratives in popular and mainstream media'.

Drawing on the abovementioned theoretical reconsiderations of the notions of 'inspiration' by Chrisman (2011) and 'the supercrip' by Schalk (2016), this study aims to contribute to the understandings of the social and cultural constructedness of 'disability as inspiration' in supercrip narratives. In order to do so, the case of 'Over Winnaars' [About Winners], a Flemish reality television program, will be examined in a holistic manner. The format of 'Over Winnaars' can be defined as a 'supercrip narrative', since its baseline is to help five 'unfortunate' people overcome their disability and make the impossible possible. In each of the five episodes, another disabled participant is 'granted' the unique possibility to make their dream come true with the help of a nondisabled host. E.g. in episode 1 Hannelore climbs the Machu Picchu (Peru) with two leg prostheses; in episode 3 Peter, who has cystic fibrosis and diabetes, cycles to the top of the Mauna

Kea (Hawaii). By analyzing the text, interrogating the audiences (by means of focus groups with people with and without disabilities) and interviewing the producers of 'Over Winnaars', we aim to acquire more insights in how supercrip narratives are produced and what meanings audiences attribute to these 'inspiring' television texts.

Id: 20507

Title: Marketable News: The Buzz Around A Garbage Fire

Session Type: Individual submission

Authors:

Name: Nikhil Thomas Titus

Email: nikhil.titus(at) gmail.com

Country: US (United States)

Affiliation: University of PittsburghUniversity of Pittsburgh, Department of English

Abstract: When a garbage dump catches fire, the initial reporting around the issue appears to take on trans-scalar dimensions – area, population, economics, colonization, technology, and globalization are consistently inferred in analysis. The Deonar dumping ground was established by the British administration in 1927; then at the edge, now at the heart of the ever-expanding Mumbai city. In 2016, the Deonar dumping ground caught fire and smoke bellowed deep into residential and business centers of the city. News channels began reporting that the trail of smoke was photographed by NASA satellites —a national embarrassment. A 'world-class' city like Mumbai had caught the attention of the international community but through an unfortunate and untimely event. Within a few hours, people begin to complain of throat itches and various other ailments. Doctors warn that the toxic fumes could have long-lasting effects and adversely impact the mental health of those breathing the air.

Media reports seem to fault the city administration and the general lack of civic consciousness when it comes to waste disposal; there seems to be some camaraderie building between those who earn their living picking through the trash and those who generate it. Often, it is not through proactive campaigning or political mobilization or sensitization workshops that ideological and class divides can be bridged —the smog over Mumbai produces a medium through which its citizens establish intimacies. But trans-scalar associations produce genuinely inconvenient trajectories that contest hegemonic frameworks. It suggests that technology and our mediated relationship with things lacks an adequate model of imaging —not just representation, but the image as an intersection of matter and thinking— because of which we are compelled to disavow multidimensional analysis in order to accommodate revenue models, production formats, technologies, and legal frameworks. A complex web of government regulation and market collusion make seeing a critical dimension in formulations of illegality that reorder the mediated images and analysis, and constrain them to prescribed models of signification. The irresistible impulse to produce marketability around an event eventually takes hold and narrows the scope of technologies, resulting in familiar and reassuring imaginations.

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Id: 20518

Title: The narrative representation of Asperger, Depression and Anti Social Disorder on Anglo-Saxon dramedy coming-of-age TV series: Atypical, My Mad Fat Diary and The End of The F***ing World.

Session Type: Individual submission

Authors:

Name: Marta Lopera-Mármol

Email: marta.lopera(at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Name: Mònika Jiménez-Morales

Email: monika.jimenez(at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Name: Manel Jiménez-Morales

Email: manel.jimenez(at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Abstract: This research aims to explore through a comparative analysis what is the current representation of Asperger syndrome, depression and antisocial personality disorder in British-American dramedy and coming-of-age television series: My Mad Fat Diary (Channel E4, 2013-2015), Atypical (Netflix, 2017-) and The End of the F***ing World (Channel E4 and Netflix, 2017-). These specific productions are chosen due to its influence on young impressed audiences (Becattini, E. 2018: 207) and the vision of the positive and negative aspects of the illnesses.

The theoretical framework shows that, in the past twenty years, the depiction of mental illnesses on television series has usually been through minor subplots. A wide range of academic articles from both the medical and communication fields have considered on-screen narrative portrayals to be negative, lacking diversity of gender and race, inaccurate with the clinical reality, disassociated from social reality and therefore perpetuating stereotypes about mental illnesses and health policies (Harper, S. 2009). Characters are shown as incompetent in social, work, political and economic aspects, unemployed or incapable of either getting or holding down a job, unproductive, isolated, dangerous, victimized, isolated or incapable of living meaningful lives (Pirkis et. al. 2006). Furthermore, these characters are often referred with pejorative language such as crazy, nuts, mad, psycho, etc. (Pirkis et. al. 2006) and are shown receiving unethical, unscrupulous and wicked treatments such as straitjackets, locked up in cells that resemble prisons or electroshock. All these narratives are emphasized aesthetically by the use of discordant music, scene juxtapositions, atmospheric lighting, unconventional shots, monologues, scrawls or drawings on images, etc. However, results in recent years show that there has been a conscious attempt to shift the representation of mental illness and bet for better depictions to combat old stereotypes. To do so, characters that suffer from mental illness are the main focus of the stories, three-dimensional and

presented as real, raw and complex. In some cases, they become role models in order to normalize mental health issues. Their everyday challenges are presented as difficult but with positive outcomes. In addition, new forms of therapy and treatments are explored, like group, one-on-one, family or art psychological/psychiatric therapy. Nevertheless, medication is still the go-to “most effective” treatment when showing the recovery of a patient, provoking what Harper (2009: 103) defines as the narrative pattern of “equilibrium-breakdown-recovery” and consequently provoking a “pharmacologization” phenomena.

In conclusion, the depiction of mental illnesses and characters that suffer from it is far from its first representation but still inaccurate from its clinical reality. The positive framing they receive often end up too sugar-coated which sadly leads to erroneous portrayals and generates an idea that having a mental illness might not be as hard as it is. Thus, there is a need for better regulation on film and television industries with the collaboration of the medical sector in order to create a faultless portrayal, especially since the coming-of-age genre is a potential tool for edutainment.

Id: 20520

Title: Unreliable creations: technologies and the imagination of apocalypse in Hollywood films

Session Type: Individual submission

Authors:

Name: Marina Frid

Email: marina_frid(at) yahoo.com.br

Country: BR (Brazil)

Affiliation: Graduate Program in Communication and Culture, Federal University of Rio de Janeiro (UFRJ)

Abstract: This paper analyzes an ensemble of science fiction films that imagine “end of the world” and “post-apocalyptic” scenarios. The purpose is to examine exchanges between films in the group and their interpretations of religious and scientific themes. To understand the meanings of representations of doomsday, its imminence and aftermath, in popular culture, I submit the ensemble of films to a textual analysis (McKee, 2003). Hence, the study considers audiovisual materials as texts to explore recurrences and transformations connecting films within the selected group. Most titles in the ensemble were picked from the larger sample of a research project on time travel fictions in Hollywood cinema from 1960 to 2016 (Frid, 2018). In this work, I approach the following films: *The time machine* (1960), *2001: a space odyssey* (1968), the original series of *Planet of the apes* (1968–1973), *The terminator* and three of its sequels (1984–2009), *The matrix* (1997), and *Interstellar* (2014). The theoretical framework of the analysis involves works on speculative and time travel fictions, the concept of “nature” in Western culture, apocalypticism, and religious symbolism in media and popular culture (Jameson, 2005; Wittenberg, 2013; Haraway, 2016; Danowski and Viveiros de Castro, 2016; Szendy, 2015; Landes, 2000; Kozlovic, 2004). The investigation of the material points to three interrelated topics that structure the paper. First, the focus turns to the perspectives of films on the concept of “evolution” and the imagination of non-human futures. Then, the work explores the portrayal of interspecies relationships and the reflection of films on the definition of humanity. Finally, the paper discusses the reproduction of modern Western ideals of control over nature and technology in Hollywood cinema. In the ensemble, the “end of the world” is the collapse of humans as a result of their own doings. The paper argues that the examined films are like myths that combine religious and scientific elements to speculate about the limits of modern-contemporary societies.

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Id: 20528

Title: Humor and political satire on Brazilian Broadcast TV: "Tá no ar" comedy show and its repercussion on Twitter (Video presentation)

Session Type: Video Submission

Authors:

Name: Roberto Tietzmann
Email: Rtietz(at) gmail.com
Country: BR (Brazil)
Affiliation: PUCRS

Name: Paula Puhl
Email: paularpuhl(at) gmail.com
Country: BR (Brazil)
Affiliation: PUCRS

Abstract: The 2018 Brazilian presidential election was a hotly disputed one. Voters polarized their choices between a customs-conservative right and a liberal left, giving victory to the right-wing candidate Jair Bolsonaro. This polarization has percolated through the mass media, spreading to social networks and continues to stir up debates between supporters on both sides.

In this video communication, the authors question how a debate could be induced by broadcast television and carried forward in social networks. The chosen focus was Rede Globo's comedy series "Tá No Ar: a TV na TV," with a satirical stance on the Bolsonaro presidency. The show, in its sixth season, uses metalinguistic humor on communication, criticism on societal mores and parodies on various broadcasters. The observation will focus on the 1/15/2019 episode that included satires about military coups, restrictions on individual freedoms and conservatism in general, a repertoire often advocated by the new government. Specifically, the analysis deals with the online repercussion on Twitter within the four days before and after the broadcast.

The contemporary context of media consumption in Brazil points to the continued relevance of television, present in 97.3% of households in a population of 208 million inhabitants, and Rede Globo reaching 98.3% of the Brazilian municipalities (Grupo de Mídia de SP, 2018). For Lopes (2003), Brazilian television presents a diverse repertoire that represents different social classes, generations, sex, race, religions, and regions using forms of communication that are available to all, thus promoting discourses and interpretations that are often not consensual but they ultimately inspire identities. The second most frequent communication device became the smartphone with Internet access, present in 78.3% of individuals over ten years of age (IBGE, 2016). The most frequent activities online are conversations and the sharing of content in social networks. These data suggest the consolidation of a relationship pattern with television media: a continuous presence of the smartphone as a dialogue channel and a second screen at hand.

Our methodological strategy consists of: a) collection of Twitter postings linked to the show; b) compilation of related news publications and comments; c) creation of data visualizations from the show's content; d) creation of data visualizations from the online collections; f) cross-visualization and elaboration of video-based explanations.

A preliminary analysis of the collections suggests that: the topics of the debate are forgotten in three days, replaced by new themes; open television continues to be capable of agenda-setting; the repercussions on praise and criticism are tied to distinct thematic networks on the right and left.

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Id: 20560

Title: Stop and Stare! We are Dignified Freaks: A Discussion of Reality Television

Session Type: Individual submission

Authors:

Name: Sandra Pitcher

Email: [pitcher\(at\)ukzn.ac.za](mailto:pitcher(at)ukzn.ac.za)

Country: ZA (South Africa)

Affiliation: University of KwaZulu-Natal Pietermaritzburg South Africa

Abstract: For centuries, humans have been fascinated by tales of the absurd, odd, and unusual. From Gorgons and mermaids, to bearded ladies and elephant men, society has marvelled at those who deviate from physical and mental norms. Such fascinations seemed to peak during the 19th century when showmen, like PT Barnum, bought and exhibited those deemed too different and macabre for ‘normal’ society. However, as science and medicine progressed, and the protection of human rights became more important, freak shows and travelling sideshows dwindled (Nicholas & Chambers, 2016). “People with disabilities started to be viewed as [...] having various genetic and endocrine disorders (Bogdan, 1995: 30), rather than deformities to be ogled. And those who were termed ‘exotic’ were no longer unusual as more people began to travel, and diasporic communities flourished in big cities. Yet, society’s fascination with the unusual has not gone away, and research has argued that freak discourse remains intact, embedded in more contemporary disciplines such as genetics, zoos, embryology, taxidermy, celebrity culture, and academia (Thomson, 1996).

As Thomson (1996: 1-2) points out, humans have a “seemingly insatiable desire to gawk” and a “profound disquiet [stirs] in the human soul by bodies that stray from what is typical and predictable”. While academic work on literature (including film studies) are littered with analysis of the ‘other’ and grotesque, none appear to have plotted the role that freak discourse plays in creating narrative, especially in relation to reality television. Some contemporary work in television studies has hinted at how talk shows (see Dennett, 1996) and medical documentaries (see Clark & Myser, 1996) contain aspects of freak discourse, but there is little research that has linked freak discourse to popular 21st century television. I argue in this paper that reality TV mirrors the same discourses used by freak shows in the late 19th century to attract audiences and drive their narratives, falling back on many of the techniques, described by historians and academics, used by old-fashioned sideshows and circuses. Like freak shows, reality television is “about spectacle: it is a place where human deviance is enhanced, dressed, coiffed, and propped up for the entertainment of paying audiences” (Bogdan, 1996: 325).

Therefore, this paper applies Thompson’s (1996) work on freak discourse, arguing that it is not only those programmes which deal with the so-called grotesque, but that most shows hinged on faux-reality follow this narrative formula. The paper ends with a discussion of various case studies to highlight how these narratives mirror Bogdan’s (1996, 1988, 1987) assessment of conventional freak show narratives, concluding that society is no more civilised than it has ever been, and that human dignity is often belittled for the sake of popular entertainment.

Id: 20584

Title: White genocide and the marketing of minority victims

Session Type: Individual submission

Authors:

Name: Nicky Falkof

Email: Nicky.falkof(at) wits.ac.za

Country: ZA (South Africa)

Affiliation: University of the Witwatersrand

Abstract: This paper discusses South African iterations of the myth of white genocide, a powerful instance of both ‘fake news’ and conspiracy theory that is increasingly popular within the burgeoning and transnational networks of right wing white extremists. Globally the idea of white genocide is often used to claim that migration, multiculturalism, desegregation and resistance to inequality actually equate to a targeted attack on white people and their cultures. In the context of South Africa fears about the alleged genocide are expressed within an ongoing panic about farm murders, often-brutal killings that take place in isolated rural areas and that are imagined, against all available evidence, to solely target white people and to happen in higher numbers than other murders in this violent country.

The paper focuses on two self-proclaimed ‘civil rights groups’ that propagate its narrative. The first is Red October, spearheaded in 2013 by Afrikaans pop stars Steve Hofmeyr and Sunette Bridges. The second is AfriForum, the Afrikaner pressure group that has been the highest profile campaigner about farm murders. Both groups have been prolific users of digital and social media and have courted press attention with various stunts and sensational statements. Both frame themselves as protectors of the ‘minority rights’ of white Afrikaners, who are, despite the change in regime that accompanied the end of apartheid, still disproportionality economically privileged in comparison to the country’s majority.

The paper analyses these groups’ websites and videos that leaders and supporters have posted on YouTube in order to isolate the rhetorical strategies that they employ to entrench ideas about white victimhood and minority status, with the intention of gaining global attention and support for Afrikaners who they believe are unfairly victimised in South Africa. The paper draws on historical literature to consider the longstanding bases for anxieties about white people in South Africa as a special category of victim in need of special protections. It employs a discourse analytical approach to reveal tactics of minoritisation, the elision of personhood with property, an ongoing tussle over language and symbols and the creation of convenient folk devils. Overall, it shows how groups like Red October and AfriForum use the modality and accessibility of social media to weaponise and marketise long-standing white South African fears in order to support the ideological project of white supremacy.

Id: 20589

Title: Joburg without Joburg: Sex, Race, Class, Distinction and the Black South African Romcom

Session Type: Individual submission

Authors:

Name: Pier Paolo Frassinelli

Email: pierpaolof(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: For South African cinema, 2015 and 2016 were the years of the romcom. In 2016, the highest grossing film was Jaco Smit's Afrikaans-language romantic comedy *Vir Altyd*, which made over 15 million rands at theatres. It was followed by Thabang Moleya's Johannesburg-set romcom *Happiness Is a Four-Letter Word*, which made an also impressive 13.2 million rands. Fourth place was occupied by Adze Ughah's *Mrs Right Guy*, which reached over four million rands at the box office by rehearsing one of the genre's standard plots. The year before Akin Omotoso had directed *Tell Me Sweet Something*, another romantic comedy set in Johannesburg's hipster hangout of Maboneng, which was one of the few "black" South African films since 1994 to gross almost three million rands. South African audiences, commentators concluded, had had enough of highbrow, socially engaged films and were turning to genre flicks.

In the words of South African journalist Lindiwe Sithole, "it seems that South Africans are leaning towards the lighter offerings." The producer of *Mrs Right Guy*, Dumi Gumbe adds, "South African audiences are getting tired of [...] issue driven films. I think that post-94 we have been making a lot of gangster film-type movies, as well as AIDS-driven films – Yesterday comes to mind. So, I think that as an industry, a film industry, we are maturing as well. We are getting off our soapbox and we are saying 'we should start making lighter fare: more romantic, more love stories.' And I think the audiences are responding quite well to those kinds of films."

In this presentation, I want to discuss three "black" romantic comedies set in Johannesburg (or, as locals say, Joburg): Akin Omotoso's *Tell me Sweet Something*, Adze Ughah's *Mrs Right Guy* and Thabang Moleya's *Happiness Is a Four-Letter Word*. In my discussion, I want to look at how these films represent different versions of urban black middle and upper class lifestyles and aspirations. In particular, I want to explore what the films reveal about the convergence sex, race, class and cultural capital. I argue that these romcoms' representation of Joburg challenges discourses of African backwardness. The point though, is what gets erased in the process: how the visual and filmic rendition of Johannesburg as a glamorised African global city obliterates conflicts, dislocations and contradictions rooted in the history of colonialism and apartheid and reproduced by present social and spatial inequalities.

The research and interpretive methodology of this paper is interdisciplinary. It combines film analysis with social theory and urban studies.

Id: 20615

Title: Television series: a bibliometric analysis

Session Type: Individual submission

Authors:

Name: Juan Quevedo

Email: juan.martin(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Name: Francisco Segado-Boj

Email: francisco.segado(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Name: Erika Fernández-Gómez

Email: erika.fernandez(at) unir.net

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja

Abstract: Audiovisual fiction plays a central role on contemporary television (Cascajosa, 2016). Series are the main format on television programming (Barlovento Comunicación, 2017), but also are a popular content on digital and new media. Television series are already the favorite content to watch online (Garza, 2017), as well as a key issue in the promotion of streaming platforms such as Netflix (Fernández-Gómez and Martín-Quevedo, 2018).

Television is also one of the main research topics in the Communication field (Montero-Díaz, Cobo, Gutiérrez-Salcedo, Segado-Boj and Herrera-Viedma, 2018: 85). Research on concrete aspects of this general topic have been approached through systematic reviews or bibliometrics, such as television advertising and sexism (Navarro-Beltrá and Martín-Llaguno, 2013), social television (Segado, Grandío and Fernández-Gómez, 2015), or TV news (Robinson, Zeng and Holbert, 2018; Schaap, Renckstorf and Wester, 1998). Yet, despite the relevance television series play on the medium, research about the format itself has still not been analyzed.

This paper introduces the first bibliometric analysis of the scientific literature on television series published by journals indexed by Scopus in the Social Sciences category from 2009 to 2018 (n=725). It analyzes the bibliographic features of scientific documents to draw the evolution of a research on TV series and to detect future research trends in the field. An analysis of descriptive features is combined with a co-citation and a co-word analysis to map the intellectual and conceptual structure of the field.

Results show a growing production on the subject, from 30 papers in 2009 to 103 in 2018. Yet, the field still lacks maturity. Authors lack continuity, as most of them use to publish only one paper about this topic, and even the most productive authors have published 5 articles. Production also lack author collaboration. USA, Spain and United Kingdom –where researchers don't collaborate

with colleagues from other countries- are the most productive countries and also the most cited together with Australia. The main sources in which these works are published are Television and New Media, Feminist Media Studies –gender studies constitute one of the most important research trend in TV series- Continuum, Communication and Society and El Profesional de la Información. The analysis of keywords co-occurrences show three clusters of terms that tend to appear together: media studies, media effects (relation of the media with several social issues, like behavior, health issues and gender) and media in the United States, which highlights the importance of this country as the main TV series factory and its effects in media. Co-citation analysis shows a similar landscape: a cluster about gender studies, with works by Laura Mulvey and others; other about transmedia and popular culture, supported by references to Henry Jenkins; and other about television and culture, with works by Warick Frost and John Fiske.

(References are missing, as otherwise the form would reject the text)

Id: 20637

Title: How do native sustainable fashion brands communicate? The case of Latitude

Session Type: Individual submission

Authors:

Name: Silvia Blas Riesgo

Email: sblasriesgo(at) gmail.com

Country: ES (Spain)

Affiliation: Universidad de Navarra

Name: Mónica Codina Blasco

Email: mcodina(at) unav.es

Country: ES (Spain)

Affiliation: Universidad de Navarra

Abstract: The impact of the human being on the environment is a source of concern and debate. The increase of pollution, the decline of natural resources, and the visible risks for the human health and well-being have made the environmental issues and the sustainable development a global concern for individuals, industries, and institutions. The implications are not only environmental but moreover economic, social, and cultural (Klein, 2014).

The fashion industry has been pointed out as one of the most environmental pollutants, due to their extensive use of water, chemicals, and CO2 emissions, and it has also been accounted among the sectors with worst working conditions (Rinaldi & Testa, 2015; Farley & Hill, 2014). Hence, sustainable fashion has gained significant interest among marketers, society, and scholars in recent years (Henninger et al., 2016; Joergerns, 2006). The purpose of this research is to analyze how native sustainable fashion brands differentiate themselves from the already established actors in the market. Native brands communicate their commitment with the environment and society holistically, they embrace sustainability in all their actions, from their business model to their interactions with the consumers (Rudrajeet & Gander, 2018; Baldassarre & Campo, 2016). Thus, sustainability is their DNA and its main value proposition.

To further understand how native sustainable fashion brands communicate, in this paper we will expose the case of Latitude. Latitude was first born in 2014 as a pioneer project of sustainable fashion in Spain, working as a provider and advisor for other brands. In 2018 it was launched as an independent fashion brand. Their aim is to reshape the fashion market, currently dominated by the so-called Fast Fashion, which implies high volumes of garments consumption and discards. To do so, they have developed a sustainable production chain which begins with sustainable raw materials, 70% natural fibers and the rest recycled materials, and ends with fully transparent communication, to the point that they encourage the consumers to only buy what they need and no more.

Furthermore, Latitude has collaborated in the creation of a social atelier called “Ellas lo bordan”. In this atelier women at risk of exclusion, that is, women who have been victims of all kind of abuses and have children to raise on their own, are part in the sewing process of garments. The aim is to help further these women to feel empowered and regain a role in society through their work.

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Id: 20642

Title: Hiding in Plain Sight: Spies and Queers in Early Espionage Film

Session Type: Individual submission

Authors:

Name: Randal Rogers

Email: randal.rogers(at) uregina.ca

Country: CA (Canada)

Affiliation: University of Regina

Abstract: Recent history has seen numerous examples of queer characters in espionage film and television: *The Girl with the Dragon Tattoo* (2009, 2011); *J. Edgar* (2011); *Tinker Tailor Soldier Spy* (2011); *Skyfall* (2012); *Imitation Game* (2014); *Kingsman: The Secret Service* (2014); *Turn: Washington's Spies* (2014-); *London Spy* (2015); *The Night Manager* (2016); *Berlin Station* (2016-); *Manhunt* (2017-); *McMafia* (2017-); *A Very English Scandal* (2018). In fact, the espionage genre has a long history of critically negotiating queer femininities and masculinities, in part due to its popular status. The James Bond franchise and *Austin Powers* are perhaps the most well-known. Less recognized is their relationship in the early history of film. For this presentation I will explore films from Hitchcock's *Secret Agent* (1936) to Frankenheimer's *Seven Days in May* (1964) to suggest that the relationship between queer 'subjects' and espionage is not coincidental but is a structural component of the genre. From early research findings I have discovered that queer characters are present in the genre from at least the time of the *Secret Agent*. I ask: has espionage historically provided a space where queer figuration could exist as a form of inclusion in film and history? With perceived shared personality traits: covering, passing, duplicity, deflection, secrecy, and with a penchant for treason and sabotage, this paper explores how the rhetorical proximities of spies and queer subjects have been mobilized in the espionage genre since its inception.

Double agency has served spies and queer people in history. However, this is not only a story of the historical recuperation of lost identities. Apart from characters, I also ask if queer spaces, times, and aesthetic strategies appear in the spy genre? And to what effects? Drawing on recent work by Heather Love ('looking backwards'), Nishant Shahani ('retrosexualities'), Lorenzo Bernini ('anti-social theory'), Natasha Hurley ('pre-queer circulations'), Amy Villarejo ('ethereality'), I ask how the contradictory logic of looking backwards at pre-queer circulations points to ways that minoritarian subjects and figuration reveal hidden queer relations in history while also transforming contemporary approaches to history and popular media. Spying and queer figuration are related in the espionage genre. Looking at early espionage films tell us a great deal about how their relation undergirds the genre and the histories it represents.

Id: 20663

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations, Panel description

Session Type: Panel Submission

Authors:

Name: Angharad Valdivia

Email: valdivia(at) illinois.edu

Country: US (United States)

Affiliation: Institute of Communications Research, University of Illinois

Abstract: Mainstream popular culture seeks to incorporate a broad range of narratives in order to attract an ever-increasing segment of the global audience. Among the many pressures incumbent upon contemporary mainstream popular culture, such as established television networks, industrial film production, and cultural producers and distributors at large, are the undeniable diversity of the global population and therefore their audiences as well as constituent demands placed by collective groups for representation and inclusion in production. Another source of pressure is the rise of cable alternative networks such as Netflix as sites of cultural production and distribution at a global level, which, in turn, circulate a range of global origin cultural texts that resonate at different levels with populations with a wide range of migratory histories and therefore national affiliations. These changes compel us to re-examine the theorization of aesthetics as representative of the transformations in neoliberal capitalism. This panel convenes scholars whose work addresses the theoretical, production, representation, and audience components of contemporary popular culture as it reacts, attempts to coopt, and tries to profit from these changes. Negotiations and tensions arise: from effort to theorize popular culture in general and the museum in particular as sites of contestation for the definition of aesthetics and the anesthetization of everyday life as Cameron McCarthy's presentation examines; from promises about racial inclusivity in production and representation made and not fulfilled—as illustrated by Isabel Molina-Guzman's research on the reboot of the program *Charmed*; from the resignification of Medellín, Colombia and the many layers of unsatisfiable narratives in which gender plays a central role of difference; from the reiteration of a white, male upper middle class foregrounding in the rebooting of *Will & Grace* despite the much more inclusive queer representation in non-network television; and from the transnational reviews of a major film, that reveal critics' different optics as well as a near absence of consideration of biopolitics in the interpretation of *Roma*. Together these presentations explore a global terrain of popular culture foregrounding contested narratives about the presence or exclusion of the everyday, which, in turn, has implications for gender, racial and ethnic, class, and national diversity in the production of the popular, representations, of difference, and the audiences that these texts target as well as the demands audiences make on producers. Our global reach includes theorists from throughout the world in Cameron McCarthy's work [the UK, Barbados, and India], a focus on Colombia in the work of Cepeda, pan-Latinidad and Latin America, especially Mexico in the work of Valdivia, and a rich engagement with a complex intersectional range of difference in the work of Molina-Guzman and Christian. Together these presentations urge us to reconsider the terrain of the global popular in light of contemporary issue of difference.

Id: 20665

Title: The Charmed Politics of Reboots in the Post-Racial TV Era

Session Type: Panel Submission

Authors:

Name: Isabel Molina-Guzman

Email: imolina(at) illinois.edu

Country: US (United States)

Affiliation: Latina Latino Studies

Abstract: In 2017 the CW network announced the reboot of one of its most popular programs Charmed (1998-2006). The announcement was met with protest by fans who objected to some of the program's announced changes and some of the original cast members who objected to not being invited to participate in the rebooted show. Once the casting was completed in early 2008, the rebooted show (2018-2019) was met with another round of protest when the producers claims to an Afro-Latina reboot of the program failed to materialize. While the characters (not the actors) are developed as Latinas and one of the characters is cast as "Afro-Latina," there is only one actor who identifies as Latina and the Afro-Latina character is played by a Black British actor.

First, this paper explores the casting controversies surrounding the Charmed reboot as a provocative case for studying the limitations of colorblind casting in contemporary television production. As I have argued elsewhere (2018), the deployment of colorblindness whether it be in the casting or writing of television programs is part of an ideological mechanism that contributes to the reproduction of inequality and ultimately reifies whiteness. The use of colorblindness is evidenced in colorblind and multicultural ensemble casting practices and the development of characters of color devoid of ethnic and racial specificity – strategies that use racial difference to erase racial specificity, engage performances of ethnicity in order to homogenize culture, and make queerness visible without subjectivity.

Second, this paper examines the writing and character development in Charmed to think through how the contemporary genre of reboots and remakes reinforces whiteness and the continuing white privilege of the U.S. entertainment industries. Similar to other reboots and remakes both on television and film, the producers of Charmed use a diverse cast to create the appearance that the world on the screens appears radically diverse and inclusive. But the structural conditions of televisual production in all its forms remains embedded in racial, sexual, and gender inequality. To that point, the Charmed reboot lack diversity in its writer's room with no Latina/o writers or producers currently working on the show. And while the lesbian sexuality of one its characters, Mel Vera played by Melonie Diaz, is a core component of the character's development, there is little else in the textual or visual content of the show that substantially incorporates the ethnic and racial identities of the characters. Thus, similar to the incorporation of ethnicity and race in contemporary television, the show decontextualizes the visual ethnic and racial difference of the characters to produce a superficial sense of multicultural inclusion.

Id: 20666

Title: Roma: Transnational and Intersectional Interpretations

Session Type: Panel Submission

Authors:

Name: Angharad Valdivia

Email: valdivia(at) illinois.edu

Country: US (United States)

Affiliation: Institute of Communications Research, University of Illinois

Abstract: Alfonso Cuarón's *Roma* (2018) was released simultaneously for theater and internet streaming services such as Netflix in December, 2018. The black and white, Spanish and Mixtec, no major star, Mexican movie has garnered many awards and is nominated both for Best Film and Best Foreign film in the 2019 Academy Awards. This presentation explores the wide rift between US reviews of the film, such as those by Richard Brody in *The New Yorker* and Manohla Dargis in *The New York Times* and those by a range of Latina/o critics and websites. Moreover, the presentation explores the absence of intersectional gender analysis among all of the reviewers. Whether they hate the film, as Brody does, or praise it as a masterpiece, as Dargis asserts, US reviews of *Roma* focus on formal, editing, and historical accuracy as their standards of measurement. However Latin American and Latina/o audiences also respond to the film in relation to situational identification and recognitions. As a response to the missing visceral connection to the film demonstrated by US mainstream press reviewers such as Brody and Dargis and to the fact that there is nearly no ethnic representation among film critics from the mainstream US press, *remezcla.com* created a forum for Latina/o reviewers who focused much more on the granular memory generated by the film's set design by Alfonso Caballero as well as the complex role of Cleo, the domestic worker whose watchful eye guides us through this movie. This presentation also explores intersectional gendered elements as they seem to fall out of both group of movie critics, in particular the biopolitics so present in the movie yet rendered invisible in reviews.

Id: 20667

Title: The Persistent Normativity of Will & Grace and Broadcast TV

Session Type: Panel Submission

Authors:

Name: Ayman Jean Christian

Email: aymar.jean(at) northwestern.edu

Country: US (United States)

Affiliation: Communication Studies, Northwestern University

Abstract: The whiteness and gayness of Will & Grace (1998-2006) was characteristic of the time it emerged on broadcast TV, as networks wrestled with more competition and attempted to reach specific target audiences. Will & Grace is the product of a decades-long campaign, documented by scholars like Katherine Sender, to make the “gay market,” and argue that gay people – and gay men, particularly – were a desirable target demographic for advertisers because we were wealthy, consumerist, and unburdened by children. If only gay people were visible, we could show our worth, tied inextricably to financial and cultural capital. The other gay-led shows such as Queer as Folk, and many of those that followed, confirmed this stereotype. The original Will & Grace's whiteness might be charitably ascribed to the trend at the time of using urban and suburban wealthy white characters to lure back the white audiences who had shifted to cable throughout the 1990s, but the reboot in 2017 emerged at a time when intersectional cable/streaming representations like Pose and Orange Is The New Black were en vogue. Twenty years later, the reboot shows us how little changed in the network TV ecosystem and how the gay market remains wedded to white homonormativity, despite the emergence of queer and trans people of color as series regulars on some, mostly cable and streaming, channels.

Id: 20668

Title: A Masculinist Narrative that "Fails to Satisfy": Maluma, Feminist Memes, and the Specter of Pablo Escobar

Session Type: Panel Submission

Authors:

Name: Maria Elena Cepeda

Email: mcepeda(at) williams.edu

Country: US (United States)

Affiliation: Latina/o Studies, Williams College

Abstract: Since 2012, twenty-four year old Medellín, Colombia native Juan Luis Londoño Arias – better known by his stage name Maluma – has emerged as a dominant force in the transnational reggaetón industry. Marked by his “Pretty Boy/Dirty Boy” image, for many reggaetón fans he has come to embody an extension of the genre’s traditional reliance on overtly sexist lyrics and imagery in tandem with its newer shift towards a seemingly less politicized and “whitened” regime of representation. Within this underlying context, my presentation analyzes the figure of Maluma and potential interpretations of his music and persona through the lens of what Henry Jenkins characterizes as media narratives that “fail to satisfy.” The first of these unsatisfactory narratives considers the Medellín reggaetonero as a self-styled macho colombiano whose discursively violent lyrics are quite literally haunted by the specter of the city’s best-known hypermasculine local son, Pablo Escobar, and the global media discourses still attached to the dramatically violent period during the 1980s and 90s marked by the rise and spectacular fall of the narcotics kingpin. Indeed, the seemingly overnight growth of Medellín’s burgeoning reggaetón industry in recent years might be optimistically read as a positive counter to this masculinist narrative. The second of these unsatisfactory narratives, or the emergence on social media of a popular series of “feminist Maluma” memes by twenty-three year-old Veracruz, Mexico native Elena, illustrates how female music fans grapple with problematic media narratives in an attempt to express alternative discourses that ultimately re-semanticize Maluma and his gender politics. By focusing on Maluma’s emergence from the Medellín reggaetón industry within the context of the Pablo Escobar narrative haunting the city, as well as the creation of the “feminist Maluma” memes, this presentation underscores the ongoing impact of historic media discourses on current cultural production, as well as the centrality of gender in the creation and contestation of such musical narratives.

Id: 20799

Title: 'We must bring out the best in ourselves to get over difficulties': Responses to narratives of resilience and entrepreneurship in post-recession Spain

Session Type: Individual submission

Authors:

Name: Mercè Oliva

Email: merce.oliva(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Óliver Pérez-Latorre

Email: oliver.perez(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Reinald Besalú

Email: reinald.besalu(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: Resilience has gained major prominence in the post-recession era: in a broad range of texts, from policy documents to self-help books, citizens are encouraged (and expected) to 'bounce back' from adversity and use difficulties to better themselves (Gill and Orgard, 2018; Jensen, 2016). Thus, in the context of austerity policies, resilience, combined with other concepts such as entrepreneurship and flexibility, has become a key concept in contemporary neoliberalism (Boltanski and Chiapello, 2017; Evans and Reid, 2014; Harrison, 2013) and has been used to blame the most vulnerable groups for their own vulnerability and to justify welfare cutbacks (Jensen, 2016).

This paper contributes to current research on 'resilience' by analysing how Spanish audiences respond to contemporary popular culture narratives that foster neoliberal definitions of this concept. To fulfil this aim, we have carried out a two-stage analysis. First, we qualitatively analysed a sample of popular culture texts widely consumed in Spain from 2008 to 2014. The sample included a broad range of genres, such as television series, reality TV programmes, videogames, advertisements and celebrity news. Second, we held 8 focus groups made up of a total of 64 participants. The composition of the groups took gender and class into account in order to identify how social groups that had been affected by the economic crisis differently responded to popular culture narratives that promoted values such as resilience, entrepreneurship, flexibility and adaptability. The topics proposed to the focus group participants to structure the discussion drew upon the results of the textual analysis.

Our research shows that almost all the participants, regardless of their gender and class, viewed difficulties as an opportunity for betterment, reinvention and self-knowledge, mixing together the values of resilience (a trait traditionally related to the working-class, Alonso et al., 2011; Jensen, 2016) and entrepreneurship (a key concept in neoliberalism, Rose, 1998). In this context, individualized responses to precariousness and downward social mobility were prioritized, as

opposed to calling for structural changes through collective actions. Moreover, a new model of ‘bad citizen’ emerged: the rigid, resigned individual who refuses to change to change, a figure that connects with the stereotype of ‘Spanish workers as immobile, slow and left behind by progress’ (Fernández Rodríguez and Martínez Lucio, 2012: 326). Thus, difficulties (such as the economic crisis) were seen as an opportunity to transform Spanish citizens into flexible, entrepreneurial individuals. Nevertheless, when reflecting on their own experiences, several participants expressed a feeling of guilt for not being able to follow this ideal fostered by media narratives and not having the will and energy to change their lives radically and reinvent themselves, i.e. to become ‘entrepreneurs of themselves’. Working-class participants were the ones that felt most pressure to justify their life choices and tried to deflect accusations of being ‘bad citizens’ because they were not resilient enough. Thus, resilience, in its neoliberal sense, is not only a key value found in contemporary popular culture but has also become a ‘common-sense’ concept that serves to deflect critiques of inequality and social injustice.

Id: 20849

Title: Timeless Masculinity: A qualitative inquiry into the gendered ideologies of an annual music poll radio program.

Session Type: Individual submission

Authors:

Name: Frederik Dhaenens

Email: frederik.dhaenens(at) ugent.be

Country: BE (Belgium)

Affiliation: Ghent University

Abstract: Each New Year's Eve, public broadcast radio station Studio Brussel – a popular Flemish Dutch-speaking radio station that plays pop, rock and alternative music genres– airs the annual radio show 'De Tijdloze Honderd' ('The Timeless Hundred'). Organized for the first time in 1987, the program presents the hundred best songs of all times, based on a station-organized listener's poll. The program is a household name of Studio Brussel. It allows the station to create and sell compilation albums with songs from the poll and to boost media attention. Each year, national news media report on notable newcomers and scrutinize which artists and songs climbed in the polls and which ones disappeared. Yet, in response to the 30th edition in 2017, a few journalists and Rosa VZW – a civil society organization focused on archiving and fostering knowledge on gender and feminism– actively called out the underrepresentation of women in the music poll. In a move to persuade audiences of voting for women, Rosa VZW took various initiatives to promote female artists (e.g., Aretha Franklin, Amy Winehouse). Even though it resulted in having 14 songs by female artists or bands with female members in the 31st edition, it cannot be ignored that the list of popular pop and rock songs remains dominated by men or, put differently, by a particular configuration of masculinity. To fully understand how this configuration of masculinity affects the selection of artists and songs, this paper reports on a study that discerns, describes and interprets the gendered ideologies of this particular music poll.

Concretely, I will conduct a textual analysis of ten polls that were aired throughout the history of the radio program, trace which songs and artists have been considered essential, and uncover the gendered meanings of these songs and artists. Second, I will relate these observations to a broader context of gender disparity in the music industry and gendered practices of music production (Whiteley, 2000), gendered discourses on music genres (Leonard, 2007) and gendered practices of music consumption (Dibben, 2002). Third, I will inquire to what extent the regional context of this poll affects the selection of songs, acknowledging, first, that the poll is governed by a radio station with a carefully curated image and, second, that these polls are articulations of both an individual and collective memory (Van Dijck, 2006). To this end, I will also analyse the mediated public debate (e.g., news reports, published opinion contributions) revolving around the preselected polls. Based on these analyses, I will argue that most of the gendered ideologies that underlie the creation of these polls work to reiterate a timeless masculinity, despite the initiatives that aim to challenge this musical hegemony and the presence of women and non-hegemonic masculine artists and songs in the polls.

Id: 21067

Title: Theatre and drag identity: a comparative study of gender performance tradition in Manipur and in New Zealand.

Session Type: Individual submission

Authors:

Name: Suzania Brahmacharimayum

Email: suzania.sharma(at) gmail.com

Country: NZ (New Zealand)

Affiliation: Auckland University of Technology

Abstract: What is notable about drag performances, is that given the challenge they make to the hetero-normative values of society, they are obliged to construct an identity career, often under the condition of stigmatization. (Goffman, (1963) The extent to which drag performers in Western and Eastern theatre traditions, exemplified by case studies drawn from New Zealand and Manipur, draw on the traditions of performance for support is the key focus of this presentation. How do factors such as styles of performance, peer support, public attitudes and conceptions of selfhood work for or against creating a haven for “transgressive” gender identities?

In approaching such questions an important distinction can be drawn between performances occurring in fused societies and performance in complex, defused, modernised societies. In the latter, the various elements of performance multi-dimensional and do not follow fixed ritual patterns. Dramatic performances are required to address competing definitions of social “reality”. (Alexander, 2004). So, for example, the performance practices of Manipuri theatre, the dress and cosmetic codes adopted by Nupi Manbi (effeminate males) are proscribed by religious rules as well as theatrical traditions. This, indicates a fusion of ritual practices and provides Manipuri transgender performers with a protective screen, as long as they stay within the confines of the theatre. In New Zealand by contrast drag has emerged as a niche theatrical style that signals a discontinuity with religious practices but asserts the right to acceptance within the context of “normal” street behaviour and comportment.

Utilizing a comparative ethnographic methodology, this presentation will explore how issues of gender identity are “managed” by cross-dressers in Manipuri and New Zealand and how the experiential connection between self-identity and performance identities vary across the different social contexts and theatrical traditions.

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Id: 21148

Title: The slow death of the Olympic Games: imminent or greatly exaggerated'

Session Type: Individual submission

Authors:

Name: Garry Whannel

Email: garry.whannel(at) me.com

Country: GB (United Kingdom)

Affiliation: University of Bedfordshire, UK

Abstract: This paper examines a paradox – the Olympic Games is a hugely successful global media spectacle, yet there is declining interest in hosting it. Is the IOC business model still viable? The broad theoretical perspective of this analysis is derived from the “unholy alliance” model for the relations of sport, media and sponsor (Whannel 1986, 1992). The methods include analysis of income and expenditure based on IOC sources, tracking of bidding cities, monitoring of problematic issues for the Olympics.

Relevant literature: From 1964, the Olympic Games has been transformed by television, (see Tomlinson and Whannel 1984, Larson et al 1993, de Moragas Spa et al 1995). This process has made the games a global spectacle (Billings 2008; Daddario, Gina 1998; Rowe 2019). It became of great interest to sponsors. (Barney et al 1992; Giannoulakis and Stotlar 2008). This paper draws on the forensic analyses of Olympic finances by Preuss (2019). Technological innovations have always been closely linked to sports mega events (Real 1996). Digitalisation and the resultant rise of social media have become a big factor in the sport media terrain (Creedon 2014, Widholm 2016, Whannel 2014). As the guardian of the Olympic movement, the IOC has had to come to terms with the challenge this may pose to its established business model (Barney et al 2002).

The business model: The enormous success of the Olympic Games between 1984 and the present has been based on a business model driven by media technology. Between 1960-90 television grew in range to the point it could deliver high quality live pictures around the world. The audience appeal of the combination of uncertainty, spectacle, and elite level competition between national and individuals delivered a global television audience with huge appeal to advertisers and sponsors.

The IOC, as an unrepresentative, unaccountable not-for-profit private club, retains tight control of this financial model. But digitalisation and social media interactivity threatens the model forged with network television. Faced with reluctance of cities to bid for the games, it has to confront image problems: drugs, corruption, and escalating costs. The games does have a USP, but it also has an image problem. There is a need for a new business model but can the Olympics reinvent itself ?

Id: 21158

Title: The Ivy League: Binkie Beaumont, Noel Coward and Ivor Novello

Session Type: Individual submission

Authors:

Name: Deborah Philips

Email: d.philips(at) brighton.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Brighton

Abstract: The Ivy League: Binkie Beaumont, Noël Coward and Ivor Novello

The Ivy Restaurant in West Street in central London was from its opening in 1917, and remains still, a centre for theatrical meetings. The Ivy is located in the heart of London's Theatreland, close to Shaftesbury Avenue and at one end of St Martin's Lane, both lined with theatres, but it is off the main streets, in a corner opposite the small Ambassadors' Theatre; it occupies a space that is both in the centre of the West End and discreetly detached from it.

In the post-war period, the theatrical triumvirate of and 'Binkie' (Hugh) Beaumont, the impresario, regularly dined there. Beaumont, Coward, and Novello were extraordinarily powerful figures in the theatre of the post-war period, and popular public icons. They, and many of those who dined with them at the Ivy, were also prominent gay men in a period in which homosexuality was both illegal and demonised; they were eminent theatrical men at a moment when the West End of London was of particular interest to the press and the Metropolitan police. This paper discusses London's West End and theatre as liminal spaces in which a queer culture could find some sanctuary in the hostile environment of post-war Britain.

Id: 21298

Title: Can "Who I Am" Be a "Sidenote": Claimed and Implied Bisexual Identity in Brooklyn Nine-Nine and The Good Place

Session Type: Individual submission

Authors:

Name: Teresa Caprioglio

Email: tcaprio2(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: Bisexual identity on television lives in implication. San Filippo (2013) characterizes represented bisexuality as “(in)visible” in tension with binary constructions of sexuality and of gender (p. 16). There is often no “coming out as bi” moment afforded them—rather, they simply appear with differently gendered partners, or say that they’re “flexible,” or “love men and women,” focusing on behaviors rather than identity terminology. In television (as in life), bisexual individuals are often perceived as indecisive, recategorized as homo- or heterosexual depending on the gender of their partner, or pathologized as hypersexual if single and dating around (Bower, Gurevitch, and Mathieson, 2002; George, 1999; Morgenstern, 2004).

Brooklyn Nine-nine's season 5 episode “Game Night” upends this traditionally unnamed but marked mode of representation when Rosa Diaz (played by out bisexual actress Stephanie Beatriz) comes out to the show's eponymous police squad and to her parents. Rather than following the longtime model set by cult classics like *Doctor Who* and *Xena: Warrior Princess*, critical darlings like *Orange Is the New Black* and *This Is Us*, and teen dramas like *The O.C.* and *Pretty Little Liars*, Brooklyn Nine-Nine chooses to center the moment of self-identification as bisexual in as many words. Stating clearly and finally that she is bisexual, Rosa joins a small group of vocally—not just visibly—bisexual characters who claim that identity in words, thus “bisexualizing” themselves (to appropriate Judith Butler's (2011) “girling” (p. 177) as a form of performed, claimed identity). This constructed but centralized identity becomes a focal point for the episode, as well as a statement by the series itself.

The Good Place, by contrast, builds its lead Eleanor Shellstrop's bisexual identity (as played by Kristen Bell) by rereading some of the by-now familiar tropes. She expresses interest in both women and men, is often bawdy and marked as promiscuous in her past, and does not openly claim a sexual identity marker. However, both Eleanor's implied bisexuality and Rosa's explicit coming-out have generally received similarly positive reviews from critics invested in queer storytelling (Hogan, 2017; Klein, 2018; Steiner, 2018; Weekes, 2017), although *The Good Place*, particularly, is not without detractors (Fleenor, 2018). This is generally attributed to the well-roundedness of the characters, who are not reduced to stereotypes by their sexuality but presented as complex and developed individuals. Through discourse analysis of the characters as represented, I seek to define the strategies of bisexual representation in Brooklyn Nine-nine and *The Good Place*, with the hope of identifying critically successful approaches for the nuanced portrayal and acknowledgement of bisexual characters. However, within this study I anticipate also deconstructing reproductions and reifications of existing discourses of bisexuality that coexist with or contradict the ‘revolutionary’ moves that both series are making in their representations.

Id: 21323

Title: Reinforcing Whiteness and Social Class: A Textual Analysis of Netflix's Made in Mexico

Session Type: Individual submission

Authors:

Name: Melissa Santillana

Email: melissa.santillana(at) utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

Abstract: When President Donald Trump announced his bid for Republican presidential candidacy back in 2015, he did so by attacking the entire population of America's South neighboring country. The incendiary remarks: "They're bring drugs. They're bringing crime. They're rapists. And some, I assume, are good people," are now engraved in Mexican memory. Aside from the political and economical repercussions the speech generated, including talks about dissolving important international trade agreements, there were also some popular cultural responses. The topic of this study is the highly criticized new reality show produced by Netflix, Made in Mexico, and the not so-subtle ways in which it depicts whiteness and social class in an effort to distance the Mexican elite from the recent narrative that portrays Mexicans as criminals, drug lords, and rapists. The show, which follows the luxurious lives of nine wealthy socialites living in Mexico City, is a direct response to Trump's racist statements. During promotional efforts, cast members mentioned the show will break down cultural barriers and show the world "who Mexicans really are." There are also explicit mentions to Trump's speech and his "bad hombre" rhetoric on the show. Although the intention might appear as a positive way to showcase Mexican culture and values, the results were far from that. The show premiered in September 2018, and soon after reviews from major international news outlets started calling out the reality show for its whitewashing of Mexican society. (New York Times, Chicago Tribune, The Daily Dot, Refinery 29, Remezcla). This study will add to the literature of television representations in Mexico and the long history of underrepresented minorities. In 2011, a study conducted by the National Council for Discrimination Prevention found that 64.6% of the Mexican population identify themselves as dark-skinned, and that 54.8% agree people are insulted based on their skin color (CONAPRED). Yet the vast majority of media representations in TV Azteca and Televisa –the two most prominent networks in Mexico– are comprised of white Mexicans (Sánchez Pérez). This study intends to answer three questions central to the literature of race and social class representations: 1) How is Mexican racial identity and social class being depicted on Netflix's Made in Mexico? 2) What cultural elements are the characters of Netflix's Made in Mexico deploying to reinforce their socio-cultural status? 3) How are the characters from Made in Mexico making distinctions between their way of life and that of the rest of the Mexican society to repeal the notion of Mexicans as criminals? A textual analysis was employed to examine key episodes of the first season. The show borrows elements from folk culture and enters the terrains of the popular like the trajineras of Xochimilco only as historical sites, and as sources of culture that need to be explained to foreign audiences. I argue Made in Mexico deploys representations of social class and race as signifiers of distinction and otherness.

Id: 21405

Title: The teenager's construction of the Gamer Identity: from a gender and sociocultural perspective

Session Type: Individual submission

Authors:

Name: Júlia Vilasís-Pamos

Email: julia.vilasis(at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Name: Fernanda Pires de Sá

Email: fernanda.pires(at) upf.edu

Country: ES (Spain)

Affiliation: Pompeu Fabra University

Abstract: This article presents the results of the initial phase of an ongoing project that investigates the ways students articulated the construction of gamer identity through their day-to-day interaction with their colleagues at school. This study takes into account the dichotomy of schools' sociodemographic characteristics within Barcelona neighborhoods and their fundings (private-public), as well as gender relations. This first exploratory analysis is done with teens between the age of 11 and 16 years from two different centers. One public school part of a district characterized as having a lower income level and an educational level under the city's average. Another, double-funded school (public and private) situated in a district characterized as having an income and education level higher than the Barcelona average.

As there is a growing body of research on games that contribute to the consolidation of gamer as a social and cultural category (Grove, Courtois & Van Looy, 2015; Muriel, 2018), we take Barcelona as a socially stratified city (Subirats, 2011) to detect how gender and socio-economic characteristics permeate the teens' discourse when defining gamer identity. We chose to look at teenagers from an Active User perspective (Egenfeldt-Nielsen et al., 2013), as, at this period, teens are most motivated to construct identities, to forge new social groupings, and to negotiate alternatives to given cultural meanings (Livingstone, 2002).

A triangulation of qualitative methods was employed. In this initial phase, four focus groups, four semi-structured interviews, and a survey were implemented for discovering games' access, preferences, and consumption habits.

Our preliminary results on the public school point that there is a gamer association with "escapism", "addiction" and "entertainment" that can be related to the neighborhood social context. In contrast, participants from the double-funded school associated the gamer identity with game capital, which includes a professionalization process, particularly related to gamer-youtubers. In both cases, girls tend to reflect negatively about being identified as "a gamer", in particular towards their female peers. These discriminative assertions emphasize the discourse of the classic "hardcore gamer" (Muriel, 2018) whereby gaming is considered a male practice. Besides, there is a stigma found between the girls in public school when talking about playing. They do not talk or know that other female peers also play. While in the double-funded school, the majority of girls know that playing is a common practice, despite not actually playing with their female peers.

In summary, these preliminary results reveal that the construction of a gamer identity by teens is deep-rooted in mediatic discourses of popular products like video games. This is because those discourses reproduce certain stereotypes grounded on heteronormativity perspective (Butler, 2007) of cultural products. Also, it demonstrates that certain game practices become explicit in the teens' discourse; while others remain more silenced because of socio-demographic and gender inequalities rooted in contemporary society. This ongoing research will expand the school sample and methodology by implementing “gaming interviews” (Shaw, 2015) to better understand the studied phenomenon.

Id: 21478

Title: Babylon Berlin ' Berlin as mediated city in TV drama series

Session Type: Individual submission

Authors:

Name: Lothar Mikos

Email: l.mikos(at) filmuniversitaet.de

Country: DE (Germany)

Affiliation: Filmuniversität Babelsberg

Abstract: Berlin has become an important location and space for national and international contemporary drama series, as well as an important mediated historical space. Meanwhile Berlin is a production hot spot in Germany that attract national and international productions. While political decisions, economic development and direct and indirect funding also have an impact on this development, the increasing importance of Berlin as a production site and location goes hand in hand with an increasing mediated imagination of the city as a televisual space.

For instance, the Roaring Twenties are central to the narrative of the television series “Babylon Berlin” (GER 2017-, ARD/Sky), based on the bestselling novels by Volker Kutscher and built around the character of Gereon Rath, who investigates in an exciting world metropolis with drugs, sexual emancipation, arts, and murder at a time in which the Nazi Regime appears at the horizon. The series “Weissensee” (GER 2010-, ARD/Arte), “Deutschland 83” (GER 2015, RTL), and “Deutschland 86” (GER 2018, Amazon Prime Video) draw much more directly on the context of the Cold War in a divided Germany, playing with notions of “Ostalgie” and “Westalgie”, the specific variations of German post-Wall nostalgia. Other productions such as “The Team” and “The Team II” (an Austrian, Belgian, Danish, German, Swiss co-production 2015 and 2018), “Homeland” (USA 2011-; Showtime), “Sense8” (USA 2015-; Netflix), “Dogs of Berlin (GER 2018, Netflix), “Beat” (GER 2018, Amazon Prime Video), “Berlin Station”(USA/GER 2016-, Epix), and “Counterpart” (USA/GER 2017-, Starz) use Berlin among other places as sceneries for their stories that deal with international terrorism, espionage, human trafficking and drug distribution.

The numerous Berlin-based and Berlin-produced television series indicate that for both German and international series, Berlin has been turned into a commodity that adds production value to a television show. Yet, the existing circulating images of Berlin as an imagined place determine which images can be successfully used and communicated to a broader transnational audience. International film and television series often do not exceed stereotypical images of Berlin as a signifier of the Nazi regime or as signifier of the Cold War era. At the same time, many domestic productions use Berlin as simply an interchangeable backdrop against which the action takes place. Berlin in the 21st century is a city where history accretes, layer by layer. “The unique nature of Berlin is its complex history and how this has played upon its current position” (Gittus 2002: 112). Berlin as a mediated space is able to represent 20th century history such as the Nazi regime and the Cold War as well as current themes of the new millennium. Based on interviews with directors and location managers the paper will outline the (mediated) image of Berlin that attract not only production companies but also viewers from all over the world.

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Id: 21547

Title: Popular Culture and the Formation of Identity and Subjectivity.

Session Type: Individual submission

Authors:

Name: John Benson

Email: J.Benson(at) latrobe.edu.au

Country: AU (Australia)

Affiliation: Dept of Journalism and Strategic Communication La Trobe University Bundoora,
Victoria Australia

Abstract: Across mainstream media culture a “psychological discourse” has emerged as a significant element of most popular media forms which may be deployed to achieve a variety of critical, political, narrative and audience engagement goals.

Like other powerful discursive formations, this psychological discourse assumes many guises. Recently, for example, in news and current affairs programs, several national political leaders had their psychological sanity and leadership capacity challenged. At the other end of the popular entertainment spectrum, the celebrity psychologist provides therapy for the most intimate of personal issues and trauma- before a live audience. Moreover, in other formats celebrity psychologists act as consultants and actively counsel those who might be brave enough to participate in “Married at First Sight” or “reality style” programs.

At the heart of this appeal is contemporary culture’s concern with the nature of identity. The true self or the real self has become the promised focus, which will be interrogated and revealed by modern popular culture. Are the subjects and participants of these events/programs who they really suggest they are? Perhaps more problematically, and echoing the legitimizing power of the media, is the implied statement of participants - “If I appear on television, I will have an identity! It will validate my existence!”

Despite the fact new technology provides us with the most vivid means of transcending time and space, we still crave access to the intimate private self of the other and ourselves. The centrality of the private self, in the private world, which emerged with the advent of the popular novel and biography and earlier with the diary, provides the persistent narrative attraction in these new media. Perhaps the “selfie” and constant visual evidence of the minutiae of our existence as documented by these images is, in part, the modern visual derivative of these earlier media forms.

In this sense popular culture armed with the discourses of the psychological has found the perfect device to promise what it cannot deliver but relentlessly pursue.

But these programs lock directly into other discourses of competitiveness and individuality so that success or failure is often played out as evidence of personal resilience or vulnerability.

One problem, however, with this trend, is that it locates “a valued existence” in the totally private world of the self and the glitter of the media sophists and positions the individual outside of the political structures and entrenched power in which they are embedded.

Often these programs seem insulated from a social or historical context so that individual success is based on personality traits and attractiveness. In *Undercover Boss* for example, a wage increase comes from a boss going “undercover” and appreciating work and effort rather than the concept of a right to a fair wage and conditions. In this way these programs become intimately linked to the management of subjectivity and identity.

These issues will be explored at this conference and draws on the work of Foucault, Brooks and others.

Id: 21711

Title: 1, 2, 3, 4, 5 a gogó: pop, avant-garde and TV in late sixties Mexico

Session Type: Individual submission

Authors:

Name: Daniel Escoto

Email: dannyescoto(at) gmail.com

Country: MX (Mexico)

Affiliation: Independent

Abstract: 1, 2, 3, 4, 5 a gogó was a short-lived rock culture TV show usually mentioned in passing when it comes to chronicle Mexico City's pop experiences in the late sixties, specifically in the vibrant pre-Olympic atmosphere of 1968. The production team included multi-camera director Fernando Ge, writer José Agustín as scriptwriter and theatre director Alexandro Jodorowsky and showman Alfonso Arau as hosts. The latter three were, each in his own right, influential figures in different fields of Mexican arts and creativity.

On January, 1968, when 1, 2, 3, 4, 5 a gogó was first aired, 23-year old José Agustín already thrived as part of the Mexican cultural star system. He was one of the leading authors of an emerging literary generation who had among its obsessions rock music, the budding new youth lingo related to counterculture, and the lifestyle and mores of middle-class urban youth. Chilean-born Jodorowsky had a well-publicised reputation of provocateur: his avant-garde stagings, which often featured crude violence towards the body, usually involved a virulent critique of contemporary society; also, he diversified across the languages of science-fiction and comic art. Arau, active in stage and screen since the previous decade, had originally built a career as a comedian and tap dancer, later on ventured into mimicry (as disciple of Marcel Marceau in Paris), and had started participating in high-brow and experimental theatre and cinema.

All three had complex positions in regard of the destabilisation of what Andreas Huyssen has coined "the Great Divide" —the socio-historical construct that culture and arts are separated in upper and lower strata. The sixties are one of the turning points in which the politics of these apparent frontiers were heatedly renegotiated. At first sight, it would appear that José Agustín and Jodorowsky were, in a way, expanding their efforts towards a more commercial domain, whereas Arau was, like other major figures of popular culture (such as actress and singer Julissa, part of Carlos Fuentes's circle) interested in joining the intense collaborative spirit that prevailed among the intelligentsia and the artistic circles (as studied by Rita Eder, Álvaro Vázquez Mantecón, et al.).

The joint forces of the three characters in this mainstream media experience left an interesting study case for anyone who explores the intersections between multiple modes of cultural production — rock and pop, literature, performing arts, mass media and showbusiness— in the period. I am particularly interested in approaching 1, 2, 3, 4, 5 a gogó as a paradigmatic moment in the late sixties in which the borders of Mexican "high" and "low" culture were challenged.

Id: 21719

Title: Representing public service and security threats in 'Bodyguard' (BBC, 2018)

Session Type: Individual submission

Authors:

Name: Katy Parry

Email: k.j.parry(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: The opening episodes of BBC1's *Bodyguard* (2018) broke records for a drama debut, with a consolidated figure of 10.4 million viewers once 'catch-up viewers' were included: the highest launch figure for any new drama across all UK channels since 2006 (bbc.co.uk). The series finale was the most-watched episode of any drama since records began in 2002, with over 17 million viewers, and the series has since become the BBC's most successful box-set via the i-player streaming service. As a political thriller, the programme counted scheming politicians, terrorists, criminal gangs, security services, police and war veterans among its main characters. The series, and the mediated discourse surrounding its success, speaks to the significance of political thrillers in the understanding of political or intelligence worlds for audiences who might otherwise count themselves as politically uninterested (Tenenboim-Weinblatt 2009). Indeed, this fictional drama was used to boost real-life police recruitment, with tweets from Counter Terrorism Policing UK account timed to accompany the series finale. I combine narrative analysis of the television drama with selective analysis of media coverage that sheds light on how the fictional veteran activists became confused with their real-life peaceful counterparts in media reviews. The key protagonists are defined by the nature of their public service – whether as former soldiers, police or politicians. But how does the drama convey their 'public service' to the nation at this historic moment? How are the dramatic twists in the portrayal of character motivations employed to create ambiguities about the way in which different forms of service are valued? Of particular interest here is the way in which lead character David Budd's post traumatic stress disorder (PTSD), following his experiences as a soldier in Afghanistan, is deployed as a dramatic device to convey not only his own fractured psyche but to signal the multiplicity of potential threats faced by the security state.

The themes of homeland security and political violence have been much discussed in the US drama context (Tasker 2012; Castonguay 2015), with less attention to UK dramas, although *Spooks* would be the exception here (Oldham 2017; Korte 2018). Drawing upon insights from securitization studies, this paper notes the performative nature of the security logic in televisual images and looks at how the value of some forms of 'public service' are legitimized over others.

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Oldham, J. (2017) *Paranoid Visions: Spies, conspiracies and the secret state in British television drama*. Manchester: Manchester University Press.

Tasker, Y. (2012) Television Crime Drama and Homeland Security: From Law & Order to "Terror TV". *Cinema Journal*, 51(4), 44-65.

Tenenboim-Weinblatt, K. (2009) 'Where Is Jack Bauer When You Need Him?' The Uses of Television Drama in Mediated Political Discourse, *Political Communication*, 26(4), 367-387.

Id: 21744

Title: Brazilian Television Drama in a Bolsonaro Era: Rights, Truths, Regression

Session Type: Individual submission

Authors:

Name: Niall Brennan

Email: nbrennan(at) fairfield.edu

Country: US (United States)

Affiliation: Fairfield University

Abstract: Since the introduction of television to Brazil and its subsequent “territories of fictionality” (Borelli, 2001: 34) invoked from European, American and other generic terrains, many scholars have attested to the capacity of Brazilian television drama to symbolically reflect the country’s modern social-political trajectory (La Pastina & Straubhaar, 2005; Lopez, 1995; Martín-Barbero, 1993, 1995; Mattelart & Mattelart, 1990; Ortiz, 1988; Rêgo & La Pastina, 2007; Straubhaar, 1985; Tufte, 2000). However, scholarship concerned with Brazilian television has also focused on how during Brazil’s military dictatorship (1964 – 1985), telenovelas and other dramatic serials drew in audiences and authorities while circumnavigating the latter’s censorship and political-moral codes (Napolitano, 2001; Porto, 2011). In the landscape of Brazilian television drama, primarily populated by telenovelas, the mini-series is noteworthy not only for its post redemocratized appearance but also for its retrospective and contemporary gazes on authoritarian Brazilian regimes, delivered through Brazil’s most popular medium (Brennan, 2015; Freire Lobo, 2000). Furthermore, the Brazilian television industry, primarily Globo, has been widely understood as backing the political paradigms of Brazil that most successfully ensure the former’s cultural and institutional success (Amaral & Guimarães, 1994; Guimarães & Amaral, 1998; Porto, 2011, 2012). This paper traces the production of recent and current Brazilian television mini-series regarding their alignment with rapid political change in the Brazilian government and in popular sentiment. It asks, what was the nature of Brazilian television drama, namely the mini-series, during the socialist Partido Trabalhador’s (PT) tenure? How has the nature of Brazilian television drama changed in anticipation of, and during, swift political and ideological change to a right-wing government? What are the characteristics of Brazilian television drama today, in a Bolsonaro era, given the Brazilian television industry’s historical migration towards political and popularly-received hegemony? And, what can we anticipate of the nature of Brazilian television drama going forward? The results of this paper find that contemporary Brazilian television drama, driven by Globo, reflects Bolsonaro-era values in which fundamentalist Christianity, patriarchy, procreation and heteronormative values, evidenced in the narratives, plots and characterizations of contemporary mini-series productions, stand in stark contrast to PT-era productions’ narratives and themes. In conclusion, this paper argues that not only does contemporary Brazilian television drama, and in particular, Globo’s dramas, reflect the sentiment of Brazil’s current political hegemony, but it also argues that the apparatus of Brazilian television drama continues to attempt to sway the ‘masses’ in historically consistent ways that have already been seen.

Id: 21861

Title: Populist Ideological Entrepreneurs and Remix Culture: Alex Jones as Celebrity Populist or Populist Celebrity'

Session Type: Individual submission

Authors:

Name: Hilde Van den Bulck

Email: hvd26(at) drexel.edu

Country: US (United States)

Affiliation: Drexel University

Name: Aaron Hyzen

Email: aaron.hyzen(at) student.uantwerpen.be

Country: BE (Belgium)

Affiliation: University of Antwerp

Abstract: This contribution analyses the nexus between populism, ideological entrepreneurs and popular culture through the case of US radio show host and 'most paranoid man in America' Alex Jones and his infowars.com. It looks at the phenomenon of Jones and Infowars as a mix of a message based in (mostly Falls Flag) conspiracy theories and pseudo-science-meets-popular-culture phantasy, a business model appealing to his target audience of paranoiacs, and the persona of Jones as mediated celebrity and populist spectacle. It relates the ultimate rise of Jones from the margins to the mainstream as the result, first, to the political, cultural and social specifics of US society. Second, it analyses the role of media and digital platforms and, especially, of remix culture, in the success of Jones as an ideological entrepreneur.

Theoretically, the paper is based in the combined literature on political communication, ideology and popular culture, focusing on the idea of political pundits as ideological entrepreneurs (North, 1981, 1990), new and social media expressions as key ideological intermediaries and notions of the relative power of various counter cultures (Manovich, 2007).

Empirically, it studies the case of Alex Jones through a guided sample of his streamed and multi-platform distributed radio and television show and of remix culture's (Cheliotis & Yew, 2009) parodies hereof. We analyse the basic ingredients for his success as an ideological entrepreneur. As Wartzel (2017) summarises:

his wildly successful libertarian- and conspiracy-news juggernaut: Take a kernel of truth, warp it and its context in a funhouse mirror, and set it against a heavy backdrop of conspiracy, while raising the stakes with a generous dose of fear. The strategy has made Jones — a stocky central Texan with a penchant for clamorous outbursts, fanciful digressions, and meandering stream-of-consciousness monologues — a celebrity. It's also made Infowars — his broad kingdom of media properties, including a website, webstore, and four-hour daily broadcast — a required part of the far-right's media diet. Wartzel, 2017b)

We further analyse the characteristics of his audience, both the believers that follow a dominant decoding and those parodying and mocking Jones. The latter type of visitors is attracted to Jones the exuberant performer rather than the message and, thus, part of his fame comes from parodies, meme culture and remixes We argue that these are ironic spectators who do not necessarily believe in and

even oppose Jones' ideas but enjoy the entertainment of his rants and outbursts and like making fun of his man's man performances. While critical of his message, this third type of audience in fact strengthened Jones' celebrity status and, implicitly or explicitly, endorsed him as a popular culture 'innocent wacko' performer rather than an alt-right ideological entrepreneur. Overall, we evaluate if Jones' efforts as ideological entrepreneur effectively pushed his counter-hegemonic ideology from the fringes to the mainstream.

Id: 21949

Title: Making the Post-Apocalypse Great Again: Doomsday Prepping and the Politics of Patriarchy on American Television

Session Type: Individual submission

Authors:

Name: Carlen Lavigne

Email: carlen.lavigne(at) rdc.ab.ca

Country: CA (Canada)

Affiliation: Red Deer College

Abstract: The themes of white hetero male hypermasculinity that suffuse dominant Western culture have also been explicitly associated with cowboy imagery, military narratives, and doomsday survivalism (Lavigne; Faludi; Schlatter); post-apocalyptic television combines all of these elements. Though post-apocalyptic narratives are hardly new, the glut of such television programs on American networks in the early twenty-first-century is notable—programs like *Jeremiah* (Showtime, 2002-04), *Jericho* (CBS, 2006-08), *The Walking Dead* (AMC, 2010-), *The Last Ship* (TNT, 2014-18), *Wayward Pines* (Fox, 2015-16), and *Revolution* (NBC, 2012-14) have all remixed colonial wild west stereotypes, militarized images of hypermasculinity, and gritty survivalist tropes in order to create stories congruent with a particularly conservative mode of patriarchal representation.

Building on the author's previous research, this paper summarizes recent trends in post-apocalyptic American genre television, acknowledging (limited) challenges presented by some recent series such as *The 100* (The CW, 2014-), *Into the Badlands* (AMC, 2015-), *Z Nation* (Syfy, 2014-19), and *The Last Man on Earth* (Fox, 2015-18). It further relates the themes in this science fiction subgenre to recent developments in American politics, particularly the renewed rise of populist, masculinist, heteronormative and white supremacist movements (Faludi; Osnos; Schlatter). Considering the origins of such narratives, the demographics to which they appeal, and the stereotypes they encourage helps construct a window to a particular moment in American (and world) history. While the relationship between a society and its popular cultures is inherently cyclical (Slotkin 8; Mittell 270), pinpointing a precise moment in post-apocalyptic television's evolution helps to situate it as a hegemonic tool that may serve to exacerbate or encourage "alt-right" attitudes toward marginalized groups.

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Id: 22044

Title: Globalized Nostalgia and the Politics of Place: Popular Culture in post-crash Galicia, Spain

Session Type: Individual submission

Authors:

Name: Christina Ceisel

Email: cceisel(at) fullerton.edu

Country: US (United States)

Affiliation: California State University Fullerton

Abstract: Popular culture took a populist turn globally in the wake of the 2008 financial crisis, as government agencies and local producers invested in artisanal products and practices to strengthen their positions in the neoliberal global market. Artisanal practices, local culture, and history are mobilized to signal difference, and therefore value. As such, a new “structure of feeling” (Williams, 1977) that I term globalized nostalgia, emerged.

In this paper, I explore how globalized nostalgia operated within the nation of Galicia, the region of northwest Spain, during this period. There, cultural performances of the nation became central to neoliberal development. I conducted fieldwork in Galicia between 2010 and 2014, participating in and observing local festivals, foodways, and tourism initiatives. I argue that performances of Galician nationalism rely on authenticity and heritage as a means of differentiation. Historical ties to Celtic settlement, the Camino de Santiago, and heritage practices are to construct a brand identity, attract tourism, and solicit European Union funding.

As space is made valuable through a re-entrenchment of a primordial sense of belonging, belief in an “essence” of an area can quickly slide into chauvinism. The reification of these categories masks the countervailing axes of hybridity and diaspora, which challenge appeals to a pure, primordial past. These tensions are not unique to Galicia, but they exemplify the ways in which many localities have sought to negotiate between a celebration of heritage and culture and the demands of the global neoliberal economy in the post-crash era. The political stakes of unproblematic celebrations of heritage and authenticity have become clear. In the last few years, fascist politics rooted in primordial nationalism have gained legitimacy across the globe.

Thus, I conclude that we need a politics of place that conceptualizes the local in a way that meets the challenges of global flows, and ultimately find hope for such a cultural politics within elements of contemporary Galician nationalism. Realigning the countervailing poles of authenticity+heritage and hybridity+diaspora by reconciling authenticity+hybridity, and heritage+diaspora would open spaces to develop a sense of the local that challenges the far right while accommodating the realities of our historical present.

Williams, R. (1977). *Marxism and literature*. Oxford: Oxford University Press.

Id: 22237

Title: Liminal characters in advertising. A thematic analysis of Digi brand's TV commercials in Romania.

Session Type: Individual submission

Authors:

Name: Andreea Dragan

Email: dragan.georgiana-andreea(at) fjsc.ro

Country: RO (Romania)

Affiliation: University of Bucharest

Abstract: Key words:

liminality, advertising, telecommunication industry, liminal character, thematic analysis

Abstract:

Liminality is a key concept in anthropology that was first introduced by the ethnologist Arnold van Gennep in 1909 and later theorized in his work “Les rites de passage” (1960). The concept of liminality, as van Gennep presents it, refers to the state of being “in between” during the rituals of passage. In other words, liminality describes a state of being, which goes beyond the usual categories and therefore it forms a category in itself: “the in between category”. van Gennep considered that the passage rituals involved three stages: separation, threshold and aggregation. The middle stage (threshold) is the one that defines the concept of liminality, as it appears in a ritual.

This research aims to apply the concept of liminality in popular culture field, more specific, to analyze the presence of liminal characters in Romanian commercials from telecommunication industry. The relationship between liminality and advertising was a subject of interest for many other researchers. For example, Zhao and Belk (2006) analyzed China's advertising from the perspective of a liminal space of social transformation in the context of transition from communism to consumerism.

The main research question of this paper is: what are the main characteristics of the liminal characters that are portrayed in Romanian advertisements? In addition, this research aims to identify the main themes that appear in this particular type of commercials. The sample includes 10 commercials of DIGI brand — a Hungarian company that provides telecommunication services in Romania, ads aired between 2015 and 2017 on main TV stations in Romania. The main character identified in the sample is the convict — a liminal ‘hero’ by definition, a person imprisoned, being in a liminal space (the prison) and time (his penalty). In order to answer to this research questions, this paper uses a qualitative methodology — the thematic analysis. I choose this research method, as it offered me flexibility, adaptability, and it has the power of generating unexpected insights.

The main findings show that, in the particular case of the analyzed sample, the convict — the main character of the commercials of Digi brand — is clearly a liminal figure, part of the jailbirds’ category. More than that, I identified the ritual process and it’s all there stages clearly illustrated in the 10 commercials. The main theme of this particular sample is the opulence in prison — as a critique to the political Romanian class, in particular, but also to the society, in general. The ads

reflect the political context in Romania during a period when media presented many cases of corrupt politicians that were imprisoned.

Id: 22351

Title: Watching Black Panther in Brazil: recognition and cultural critique

Session Type: Individual submission

Authors:

Name: Marcio Serelle

Email: marcio.serelle(at) gmail.com

Country: BR (Brazil)

Affiliation: Pontifical Catholic University of Minas Gerais

Name: Ercio Sena Cardoso

Email: erciosena(at) gmail.com

Country: BR (Brazil)

Affiliation: Pontifical Catholic University of Minas Gerais

Abstract: Black Panther (2018), an American superhero blockbuster, directed by Ryan Coogler and produced by Marvel Studios, was debated beyond the critical circuit which usually deals with this kind of entertainment movie. It was due to the politics of recognition operated in it, regarding the fictional representation of black identity. As Slavoj Žižek pointed out, "the movie was enthusiastically received across the political spectrum" and, for the left wing, it was hailed as "the first big Hollywood assertion of black power". Some Black Panther's reviews established articulations between pop culture and political and social aspects, referring, inclusive, to philosophers as Frantz Fanon. They suggested links between the movie and pan-Africanists theories, and identified, in female characters, the recall "of the new generation of female activists rising in Africa", as wrote Jonathan Gray for The New Republic magazine.

In Brazil, Black Panther was also received with enthusiasm, and its criticism was crossed by the politics of recognition, as developed in Axel Honneth's study *The Struggle for Recognition*. The black superhero character was celebrated as a positive identity representation in popular culture, which would contribute to strengthening the self-esteem of black youth. This paper, based on the theory of recognition, intends to study the reception of Black Panther in Brazilian cultural critique. It investigates how the issue of group identity became a value for the criticism and how it was debated concerning the context of Brazilian society.

Articulated to a symbolic order, as discussed by Nancy Fraser, the politics of recognition can act on popular culture and its representations, which circulate in our daily life and, according to Roger Silverstone, are implicated in how we strengthen (or not) our social esteem. Fictional characters, like those of Black Panther, although belonging to autonomous worlds, open possibilities for audiences to experience identities through them. In the scope of cultural critique, recognition gained, in the last decade, centrality as a perspective of analysis, and becomes a key to read media texts like Black Panther.

The corpus analyzed in this paper is constituted by reviews from the main Brazilian newspapers (printed and online versions) and cinema blogs. This paper investigates mainly two points in those texts: 1) filmic aspects that were privileged in the analyzes and how they were related, by the

critics, to recognition issues; 2) the Brazilian “reading” of Black Panther, in which the film narrative was interpreted in the light of our social and cultural issues. Paper results point to an intricate relationship between representation in the fictional work and representativeness, regarding the demand for participatory parity, in film industry, and, in general, in society. Some reviews also criticized the way in which the film discusses the question through exclusively Anglo-Saxon currents of thought, thus moving away from formation aspects of other black population in the Americas. The liberal order of that fictitious society was also criticized, since it would eventually affirm values that were predetermined by white people and their institutions.

Id: 22365

Title: Cool Patriot---the Symbiosis of Soft Power Policy and Hip-Hop Show in China

Session Type: Individual submission

Authors:

Name: yuhui tai

Email: tai.yuhui(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Chiao Tung University

Abstract: Internet and entertainment are the key to the contemporary cultural industry. The network-made variety show has also become the front line of China's Internet industry. The fierce competition and the Chinese government's emphasis on soft power policy allowing Iqiyi company obtain a valid reason for producing a Hip-Hop program. The program [The Rap of China] has become the most prominent cultural phenomenon in China in 2017. But in January 2018, the sex scandal of the champion PG ONE set off the Chinese government's purge of hip-hop culture. Through the text analysis of the first season [The Rap of China] and the second season [China New Shuo Chang], this research aims to analyze how hip hop Internet program has transformed in China. What has changed in the definition of "hip-hop with Chinese characteristics"? How does the show swing between "rebellious" and "patriotism"? How does the border shift from the first season to the second season? There are four main findings in this study: First, the terminology of the music genre has changed from "hip-hop" to "Shuo Chang". By renaming, canceling the association of music with its Western roots, and localize it by relating to another Chinese music genre. Second, the content of the first season was based on the principle of avoiding disputes. However, in the second season, it actively promoted the "Chinese style" Shuo Chang which has elements from Chinese culture and Chinese Communist Party. Third, hip-hop music was cool because of its rebellious attitude, especially the criticism about racial, class, social inequality. Nevertheless, the program gives "coolness" new definition that wearing tidal suits, behave nice, be positive and patriotic. Fourth, the second season creates the image to the world that there is no social controversies and the CCP is a popular regime by focusing on the participation of competitors from Xinjiang, Taiwan, overseas Chinese and foreigners. But when "hip-hop" was redefined to "Shuo Chang", the rebellion was replaced by positive energy, and the program that won the blushing attention with cool looks could not avoid deconstructing itself.

Id: 22373

Title: Food making, surveillanced affect and image of home in DouYin

Session Type: Individual submission

Authors:

Name: 奕楠 李

Email: jenniferyn(at) bupt.edu.cn

Country: CN (China)

Affiliation: Beijing University of Posts and Telecommunications

Name: 佩 黄

Email: huangpei(at) bupt.edu.cn

Country: CN (China)

Affiliation: Beijing University of Posts and Telecommunications

Abstract: This article focuses on understanding one of those complicated ways in which individual uses social media surveillance technique to generate short video contents that have vast impact on people's daily socialization and entertainment. Food making and image of home in DouYin, a Chinese short video social media platform, has been chosen as the research object. DouYin attracts a great number of younger users to create and post short videos, occasionally with artistic filters and always set to music. Under the Chinese context, food making has been tightly linked with local culture, family ties and socialization. Therefore, sharing food making or good food in social media has become a way to assist individuals in self-revealing through me-centered messaging (Hodkinson 2007; Livingstone 2008; Lundby 2008) and the performers' telemediated presence (Bolter and Grusin 1999; Bolter et al. 2013). However, DouYin is also a highly surveillanced environment with algorithm operating to make an optimal content choice that can attract most attention. Surveillance practices have transformed our ways of seeing, watching, and being seen (Gangneux 2014). The everyday uses of surveillance techniques not only produce subjugation (Albrechtslund 2008) but also offer places and means for forming identities and subjectivities. Under this presumption, this article wants to analyze DouYin short videos to see how surveillance shape individuals self-expression and how individuals invest affect to make videos. A Topic called Your Memorable Flavor of Home during Spring Festival inviting individuals to create content about local food is chosen to be the case study. Visual elements in video contents will be analyzed and calculated, interviews with staff from DouYin and individual content creators will be conducted to see how the surveillanced environment provide technical skills for individuals, how individuals learn and sort out affective elements and use them, how they perform, edit and using family members to make food so as to make an attracting home image. Studies of this case intends to revealing how surveillance work to discipline users' content creating behavior, and putting forward the assumption that affect labor invested under discipline can also invoke productivity.

Id: 22472

Title: Cross-cultural analysis on narrative aspects in three version of scripted television format Los misterios de Laura (Spain, US and Italy)

Session Type: Individual submission

Authors:

Name: Isabel Villegas-Simón

Email: isamarvillegas(at) gmail.com

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: This research carries on a case study based on Spanish scripted television format Los misterios de Laura and its adaptations in US and Italy. In particular, it explores how the narrative construction varies in each version in regard to issues of audiovisual representation and the relationship between fictions and cultural identity. The main objective of this study is to identify the differences and similarities in the narrative aspects of the three versions and to understand. To do so, this study proposes a qualitative analysis model that analyses the premise, the plots and the narrative conflicts of each version and compares them. In addition, the examination of the text is complemented by the analysis of the production context. Results show that the main similarities in the plots are linked with the characters who act them out and with the narrative beginning that is stated. However, the narrative development is different in almost all the plots. More similarities between Spanish and US version plots exist in the multi-episodic plots. Nevertheless, the Spanish version is characterized by a stronger link between the multi-episodic plots and the labour sphere of the characters, while in the US version they are more related to the friendly relationships between them. Regarding the episodic plots, it stands out that Spanish and Italian versions are more similar between them, since in both cases the episodic plots are mostly about family issues. In the crime plot that develops in all episodes of the three versions, it is observed that in the US version the crime is more procedural, while in the Spanish and Italian versions it is based on “whodunit” style. On the other hand, labour and family conflicts present more similarities between three versions, while there are more differences in the conflicts that affect to the personal and loving sphere of the main characters. In general, the analysis unveils that the main similarities between the three studied versions are the result of maintaining the traits that define the original television format. At the same time, the differences are explained by factors related to the chosen narrative approach for each case, the resources and production context and the traditional television conventions of each country. To conclude, a connection between the global and the local regarding the adaptation of the television formats is observed, where global is related to the practices and the commercial logic of television, and local is connected to the inequality between the television industries and the persistence in using cultural identity production mechanisms in television texts.

Id: 22741

Title: Social media as technologies of micro-celebrity (hyper)sexualisation: Disruption of post-colonial continuities through sexual 'explicitness'

Session Type: Individual submission

Authors:

Name: David Katiambo

Email: dkatiambo(at) gmail.com

Country: KE (Kenya)

Affiliation: Technical University of Kenya

Name: Claudia Onsare

Email: claudioronsare(at) gmail.com

Country: KE (Kenya)

Affiliation: Technical University of Kenya

Abstract: Although Kenya is among several African countries with Christian ethic conservatism on women sexuality, affordances of digital technologies are enabling (hyper)sexualised female micro-celebrities to challenging this conservatism. Social media technologies have made it possible for average women to self-present their sexuality, create personas, initiate relations and friendship illusions with sizeable audiences in ways similar to traditional celebrities. The central argument in this presentation is that (hyper)sexualised female micro-celebrities in social media are disrupting patriarchal post-colonial continuities by reigniting women agency. Despite sexualization being blamed for objectifying women, it retains double meanings in negotiations of power relations. I pay attention to the hypersexualization that defy simple binary division into sexualization that empowers and sexualization that is objectifying. Hypersexualization by social media micro-celebrities can be seen as critical knowledge production creating a liberating prospective memory. Adopting Michel Foucault concept of "biopower", the creation of 'docile bodies', I argue that social media affordances provide opportunities for resistance in the post-feminism era. Through online ethnographic study of two leading Kenyan micro-celebrities, I trace how they are, on one hand struggling against the discourse of decency and respectability used to silence women, and on the other, creating post-feminist discourses of resistance to patriarchy. I argue against the assumption that hypersexualization is in the interest of men, proposing that non-objectifying sexuality can re-construct the prospective memory of women in patriarchal societies. In particular, I describe how micro-celebrities are trivializing and disrupting the old masculine public sphere and replacing it with a feminized private public sphere.

Id: 22829

Title: The 'transitional' network for DIY music careers: From Taiwan through East Asia

Session Type: Individual submission

Authors:

Name: Miaoju Jian

Email: mjjian(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Chung Cheng University

Abstract: In the digital age of music post-industry or entrepreneurship in the 'new' music industry, there is an emerged 'transitional' network within Taiwan and the East Asian indie music scene. Since the rise of the Internet technologies, many more independent musicians and bands have pursued their DIY music careers locally and trans-locally without the intermediary of the traditional music industry (Haynes & Marshall, 2018; Hracs, 2012; Sargent, 2009). With the intention of transiting from the amateur indie bands to the professional bands, the rising indie music networks from Taiwan through East Asia, across Japan, Hong Kong, South Korea, and China, have also envisioned a growing regional Indie music economy. Indie musicians create their music labels on SNSs of bandcamp, soundcloud, and YouTube channels, promote their music products and events, sale tickets, as well as interacting with their fans on the Internet without signing to a big record company. These bottom-up and regional networks are crucial to their music distribution and promotion.

By examining the Taiwan-based Independent bands and musicians, such as Sunset Rollercoaster, No Party For Cao Dong, and Hom Shen Hao, this article has depicted the 'transitional network' within the local and East-Asian indie music scene through the lens of the ethnographic fieldwork. On the one hand, this 'transitional network' was derived by the sub-cultural capital around a few active indie musicians and promoters. They successfully mobilized the bonded cultural and social capital around their music and image through the online social media. Then the connection transited from online to offline and bridged the networks to expand towards broader audiences from local, East-Asia, and then globally. However, when those indie bands expressed a desire to be recognized by the international fans and having tours abroad, they faced more or less the ambivalent challenges of embracing the global Mando-pop audiences and/or the global indie music audiences.

On the other hand, Taiwan's indie bands that successfully started their music careers and moved towards a transnational music market are still limited to just a few. Most of the creative laborers or creative aspirants within the indie music scene are still live in a way of the semi-professional and the semi-amateur lifestyles, and stay in the so-called 'gig economy' (Morgan & Nelligan, 2018). This article argues the multiple meanings and challenges of the transitional network which are now stirring a new independent music economy that spans from Taiwan to the East Asian regions.

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Keywords: indie music, East-Asia, DIY culture, social network, music industry

Id: 23052

Title: Cheering for the Queerly Masculine: Hollywood Superheroes Reimagined in Fan Videos on Chinese Barrage Video Websites

Session Type: Individual submission

Authors:

Name: Jingyi Gu

Email: jingyig2(at) illinois.edu

Country: US (United States)

Affiliation: Institute of Communications Research, University of Illinois at Urbana-Champaign

Abstract: Chinese fan culture has burgeoned in recent years - particularly under the influence of Japanese and American popular culture. Among the fan practices performed by the Chinese fans of Hollywood superhero films, making fan videos that centering on queer interpretations of the original films gain wide popularity. This type of fan activity locates itself in a new media form known as barrage video, which features the streaming of users' comments across the screen, superimposed on the video content. Fan vidders actively upload fan videos to barrage video websites for sharing their queer readings and interacting with other fans. In this research, taking two fan videos, "It's Definitely Not the Avengers" and "[Stucky/Evanstan] Fifty Shades of Grey Official Trailer (Humor)", as examples, I first look at both the narrative and formal elements of these two videos, focusing on how Chinese superhero fans, largely female, interpret and recount relationships between Hollywood male superhero characters in a queer way. In the second part, I approach the barrage comments attached to these two videos from a qualitative textual analysis perspective. Through analyzing these comments, I investigate the social reasons and self-motivations behind fans' active engagement with barrage videos through making, viewing, and commenting. Building on scholars' previous research about fan works (slash fictions and Japanese Yaoi novels) that focus on romantic and sexual relationships between same-sex fictional characters, I examine how gender norms and heteronormativity are contested and negotiated in these fan-made barrage videos. To address the female dominance in this type of fan practices, I borrow theoretical lenses from queer theorists including Eve Sedgwick and Michael Warner to argue that queer imaginations can also serve as an alternative outlet for heterosexual females to counter the repression of their sexualities. Considering fan videos extreme popularity on Chinese barrage video websites, I probe how the anonymous and participatory features of these platforms nurture the formation of this subculture community.

Id: 23059

Title: Collectively analyzing popular television texts on disability: a case study on the television drama series 'Tytgat Chocolat'

Session Type: Individual submission

Authors:

Name: Susan Vertoont
Email: susan.vertoont(at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Name: Tina Goethals
Email: tina.goethals(at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Name: Frederik Dhaenens
Email: frederik.dhaenens(at) ugent.be
Country: BE (Belgium)
Affiliation: Ghent University

Name: Patrick Schelfhout
Email: schelfhout.patrick(at) gmail.com
Country: BE (Belgium)
Affiliation: Ghent University

Name: Tess Van Deynse
Email: autitess(at) hotmail.com
Country: BE (Belgium)
Affiliation: Ghent University

Name: Gabria Vermeir
Email: gabria.vermeir(at) hotmail.com
Country: BE (Belgium)
Affiliation: Ghent University

Name: Maud Ysebaert
Email: maudysebaert(at) hotmail.com
Country: BE (Belgium)
Affiliation: Ghent University

Abstract: Representations of disability have traditionally been underexplored by media studies in comparison to other axes of identity, such as gender, race or sexuality. It were mostly disability scholars (a.o. Barnes 1991, Longmore, 2003, Norden, 1994) who have made critical examinations of disability representations in popular media. These analyses often apply a – what Hagood (2017)

calls – ‘sociotextual approach’, i.e. a textual analysis based on the social model of disability. Although these analyses are very useful for destabilizing ableist ideologies and stereotypical assumptions about disability, they often make positive or negative evaluations of disability media texts, ‘without taking into account the broader context of media production, consumption, interpretation and cultural impact’ (Ellcessor, Hagood & Kirkpatrick, 2017).

According to Ellcessor et al. (2017) a productive interdisciplinary approach that brings together insights from media studies and disability studies is lacking, in order to really move our understandings of disability and media forward. Supporting this plea, two researchers from Ghent University, one with a background in media studies and one in disability studies, decided to cooperate and share their insights and perspectives, to examine a new Flemish television drama series, entitled ‘Tytgat Chocolat’. Tytgat Chocolat is a noteworthy case, because most of the main roles in this primetime television program are played by actors with intellectual disabilities.

In order to acquire more insights into the construction and representation of Tytgat Chocolat’s characters with intellectual disabilities, the researchers came up with a new analytic method, currently called ‘collective textual analysis’. As in media studies, this method considers ‘meaning’ as something which does not just reside within media texts and is passively adopted by all viewers similarly, but which is ‘negotiated’ by its readers and adapted to specific contexts, needs and pleasures. It also applies media studies’ definition of ‘textual analysis’ as ‘an educated guess at some of the most likely interpretations that might be made of that text’ (McKee, 2003). From disability studies, this method incorporates the understanding of intellectual disabilities as socially constructed, and the disciplines’ emphasis upon lived experience of persons with disabilities as an epistemological basis for making claims (Ellcessor et al., 2017).

Concretely, with this new method, researchers labeled with and without intellectual disabilities can analyze media texts collectively, thereby combining and equally valuing experiential knowledge as well as academic knowledge from different contexts and disciplines. For this specific study, which was conducted by six researchers who gathered every Wednesday afternoon in February and March 2018, scenes of the series were divided into different themes and subsequently assessed on recognizability. As a result, a model was developed for interpreting television texts on (intellectual) disabilities in relation to specific personal and socio-cultural contexts. The model incorporates possible hegemonic as well as resistant meanings of media texts. During a paper presentation we would like to reflect upon the strengths and weaknesses of the applied method, and also elucidate the model we developed based on this specific case

Id: 23166

Title: Visual Aesthetic of the Urban Poor (Video presentation)

Session Type: Video Submission

Authors:

Name: Aayushi Bengani

Email: aayushibengani(at) ymail.com

Country: IN (India)

Affiliation: Tata Institute of Social Sciences (TISS), Mumbai

Abstract: Slums in Mumbai are a rebuke to the grand narrative of the city. Absorbing migrant labour from all across the country, these settlements tend to become habitats of multi-ethnic organisation, nourishing multifaceted identities and relations. The hitherto dominant imagination of the slum as a space of disorder and decay has given way to a popular social imaginary that sees it as a space of community, enterprise and creativity (Jones, 2015). Perceived as a world free of state control, these spaces are often understood as a repository of culture and authenticity, making for a much more interesting city within the city (Dovey & King, 2012).

The beauty, sought by Benjamin in the ugliness of the torn-up landscape and people of Marseille and Naples, does not just continue to signify but hold the soul and the future of the city (Jeffries, 2015). It isn't about mere physical beauty of shape, size, colour of the desolate universe of the poor, but "the wickedness, the ruggedness, the smelliness of the living room reappearing on the street and the street migrating into the living room" that has become a general object of aesthetic contemplation and visual pleasure (Jeffries, 2015).

As popular representations of the slum continue to capitalize on the exceptionality of both the unknown and the mundane (Durr & Jaffe, 2012), the resultant explosion of attention and intervention afforded to it has turned the slum into "a theatre of inflammatory rhetoric, thuggery and spectacle" (Hansen, 2001). The continuous production of the slum suggests that it has been thoroughly commodified, ritualized and aestheticized, and serves as a site of redemption of the industrial metropolis (Sorkin, 1992). Following Debord (2002), it is, thus, argued that it is the spectacle of the slum that is imagined, circulated and acted upon (Jones, 2015).

Much of the published literature on the relationship between aesthetics and urban poverty is within the frameworks of authenticity and ethics and art and politics, with a focus on the aesthetics of the slum (Jones, 2012). The research, thereby, calls for an imperative to go beyond the conventional frameworks of representation and aesthetization and look instead at the slum as an aesthetic within the theoretical framework of spectacle. It, therefore, draws on Debord's (1955) framework of psychogeography to study the hyper visibilized and spectacularized urban space of Mumbai.

Within the psychogeographical framework of derive, the research uses the lens of Mumbai Paused, a visual document of the city's marginalized spaces on Instagram, to make sense of the division of city into, as Debord (1955) puts it, "zones of different psychic atmospheres". The video presentation draws connection between the city, poverty and aesthetics with the help of visuals and sounds put together in a documentary style. It challenges the popular cultural understandings of the

urban experience of poverty from the realm of spectacle. Pursuing the method of derive, it holds potential to reflect on and innovate the pedagogy of studying urban marginality and geography.

Id: 23285

Title: Play by the Script: World of Warcraft and its Fans in China

Session Type: Individual submission

Authors:

Name: Fengbin Hu

Email: hufengbin(at) 163.com

Country: CN (China)

Affiliation: Shanghai Academy of Social Sciences

Name: Zixue Tai

Email: ztai2(at) uky.edu

Country: US (United States)

Affiliation: University of Kentucky

Abstract: In June 2016, Duncun Jones's Warcraft made its debut in theatres across the globe. The much-anticipated blockbuster met with scorching reviews by critics and was declared "a death of 1,000 cuts" by its director in reference to its abysmal box office performance, which collected \$46 million in its first month in North America. This would-be debacle, however, was salvaged by its performance in China, where it pocketed \$220 (more than half of the global box revenue), a country that happens to host the majority of WoW players.

The hybrid practice of producing movies based off on video game content/characters represents an emerging trend of the entertainment industry in monetizing the "performance of narrative, affect and identity of avatars" (Kerr, 2017; Owen, 2017). How this attempt of integrating "playing" (in video games) and "performing" (in movies) actualizes among fans/players, however, varies vastly, as shown in the mixed fortunes of past game-derived movies, Warcraft being one of them. The Warcraft screening provides such an ideal case for this line of interrogation.

Our overall purpose is to investigate how individual experiences in the game world affect their view outcomes and personal evaluations of the movie. We are interested in finding out how mode of gameplay is related to appreciation of movie content and specific movie characters; how prior perceptions/identifications with specific characters affect enjoyment of the movie; how performance in the movie corresponds to or runs counter to individual expectations; and how watching the movie has impacted their subsequent game play experience. As a way to maximize richness of descriptions and depth of data, we resorted to semi-structured in-depth interviews approach in gathering the data. We designed a set of questions for gathering player/fan perspectives, mainly comprising inquiries into topical lines to answer the questions we raised above. Informants (n=70) were recruited from multiple cities across China, and interviews were recorded and transcribed for further analysis.

Our findings are presented along four main areas of concentration are: 1. How prior gameplay experience affects movie enjoyment in terms of both plots and characters; 2. What commonalities and differences they see from the game characters and the movie characters; 3. Which single character they identify the most in the game and in the movie respectively, and what changes they would make in the movie with that character; 4. How playing the game differs from watching the

movie, and how the two experiences related to each other. Results indicate that players' previous game experience determines their movie enjoyment from relating to story narratives to character identification, and nostalgia plays a big role in one's decision to cinema-going. Group play (e.g., Guilds affiliation and play pals) is an important driver into the mode of movie-seeing, which subsequently affects peer discussions of the theater experience. We also looked in depth at two types of special audience: those who went to the theater more than once, and those who went to the movie but had no gameplay experience.

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Political Economy Section

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19445

Title: The "Greek crisis" in Europe: Race, Class and Politics

Session Type: Individual submission

Authors:

Name: Yiannis Mylonas

Email: ymylonas(at) hse.ru

Country: RU (Russian Federation)

Affiliation: National Research University Higher School of Economics

Abstract: As is generally known, the latest major economic crisis of global proportions started in the USA with the credit crunch of 2007-8. Ten years later, in 2018, critics note that the crisis is not yet resolved, with a new – and potentially more serious – one pending. Along with the economic crisis, a broader and multifaceted crisis with political, ecological and social dimensions is advancing, with capitalism being the root cause of it.

The study of the media is one important dimension in the analysis of the crisis, its politics, and its culture. In today's liberal democratic states, it is through the mass media that the policies predicated to alleviate the crisis are publicly explained and legitimised in order to be applied. Studies have shown that the media heavily relied on the official version of the crisis, as articulated by the leading politicians of the most influential states, as well as by technocrats and economists. In the Eurozone crisis context, the media heavily relied on cultural and class stereotypes to explain the causes of the crisis. In this regard, Greece, the Eurozone crisis' epicentre, was mercilessly targeted by mainstream media, and received highly negative, and largely misleading, publicity over its crisis. The spectacular bashing of the Greek people, and especially its working class, paved the way for austerity to unleash an unprecedented assault on the Greek citizens' social, political and human rights while plundering public and private wealth under the pretext of repaying the debt. At a public level, austerity took on a punitive form for appeasing the "hard-working Europeans".

Simultaneously, austerity was also presented as not just rightful, but also, most significantly, the only available policy doctrine to overcome the crisis. The iteration of racist and classist stereotypes by the mass media has been integral to the public legitimization of austerity.

A political economy analysis of the capitalist crisis and austerity offers a systemic understanding of the matter, beyond the hegemonic culturalist and moralist frames constructing the crisis, its causes, and its solutions. It also exposes the propagandistic character of the public construction of the crisis and austerity, which creates a public consensus on neoliberal reforms and their effects on society and democracy, presenting them as necessary and as without an alternative, while blaming the poor and the working class who are those that are struck by the crisis and austerity the most.

This study of the Greek crisis publicity in the EU is based on the analysis of newspapers, journals, as well as news and lifestyle websites from the EU countries of Greece, Denmark, and Germany, which represent main center-periphery dichotomies in the EU. The study focuses on conservative and liberal media because they represent the most dominant voices in the national public spheres of Europe, iterating and reproducing the prevailing crisis' explanations. The analysis is based on three interrelated themes: race, class and neoliberal/technocratic politics. These main themes are further developed through the relevant critical theoretical advances and are analytically disclosed through discourse analysis perspectives.

Id: 19458

Title: Associated Press and the Political Economy of Attention

Session Type: Individual submission

Authors:

Name: Lee Artz

Email: artz(at) purdue.edu

Country: US (United States)

Affiliation: Purdue University Northwest

Abstract: Global news agencies remain the primary producers of news and information for the world. The largest news agency Associated Press (AP) has some 250 news bureaus in 120 countries, with a net income of almost \$200 million. Yet, despite its size and reach, AP may be the least investigated news media organization. Indeed, AP is seldom mentioned or else appears as background in media studies of news framing, agenda setting, and political economies of the media industry.

This contribution provides the first political economy case study of the structure, functions, and cultural effects of AP to offer some initial observations on global news agencies and their impact on communication and citizenship. To illustrate, a content analysis (sources, frames, contexts) of AP coverage of the Saudi-US war on Yemen is included with the case study. Findings reveal that AP content relies on normative journalistic frames comprised of “legitimate” sources, ideological identifiers, and selective omissions. Evidence also shows that AP copy shortens messages, emphasizes spectacle, and privileges “breaking” news over news context and consequence. Further, as a vital part of a transnational media political economy dedicated to overwhelming human attention and selling news as commodities, AP releases are routinely limited to sensationalist headlines, sound bites, and heavily dramatized events for global sales and distribution.

AP’s drive to attract more attention crushes the news. The result has been more news clutter, more news stimulation, and more transnationally hegemonic news frames. As the primary news producer and distributor on four continents, AP thus contributes to reducing public discourse and promoting transnational corporate interests.

Id: 19501

Title: Lost in Translation' Public Policy Input and the 2017 Net Neutrality Repeal

Session Type: Individual submission

Authors:

Name: Pawel Popiel

Email: ppopiel(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: Although independent regulatory agencies overseeing communications are shielded from some of the political pressures that other political institutions face, they have obligations to the public interest and, thus, to the public. Addressing media problems, many of which have to do with exclusion and inequality, requires a fair and representative process. A growing strand of scholarship examines the politics underlying media policy formation, including the dynamics between various stakeholders and the role of public participation in policymaking (Brown & Blevins, 2008; Freedman, 2008; Gangadharan, 2009; Van den Bulck, 2012). Rather than focusing on policy outcomes, such analyses prioritize questions about opportunities for input, and fairness and legitimacy of the process that yields policies that should serve the public interest. This paper builds on this work by examining the role of the public in media policymaking through the lens of the Federal Communications Commission's (FCC) 2017 repeal of net neutrality regulation in the United States.

Although the legal and administrative rules contouring policymaking at the FCC define a space for public input, asymmetrical power dynamics between policy stakeholders, particularly in favor of industry elites, curtail both public participation and influence. Nevertheless, notable historical instances of media reform efforts suggest that, despite these asymmetries, in critical junctures the public has exercised influence over media policy issues (e.g. Horwitz, 1997; McChesney, 2004; Pickard, 2014). Against this historical context, drawing on news reports and government documents related to the 2017 repeal, the case study sheds light on both the structural and actively political limits on public influence on the policy process. To provide a partial explanation for why public input was largely ignored in this proceeding, this paper invokes and develops the concept of "translation," a discursive practice by political and civil society actors that involves engaging, soliciting, and amplifying public input in the policy sphere (Gangadharan, 2013).

By shedding light on the deeply embedded vulnerabilities of the policymaking process to capture, the study emphasizes the need for structurally sound and resilient regulatory processes as key to the legitimacy of the policy decisions they yield. The case also serves as a reminder that, despite requests for expert input, technocratic language, and purported objectivity, the policy process is fundamentally political, and efforts to mask that are a political decision. Ultimately, while media policy scholarship often focuses on problematic policy outcomes, such as impoverished public journalism or growing media consolidation, too little falls on barriers to public participation in policymaking processes as well as ones specific to various, especially marginalized publics (Perlman, 2015). Yet a fairer, more robust, more representative, and more pluralistic system for

public participation in policy debates impacting the quality of social and political discourse remains essential to more egalitarian media policy.

Id: 19581

Title: From Europe with Love' The Dutch and British Press on Noam Chomsky

Session Type: Individual submission

Authors:

Name: Tabe Bergman

Email: Tabe.Bergman(at) xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'an Jiaotong-Liverpool University

Abstract: The linguist Noam Chomsky is the most-cited social scientist alive. Much of his scholarly and public recognition stems not from his linguistic work, but his political writings. Half a century ago, in 1969, Chomsky published his first political book and became a prominent American dissident. To date about twenty books assess Chomsky's life, career and politics. They fall into two categories. The largest one consists of explanations and defenses of Chomsky's work by authors who support his analyses. These works contain some critical remarks, but aim to promote Chomsky's reputation and spread his views (e.g. Edgley 2000, 2015; Otero 1994; McGilvray 2005, 2013; Rai 1995; Salkie 2014; Smith and Allott 2016).

Barsky's biographies (1997, 2007) are the best-known books in this category. For all their merits, they are flawed in that they present Chomsky's positions and version of events, often without conducting appropriate fact checks (Shalom 1997). The other, smaller category consists of books by Chomsky's political opponents. These works are flawed because of the frequent distortions of Chomsky's views and a lack of factual basis for the criticisms (e.g. Collier and Horowitz 2004; Knight 2016; Sampson 1979).

No books or other research that discuss Chomsky's politics have systematically investigated the media reception of his work, with one exception. Yet many authors make statements on the media's treatment of Chomsky's political writings (e.g. Barsky 2007: 52). Chomsky's supporters have tended to adopt his perspective on the topic: the American media have almost completely ignored him, and when they do pay attention, they harshly criticize him, whereas many foreign media have paid him more (positive) attention. Chomsky-supporter Sperlich (2006: 10) argues on the basis of one example that European media have also been dismissive.

Thus the characteristics of the media reception of Chomsky's political work are contested. The only systematic analysis shows that the version advanced by Chomsky and his supporters is flawed. It establishes that until 1975 five mainstream American newspapers, especially the New York Times, frequently discussed Chomsky's political writings, and that their commentary from 1969 to now has quite frequently been quite positive (Author, 2017).

By way of a content and discourse analysis of the commentary on Chomsky from 1969 until 2019 in British newspapers (The Guardian and The Times) and Dutch newspapers (de Volkskrant and NRC Handelsblad), this paper examines the volume of attention given to Chomsky in the British and Dutch press. Furthermore, it identifies differences in the volume of coverage over time and between the two countries; it assesses the value of the media's main points of praise for and criticism of Chomsky's political writings; and it infers the newspapers' own ideological limitations from their commentary on Chomsky's political writings. Thereby the paper adds an important case study to the literature on the coverage of dissidence (Gans 1979; Gitlin 1980; Hallin 1989;

Tuchman 1972). The paper finds that the New York Times covered Chomsky more extensively and positively than its British and Dutch counterparts.

Id: 19588

Title: Transportation and Smart City Imaginaries: A Critical Analysis of Proposals for the USDOT Smart City Challenge

Session Type: Individual submission

Authors:

Name: oscar gandy, jr.

Email: oscar.gandy(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Name: Selena Nemorin

Email: s.nemorin(at) ucl.ac.uk

Country: GB (United Kingdom)

Affiliation: University College London

Abstract: Scholarly attention to the development of “smart cities” around the globe has been focused on the nature of these cities, as well as visions of the futures that these developments would provide for individuals, communities and institutions (Gabrys, 2014; Hollands, 2015; Zook, 2017). Much of the research about these information-intensive projects has been focused on the description of these cities in terms of their primary socioeconomic goals and on the influential roles in their development being played by globally active information technology firms (Kitchin, 2014; Wiig, 2015; Rossi, 2016).

An important, but under-explored focus of this research has been an examination of how local and regional governments have envisioned these projects (Chourabi et al, 2012; Kitchin et al, 2015). This paper responds to that challenge through an analysis of proposals submitted by 78 American cities to the U.S. Department of Transportation’s (USDOT) Smart City Challenge.

The analysis begins with an identification of the kinds of descriptive frames that have been relied upon by the applicants to justify their selection as finalists and ultimately winners of this competition. While there are many different frames and points of emphasis that a participant city might choose, we selected a subset identified within the critical literature as being focused on the likely impact of these projects on the underclass (Li et.al, 2018; Vanolo, 2014).

Among those frames, we emphasize those focused on population subgroups defined by age, race and minority status, as well as their identification as disabled, disadvantaged or underserved. Because this literature also stresses the importance of decisions regarding the use of transaction-generated information, as well as that derived from the analysis of social media, the association of these frames with references to privacy and trust are also included.

In an attempt to identify the socioeconomic and political factors that both predict and explain the special character of these proposals, we examine the correlations between references to the terms that serve as anchors of our analytical frames, and measures of the racial and economic status of these cities, or regions in which they are located. Structural measures, such as the proportion of

African Americans, levels of poverty and economic distress, and the extent of racial and economic inequality within these areas emerged as the best predictors of the frames being used within these proposals. Because these proposals necessarily reflect the policy agendas of the USDOT, including those related to civil rights and environmental justice, a comparative analysis of the changes made in the initial frames used by the seven finalists is developed.

We conclude with recommendations for the kinds of research and analysis that should be pursued to extend our understanding of the factors that shape these designs for the future of cities and the well-being of those who will make their homes within them.

Id: 19614

Title: Cracking under pressure: current trends in the global advertising industry

Session Type: Individual submission

Authors:

Name: John Sinclair

Email: j.sinclair(at) unimelb.edu.au

Country: AU (Australia)

Affiliation: Honorary Professorial Fellow, School of Culture and Communication, University of Melbourne

Abstract: In the golden age of mass media, the world-wide advertising industry was composed of a stable, interrelated triumvirate of corporate interests: the advertisers, who were the prime movers; the advertising agencies, who brokered media time and space, and created advertisements on behalf of their advertiser clients; and the media, who had organised their assets so as to derive maximum benefit from their command over audiences. In the social media age, these institutional arrangements have been subjected to fundamental challenges – ‘disruption’ is the buzzword – notably by the rise of digital advertising, and the dominance of Google and Facebook as the major architects and beneficiaries of this shift. Because advertisers can now buy space directly from these and other digital platforms, advertising agencies now find themselves ‘disintermediated’: they are the middle-men who have been cut out. At the global level, where the advertising industry, and marketing communications in general, has for decades been organised under a handful of holding groups, there has been a proactive response as these behemoths have launched themselves into ‘ad-tech’, buying up companies with the highly technical skills and services now required to place and manage advertising in the age of the algorithm. However, as this paper will outline, the advertising industry as we have known it is facing other pressures, quite apart from their struggle to stake their claim in the ad-tech landscape. Given the shift in balance towards the technical rather than the more traditional creative side of the advertising business, the agencies find themselves in competition with the global management consultancies, who have now enabled themselves to offer advertising services to their established lists of corporate clients. On another front, over the last decade, there has emerged a trend for major advertisers to confront the agencies on their own turf by bringing at least some of their advertising functions ‘in-house’. In general, these clients have continued to retain their external agencies, but are motivated to save on costs and maintain control over their brands by setting up their own internal creative agencies. Finally, there has been one other ongoing and serious challenge to the comfortable manufacturing-marketing-media relationship of decades past, and this has been an entirely self-inflicted ‘own goal’. Since 2015, there have been revelations that the agencies had been taking hidden commissions from media owners, and/or buying advertising space in bulk and selling it to their clients at an undisclosed margin. These practices have resulted in a crisis of trust between clients and agencies, and exposed the fiction that advertising agencies serve as ‘agents’ of their clients. With this foundational relationship having been undermined in such a way, fissures are appearing in the elaborate edifices that the global holding companies have built over past decades.

Id: 19694

Title: Anthropocenic Global Capitalism: Conflicts and Crises of Time

Session Type: Individual submission

Authors:

Name: Wayne Hope

Email: wayne.hope(at) aut.ac.nz

Country: NZ (New Zealand)

Affiliation: Auckland University of Technology

Abstract: Evidence from geology, climatology, atmospheric chemistry, geochemistry and oceanography suggest that the earth has experienced a historic step-change in the relationship between human species and the natural world. In Anthropocenic terms human action and earth dynamics have converged; they can no longer be seen as disparate entities. Human inhabitants of the planet have perpetrated, and are facing, unprecedented environmental shifts. They include – biodiversity loss, anthropogenic climate change and disruptions to the carbon cycle and nitrogen cycle. In a warmer world and an impoverished biosphere multiple risks emerge: melting ice flows, rising ocean acidity, extreme weather events, damage to agriculture and unequal social suffering. Most centrally, it is now evident, in retrospect, that the switch from organic surface energy to an underground fossil energy has intertwined the time of earth with the time of human history. The convergence of these different kinds of historical time was prefigured by the externalisation and instrumentalisation of nature as a resource for humanity.

Understanding the capitalist relations of power involved here requires that we re- rethink industrial capitalism in the historical context of a world system built upon unequal socio-ecological exchange between core and periphery. From a critical political economy perspective contemporary global capitalism has intensified the anthropogenic feedback loops associated with CO2 emissions and climate change and universalised organisational frameworks of profit extraction and socio-ecological destruction. However, this is not a smooth, seamless operation. I will argue that anthropogenic global capitalism is riven by time conflicts associated with the earth system and capitalism along with those associated with climate change and greenhouse tipping point scenarios. On the basis of these insights I will further argue that three trajectories of crisis can be derived from anthropocenic global capitalism. Inherent to each extrapolation of crisis is a specific kind of intra-epistemic time conflict. These are- reflexivities of panic versus chronologies of disintegration (time reckoning), continuist versus catastrophic futures (temporality) and catastrophe for all versus catastrophe for some (coevalness). I conclude by assessing the efficacy and popular resonance of these conflicting crisis scenarios.

Id: 19799

Title: Digital Labor: concepts, theories, and an ethnographic study of Chinese IT programmers.

Session Type: Individual submission

Authors:

Name: Fei Huang

Email: huangf18(at) mails.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Abstract: The development of information technology has supported the establishment of informational economy system, triggering the production mode to shift from Fordism to post-Fordism. During this process, what should not be neglected is the mass group of digital labors who sustained this big digital system, and they have, together with information commodities, becoming significant parts that constructed the global information value chain. IT programmers consist one type of digital labors.

This paper will study how transformations in the attributes of work have taken place through the process of digitalization, through revisiting key theories and concepts, including Karl Marx's labor theory of value, and Smythe's audience commodity, as well as a critical evaluation of the social context.

This paper also includes a case study on the programmers, who are the key players in the IT industry. The labor process and characteristics of the bottom level programmers in China will be studied, through the application of Karl Marx's labor theory of value, with the methods of network ethnography and content analysis. It is discovered that the other side of the flexibility of work is instability, and the surplus value created by the programmers are absorbed in a hierarchical way by the industry value chain, also this programmers group have shown a worship of digital skills online.

The theoretical study and case study will both be meaningful in understanding this dialectical issue: does technology bring people freedom, or on the contrary, it brings people alienation? Taking the perspective from political economy, we have to admit there is alienation happening in the area of labor and work, in the arena where capital is trying to expand itself and to communicate all areas of things. There are two paths that may drive us to another version of future: one is the strengthening of social welfare system, such as universal basic income for digital labor; the other is the promotion of dot-communism which turns the digital world as real commons that is owned by all.

Id: 19874

Title: The Environmental Costs of 'Platform Accumulation': Contributions to the Political Economy of Streaming Infrastructure

Session Type: Individual submission

Authors:

Name: Vincent Manzerolle

Email: vmanzero(at) uwindsor.ca

Country: CA (Canada)

Affiliation: Department of Communication, Media and Film University of Windsor

Name: Leslie Meier

Email: l.meier(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: School of Media and Communication University of Leeds

Abstract: The popularisation of streaming media has given rise to new methods of promoting and recommending video content (via algorithms), and encouraged notable shifts in the sites (via mobile phone, laptop) and modes ('binge-viewing') of consumption. Similar to many traditional media industries, online video services are financed largely through advertising revenue, with subscription fees playing an important role for some. Within this new media ecosystem, however, digital 'platforms' (e.g., YouTube, Amazon) serve as central mechanisms of capital accumulation and key levers of power. Crucially, video hosting services (and myriad other platforms) are supported by cloud computing platforms and server farms typified by Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform. The focus of this paper is this seemingly invisible infrastructure that powers modern streaming practices. We examine the political economy of the data server and the cloud computing sector, focusing on: the ways this internet infrastructure governs the power relations between 'old' and 'new' media industries; the environmental implications of reliance on resource-intensive data centres and server farms; and what the modes of capital accumulation characteristic of streaming media reveal about mutations in contemporary capitalism more broadly. In this era of high-def streamable video content and video advertisements, wherein services ranging from Netflix to YouTube to BBC iPlayer offer massive video catalogues to users, the infrastructure that drives the smooth functioning of on-demand, 'always on' content is playing a defining role in the digitalisation of the media industries.

Building on Harvey's concept of 'flexible accumulation' (1989), we develop the notion of 'platform accumulation' to conceptualise the changes that have accompanied the rise of platforms and the streaming infrastructure that underpins them - shifts we understand as an acceleration and intensification of earlier post-Fordist reconfigurations of capitalist systems of production and consumption. Under platform accumulation, cloud/server infrastructure enables the storing of data about user behaviour, the harnessing of 'network effects', and the ability to provide digital content when requested and to 'push' content - the sources of platforms' power and profitability. The energy demands and ecological costs tied to the need to increase content storage, serve up content with the lowest latency possible, and meet peak demand are typically far removed from the imaginary of everyday consumers, as are the role of data servers and cloud platforms in the digital

media environment. Our critical analysis brings together research on internet-distributed television (Lotz 2017), media infrastructures (Parks and Starosielski 2015), and the environmental impacts of media (Starosielski and Walker 2016) in order to explain and evaluate the implications of the digitalisation of video content.

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Id: 19914

Title: Alt.Latino and the Subversion of Public Radio

Session Type: Individual submission

Authors:

Name: Christopher Chavez

Email: cchavez4(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: As NPR, the flagship public radio network in the US, approaches its 50-year anniversary, the network is facing an uncertain future. The average NPR listener is 65 years old, which means that the network is pursuing an audience that is older and whiter while the population at large skews younger and more ethnically diverse. In an effort to change course, NPR is looking at digital technology as a way for NPR to maintain its relevance. Specifically, NPR has invested heavily in podcasting as a way to deliver narrowcast, personal media to different segments of the American public. Using a case study of NPR's podcast Alt.Latino, we examine the industrial conditions that enable counter-hegemonic discourses to occur on public radio podcasting. Launched on July, 2012, Alt.Latino showcases Latino music from across the globe. In doing so, the show traverses a number of boundaries, blending not only politics and culture, Spanish and English, but also multiple music genres in an effort to tell a story. I ground this study in Critical Media Industry Studies, an approach that focuses on the economic goals and logics by which large-scale media industries operate, while accounting for the ways in which individual cultural workers negotiate and sometimes subvert the constraints imposed by institutional interests.

Id: 19935

Title: Digital Disruption: Rethinking the State of the Video Game Industry Structure

Session Type: Individual submission

Authors:

Name: Randy Nichols

Email: rjnic(at) uw.edu

Country: US (United States)

Affiliation: University of Washington Tacoma

Abstract: For much of the video game industry's history, the structure of the industry has been relatively stable, with a small number of companies maintaining oligopoly control over the industry. These companies maintained their control through the creation of hardware - typically consoles - and by serving as the gate-keeping publishers of software for those consoles (Williams, 2002). While there was some change in the companies involved, the industry remained relatively stable for more than twenty years. However, over the last five years, this stability has been disrupted via new technological platforms, particularly the rise of smart phones, and methods of digital distribution. As Nichols (2014) noted, the game industry can be viewed as the result of the interplay between game audiences, the policy and regulatory environment, and the methods of production and interrelationships within the industry. As such, a change in one of those areas tends to require a change in another. Digital distribution, particularly tied to smart phones and other mobile devices, has not only allowed new companies - often, though not always, global giants - like Apple and Google to become key players in the industry. Crucially, such changes result in significant differences across global markets, presenting opportunities for new markets even as they exploit significant labor and environmental differences. (Nichols, 2013; Zackariasson & Wilson, 2012). Building on Kerr's (2017) analysis of the changing games industry, this study examines the current state of the video game industry, focusing on the changes in the major players, platforms of play, and emerging audiences in order to discuss the problems posed by the new industrial formation and the challenges it poses to competition, policy makers, and audiences.

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Id: 19962

Title: Cultural politics of the creative economy in Canada: A case study of 'Creative Canada'

Session Type: Individual submission

Authors:

Name: Taeyoung Kim

Email: tka49(at) sfu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: Nowadays, the term creative economy has become a mainstream development policy framework in many countries, expecting to restructure their economies to post-industrial ones. In that sense, restructuring their economies to post-industrial ones, expecting the convergence of culture and technologies in the digital era (Hesmondhalgh & Pratt, 2005; Flew, 2012; Newsinger, 2015). Despite its growing use in development policies, however, both definitions and efficiencies are in question and criticized by scholars (Kong, 2014; Banks, 2017). Moreover, the creative economy is criticized by instrumentalizing and exploiting cultural goods and services for economic imperatives, which coincides with neoliberal doctrines (Throsby, 2010). That being said, this study is based on preassumption that the meanings and implementations of this term are dependent on distinctive institutional and national dynamics (Fung, 2017). If so, it becomes too complex to explain the rise of the creative economy with neoliberal tenets.

In this regard, this paper examines the Canadian federal government's initiative called 'Creative Canada' as a case study. By analyzing governmental reports and its relation to existing cultural programs managed by provincial governments, it investigates the meanings of the creative economy in the Canadian context. Based on the analysis, it finds that the Canadian case of the Creative Economy reflects the path dependency of the nation's cultural policies. The distinctive nature of Canadian cultural policies and its industries invite a different interpretation of this neoliberal instrumentalist idea. While the case of Creative Canada shows off the Canadian state's distinctive implementation of the creative economy, its findings also counter some skepticisms of the state's roles in the era of globalization and the neo-liberalization of global markets.

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Id: 20021

Title: The Global Internet: An "Incoherent Empire"

Session Type: Individual submission

Authors:

Name: Jack Qiu

Email: jacklqiu(at) gmail.com

Country: HK (Hong Kong)

Affiliation: the Chinese University of Hong Kong

Abstract: What constitutes the global Internet? How did it begin, under what circumstances, with what politico-economic and spatial patterns -- in not only the Silicon Valley but also the former Eastern Bloc and the developing world -- which to this day continue shaping this planetary media system, the largest of its kind that humanity has come to possess? Building on a forthcoming chapter by the author, this paper provides a panoramic discussion and critical reflection on the structural and historical patterns of the global Internet from several anchor points: infrastructure, labor, geography, culture, governance, and models and practices of alternative development.

The beginning of the Internet is often traced to the ARPANET of the US military-industrial complex, an understanding that justifies the narrow view of the Internet as a project of global capitalism and Pax Americana. This paper, however, contends that this conventional wisdom is partial and does not hold up to scrutiny if we consider recent volumes on the Internet's non-US origins in Chile (Medina, 2011), China (Wang, 2014), and the Soviet Union (Peters, 2017); if we examine internal contestations against imperialism within the US at the very heart of the Silicon Valley (Hu, 2015), and the repetitive failures of US military and civilian projects since the Vietnam War (Edwards, 1996; Pellow and Park, 2002; Greenfield, 2017).

Drawing on a new body of global literature and the author's field research and action research in Asia, this paper takes a materialistic approach to assess the contemporary complexities of the Internet: the Northern infrastructural biases vis-a-vis the phenomenal technological diffusion especially in the Global South; deterritorialized space of information and capital flows vis-à-vis resurgent nationalisms and fundamentalisms; the tempo of rapid consumption set by corporate giants vis-a-vis incessant social movements for environmental justice and labor sustainability; the authoritarian tendencies toward centralized surveillance platforms vis-a-vis multi-stakeholder democratic decision-making frameworks from WSIS and Marco Civil to platform cooperativism. The global Internet faces numerous structural contradictions. Probably the only way to summarize the current situation is to borrow Michael Mann's phrase: the global Internet today is an "incoherent empire" (2003).

In sum, the main arguments of this paper are that (a) it is excessively simplistic to see the global Internet as an instrument of neoliberal capitalism; (b) in reality, the global Internet is better understood through the many crises it faces and helps to precipitate, be they consumerist and environmental or nationalist and geopolitical; and (c) the global Internet is the site of many struggles and the tool of many movements for social justice, equality, sustainability and a better world.

Id: 20041

Title: How Governments Privatize ' The Sell-Off of the East German Press in 1990/1991

Session Type: Individual submission

Authors:

Name: Mandy Tröger

Email: Mandy.Troeger(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig Maximilian University of Munich

Abstract: Based on extensive archival research, this paper looks at the privatization of the East German press and shifting ownership patterns. The leading question is in how far the democratic potential that existed in the moment of revolutionary change in 1989/1990 found its institutional and/or political implementation in the post-socialist East German press. Contrary to current research (Haller, Puder and Schlevoigt 1995; Schneider 1992, 2002), it takes a political economy perspective in analyzing the tensions between the normative role news media hold in a democratic society and the imperatives of a newly developing, or rather established expanding Western market economy.

Next to issues of sales and distribution, the acquisition of newspapers became a major battle field among different (Western) interest groups. In particular financially strong West German publishers secured their future market shares, as early as spring 1990, by means of preliminary joint venture agreements primarily with the fourteen former regional papers (Bezirkszeitungen) of the Socialist Unity Party (SED) – privileged, mass-circulating papers with quasi-monopoly positions in their respective regions. When in August 1990, the privatization of these papers fell to the public administrative body and trust agency Treuhandgesellschaft (THA), it merely followed these pre-established joint ventures and did not, as was the initial reform goal, break their monopoly structures. The THA thereby enabled centralized newspaper monopolies, once established under a political dictatorship, to continue for market reasons. This resulted in a dying of newly established local papers and a highly concentrated press market. This happened with the full knowledge of the federal government that gave lip-service to the importance of a free local press but did nothing to protect or support it.

While the archives of the THA are still closed, this paper gives first archival glimpses into the struggle of local press initiatives and their consistent plea against dominant market practices of the former SED regional papers, the disinterest of the THA and the compliance of the federal government in it.

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Id: 20058

Title: End of empire' Communication surveillance, imperialism, anti-imperialism and sub-imperialism in the post-Snowden era

Session Type: Individual submission

Authors:

Name: Jane Duncan

Email: jduncan(at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: In his historic account of intelligence liaison between the major imperial superpowers, Adam Svendsen argued that after the huge costs of having engaged in two world wars, the United Kingdom (UK) pursued an 'end of empire' approach, withdrawing from direct control of their former colonies (Svendsen 2012). In its colonial phase of imperial expansion, the UK preferred to under-develop the intelligence capacities of its colonies, to prevent them from becoming a threat to its interests. However, as it withdrew, the UK assisted its dominions to form intelligence agencies, while keeping them under close scrutiny. Intelligence liaison became the preferred method of continuing to exercise global influence (O'Brien 2011: 16-72; Svendsen 2012). Possibly the most significant intelligence liaison network is the Five Eyes network of countries, which was formed by the United States (US) and the UK in the wake of the Second World War.

In the wake of former National Security Agency (NSA) contractor Edward Snowden's revelations about mass communication surveillance abuses in the Five Eyes countries and beyond, the Five Eyes network is being challenged by a new global bloc of countries with a greater orientation towards the global South, BRICS (Brazil, Russia, India, China and South Africa). While mainly an emerging trading bloc, BRICS has attempted to position itself as an alternative to the dominant surveillance relationships of the Anglosphere, aspiring to protect their citizens from unwarranted surveillance by these superpowers, and offer new models of human rights-based internet governance (Thussu 2015: 242).

Svendsen's argument raises some questions. In the wake of Snowden's revelations, to what extent do contemporary surveillance relationships suggest that empires have indeed ended, or to what extent is surveillance being used to perpetuate imperialist relationships, including colonial ones? To the extent that they do, can the realignment of global power towards the BRICS alliance provide countries that have been at the receiving end of imperial power with an alternative, progressive pole of attraction that charts a different path on surveillance? Using documents leaked by Snowden, the whistleblower site Wikileaks and international non-governmental organisation Privacy International's Surveillance Industry Index, as well as insights from investigative journalists on signals intelligence, this paper suggests some answers. These questions matter because, if dragnet surveillance is perpetuating unequal global relations and exacerbating global insecurity, then we really do need to question Five Eyes claims that such surveillance is necessary to ensure global prosperity and security (Five Eyes Ministerial 2018).

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Id: 20095

Title: Silencing Dissent: Precarious Condition of Digital Workers in India and Communication Policies in IT-ITES Companies

Session Type: Individual submission

Authors:

Name: Rianka Roy

Email: rianka.roy(at) gmail.com

Country: IN (India)

Affiliation: School of Media, Communication and Culture, Jadavpur University, Kolkata

Abstract: This paper studies the precarious condition of workers of the Information Technology (IT) and IT enabled service (ITES) industries in India. It argues that communication policies in Indian IT-ITES companies are responsible for the perpetuation of workers' exploitation. The codes of virtual and non-virtual communication insist on non-disclosure and limited political involvement. In order to prevent dissent, these companies use their codes of conduct to silence their workers.

India is a major supplier of labor to global digital companies. However, compared to their counterparts in developed countries, Indian IT workers receive abnormally low wages (Agarwal). The unpredictable nature of digital work, the high rate of labor redundancy in project-based assignments and the looming threat of automation add to the persistent problems of arbitrary termination, mass retrenchment, disputable payment structure, and absence of health-care policies. These nearly-dispensable workers cannot protest against various unfair policies without violating non-disclosure agreements and risking their jobs. The policies even come with incomprehensible clauses and jargon, so that the employees do not get their full implications until it is too late.

The Government of India glorifies IT jobs, and generously supports these companies with land and infrastructure. However, in several Indian states IT workers are not allowed to unionize. Very recently these workers have begun to form online groups, like Forum for IT Employees (FITE) and Union for IT & Enabled Services (UNITES). Their bid to achieve the status of trade unions has met partial success. Members of these groups, who are still employed, cannot risk their jobs by speaking out against organizational atrocities. In his case study of two German companies, Infineon and Siemens, Sidney Rothstein claims that workers in tech-companies devise means that protect them from "challenging market conditions" even though liberalization robs workers of their power resources (2). My research, however, indicates that Indian IT workers have little success in dissent, because workers in developing countries face more insecure situations than their first-world colleagues.

Digital communication has minimized face-to-face interaction. The globally scattered workforce does not depend on geographical proximity. Besides, the shuffling of staff in project-based work in this industry reduces the scope for community-building. The companies also monitor internet and intranet communication of their workers. As a result, online communication of dissenting workers' groups also remains under surveillance.

The paper analyses the communication policies of the three major Indian IT companies—Tata Consultancy Services, Wipro and Infosys. It examines how these companies with their strict

censure of workers' virtual and non-virtual interaction infringe on the latter's right to communicate. The paper uses data collected from a questionnaire-based survey and interviews of Indian tech-employees. Empirical observations from visits to these companies also support this qualitative study.

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Id: 20098

Title: The Extended Audiovisual: dynamics of regulation and supply in Argentina.

Session Type: Individual submission

Authors:

Name: Santiago Marino

Email: sgomarino(at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Quilmes-Defensoría del Público de Servicios de Comunicación audiovisual

Abstract: The present work is framed in the theme "Power, policy and medical regulation" and presents an analysis of the changes in the regulatory framework and the dynamics of the Extended Audiovisual market (EA) in Argentina. The objective is to systematize current policies for the sector and the forms of production / distribution / commercialization of the different players in the convergent context and strongly concentrated in the structure of the property.

In the first place, the theoretical and methodological elements that frame the research are presented. Second, there is the proposal to think about the concept of EA. The actions implemented in the area of regulation during the management of Mauricio Macri (2015-2019) are systematized below. Finally, identify the EA market forms and remember the question regarding the configuration of the competitive market.

In a process in which communication systems have become increasingly important for the organization of the aspect of daily life, their system undergoes a series of transformations for communication and another for regulatory dilemmas in Latin American countries -more than ten years of the "turn to the left" - experiencing the changes in politics that affect communication policies, their markets and the way in which the right of the audiences is addressed.

The paper addresses the question: How do EA offers fit into Argentina's current regulatory framework? And continues in is the palette available another element in the transition or all that there will be in the Argentine market used to pay to receive audiovisual content? The communication system is a focus in the sense of the notion "communication policies" understood as the result of a dynamic process in the sense of the interaction between the different actors, the integration and the development of communication. The regulation and configuration of media systems (Califano, 2015).

The configuration of the EA is understood from the emergence and expansion of technologies that break inertia and forms of productive organization and consumption in different cultural industries (Marino, 2016). It is integrated by the Film, Television (open and payment, analogue and digital) sectors and online audiovisual content distribution services.

In methodological terms, the list of reforms to the normative plexus of the EA is presented from the assumption of Mauricio Macri to the present. The mechanism or institutional instrument and the actor involved in the decision will be identified. In this way there will be inputs to describe the regulation. Then the players of the market and the configuration of an offer will be identified with leaders who dominate their original sectors and advance - groping - to other spaces -the convergents- in which they try to domesticate behaviors of the audiences. And in those who run into the difficulty of seeing mature business models.

Id: 20182

Title: The Political Economy of Live Streaming: Exploring Live Interactions and 'Platform Capitalism' in Live Streaming Platforms in China.

Session Type: Individual submission

Authors:

Name: Yuanbo Qiu

Email: yqiu9748(at) gmail.com

Country: AU (Australia)

Affiliation: The University of Sydney

Abstract: Watching online videos is a major category of entertainment nowadays, and in recent years new forms of video platforms—user-generated live streaming platforms such as Twitch, YouTube Live, and Douyu have rapidly gained popularity. These platforms allow individual users to live stream their real-time activities including singing, gaming or talk show. Furthermore, audiences can interact with broadcasters by commenting and through donations (Nascimento, 2014). These real-time reciprocal practices facilitate new ways of interaction (Kaytoue et al, 2012; Smith et al, 2013).

To date, researches on streaming have explored how interactive technologies facilitate live interactions (Baruah, 2012; Kaytoue, Silva, Cerf, Meira Jr, & Raïssi, 2012; Shamma, Kennedy, & Churchill, 2012; Summa, 2011; Weisz et al., 2007), the democratic potential of this new mode of broadcasting and interaction (David, Kirton, & Millward, 2017; Gehl, 2014; Martini, 2018; van Ditmarsch, 2013), and politics within live streaming (Witkowski, 2011; Zhang & Hjorth, 2017; Zou, 2018). However, there are few systematic researches on the political economic background of live-streaming in China. In China where live streaming industries are booming, donations from audiences which was initially only a way to support streamers, has emerged as a major revenue generation method for platforms. Rather than merely focusing on advertising revenue, platforms extract and analyse user data to develop multiple strategies to lure donations. Key stakeholders including streaming platforms and agent companies are increasingly monopolizing the industries, commodifying donations, and ultimately shaping streaming practice and live interactions. The complex relationships between talent agencies, regulators and the power structure in live streaming industries of China calls for closer analysis, especially in light of the trend for platforms to influence the broader democratic and pluralistic potential of live streaming practices.

Thus, this article asks the following questions:

- 1.How is live streaming and the practice of donations being commodified in Chinese media industries and socio-cultural contexts?
- 2.What are the relationships between different agencies, regulation and power structures that can affect streaming practice and live interaction?

Drawing on the political economic perspective, this paper reviews the concept of 'platform capitalism' (Srnicek, 2017) to understand the transition of live streaming industries in China, particularly the tendency for streaming platforms and agent companies to expand rapidly, as well as incorporating more and more streamers who were previously independent amateur broadcasters.

This research draws on in-depth interview with streamers and people from different agencies including streaming platforms, agent companies, and government departments in order to explore the complex interrelationships between the power structures in live streaming industries of China. Moreover, the research draws on the additional resources of governmental policies, industrial reports, and other relevant legal documents.

Id: 20253

Title: The Business Model of Hybrid News Enterprises

Session Type: Individual submission

Authors:

Name: Sergio Sparviero

Email: sergio.sparviero(at) sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Abstract: According to the Pew Research Center (2014) 308 non-profit news organizations emerged in the United States between 2005 and 2012. Among these are national, local and hyperlocal news enterprises that are hybrids, because they have common characteristics with commercial, public and alternative news media. In fact, they are partially financed from commercial revenue, driven by a public interest mission, and critical of commercial and public institutions from which they are independent. Many scholars attach great significance to the emergence of these news media focussed on public affairs and investigative reporting (e.g. Almiron-Roig, 2011; Benson & Powers, 2011; McChesney, 2016; Pickard, 2014) as they represent a (partial) solution to the crisis of the commercial news model, and the consequent under-production of high quality public affairs and investigative reporting needed by democracy (Benson, 2017).

The contribution to knowledge of this paper is twofold: first, it aims at showing the effectiveness of applying a new methodology to the study of news media organizations, in particular, with a focus on non-profits. This methodology requires the use of the Social Enterprise Model Canvas (Sparviero, 2019), a Business Model Canvas (Osterwalder & Pigneur, 2010) designed to understand Social Enterprises. The latter were used as model for the establishment of the low-profit limited liability (L3C) fiscal status, and they are hybrids because they represent the intersection of non-profit organizations partially financed by commercial revenue and for-profit organizations with social priorities. Second, using the SEMC and secondary data from the organizations themselves and existing analyses (e.g. in Columbia Journalism, Journalism Research News, PEW Research, Nieman Lab, the Poynter) the paper presents the business model of two hybrid news organizations and success stories: ProPublica and the Texas Tribune. The use of the SEMC on these two organizations allows for uncovering two different business model's archetypes of non-profit news media.

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Id: 20288

Title: [Panel] Infrastructure Power in Video Markets, Panel description

Session Type: Panel Submission

Authors:

Name: David Hesmondhalgh
Email: D.J.Hesmondhalgh(at) leeds.ac.uk
Country: GB (United Kingdom)
Affiliation: University of Leeds

Name: Amanda Lotz
Email: amanda.lotz(at) qut.edu.au
Country: AU (Australia)
Affiliation: Queensland University of Technology

Name: Ramon Lobato
Email: ramon.lobato(at) rmit.edu.au
Country: AU (Australia)
Affiliation: RMIT University

Name: Eleonora Mazzoli
Email: e.mazzoli(at) lse.ac.uk
Country: GB (United Kingdom)
Affiliation: London School of Economics

Name: Karen Donders
Email: karen.donders(at) vub.edu.au
Country: BE (Belgium)
Affiliation: Vrije Universiteit de Brussel

Name: Tom Evens
Email: tom.evens(at) ugent.edu.be
Country: BE (Belgium)
Affiliation: Universiteit Gent

Abstract: The competitive terrain of internet-distributed television has disrupted existing audiovisual policy regimes and introduced new sites in which firms exert power and produce noncompetitive marketplaces. This panel addresses shifts in the power relationships and emerging policy concerns and challenges related to what Larkin (2013) terms “the architecture for [media] circulation.” Key issues to be addressed include competition effects, governance, and marketplace access implications of internet-distributed video services. We also consider the intersecting issues for cultural and consumer policy. Together, the four papers provide critical analysis of practices emerging in a rapidly evolving field. The transnational reach of many devices and content services and the national or regional (EU) organizations of regulatory regimes challenges our ability to identify policy approaches and solutions for these issues, and this panel connects scholars from

North America, Europe, and Australia in order to explore these issues in multiple political economic contexts.

Internet-distributed television has disrupted existing audiovisual markets and policy regimes, introducing new sites in which firms exert power and produce non-competitive marketplaces. Although media “infrastructure” is commonly conceived of as the facilities such as wires, roads, and mechanisms of video delivery, the complicated and opaque technological relations that support app availability, navigation interfaces, and terms of service and end user licensing agreements are also components of the comprehensive infrastructure required to access internet-distributed video. In this sense, software becomes an essential infrastructure for video distribution, in a context where “platform-based services acquire characteristics of infrastructure, while both new and existing infrastructures are built or reorganized on the logic of platforms” (Plantin et al 2018: 293).

The papers identify and define new operations of power that raise significant social, political, economic and legal questions. They also aim to establish a starting point for policy considerations. They are grounded in analysis of existing practices of industry players, institutions and audiences about which there have been growing concerns and calls for policy action. Technological infrastructures and the corporate relations connecting them have significant power in determining how users access internet-distributed video, what they access, how they are guided to content, and what remains inaccessible. While techno-industrial substrates of video delivery are not new considerations for audiovisual policy, the arrival of internet-distributed video has introduced new technological capabilities that challenge existing policy frameworks and regulatory solutions. Previous distribution technologies—broadcast, cable, and satellite—offered relatively standardized transmission. A consequence of the apparently enhanced choice internet distribution enables is that there are many more sites where entities such as device makers, app makers and related marketplaces, and Internet services providers can exert power that exacerbates inequalities.

Id: 20292

Title: Android TV: Competition and Control in Smart TV Platforms

Session Type: Panel Submission

Authors:

Name: Ramon Lobato

Email: ramon.lobato(at) rmit.edu.au

Country: AU (Australia)

Affiliation: RMIT University, Melbourne

Abstract: This paper approaches the question of infrastructure power through a case study of Google's smart TV platform, Android TV. 'Smart TV platform' is an industry term used to refer to the operating system of a smart TV or connected device, which controls elements including the home screen, app store, recommendations, and search engine. The leading smart TV platform is Google's Android, which commands a 40% share of the global connected TV software market (IHS Markit 2018). This 40% market share includes not only devices running Android OS (the open-source mobile/tablet OS that is used on millions of mobile phones and generic streaming boxes, especially those manufactured in China) but also the newer Android TV platform, a version of Android custom-built for smart TVs. Android TV is now the platform of choice for TV manufacturers including Philips, Sony, and Sharp. It is also being widely adopted by pay-TV operators for use in their set-top boxes.

This paper asks: what are the implications of Google's infrastructure power in television markets, and how is this power realised at the level of platform design, integration, and interoperability? Focusing on Android TV, the paper will explore how the Android TV interface aligns with Google's wider commercial ambitions and how this is realized through selective preinstallation of apps, search bias, and discoverability. I then draw on recent research in television, software and communication policy studies to identify the policy challenges faced by what Krämer and Schnurr (2018: 516) describe as "discriminatory practices at the OS layer".

Conceptually, the paper aims to demonstrate how the classical concerns of media distribution research – such as cultural gatekeeping, access to culture, and political economy of distribution (Williams 1974, Garnham 1990) – are both enduring and evolving in the age of smart TVs and Internet of Things. A key argument animating this case study is that television research can benefit by moving its gaze 'down the stack' towards the uncharted territory of hardware and software integration.

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Id: 20293

Title: New Forms of Infrastructural Power: The Case of Screen Interfaces

Session Type: Panel Submission

Authors:

Name: David Hesmondalgh

Email: D.J.Hesmondhalgh(at) leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Name: Amanda Lotz

Email: amanda.lotz(at) qut.edu.au

Country: AU (Australia)

Affiliation: Queensland University of Technology

Abstract: Internet-distributed video and its affordance of non-linear distribution expand the intermediary interventions of electronic and interactive programme guides (EPGs and IPGs) and decentralize distribution in comparison with the linear schedule that remains typical of broadcast, cable, and satellite distribution. This decentralization of viewing choice allocates infrastructural power to entities such as device makers and portal services that have not exerted such power over television in the past and has reconfigured the power of those that organize content. While scholarship has analysed the agenda-setting and gatekeeping power of legacy media companies, the role of device makers and portal services in relation to these media powers is poorly understood and the conditions of their agreements are often obscured from public view. This paper examines how emerging industrial practices surrounding video navigation interfaces reconfigure encoding power, suggests how these practices can be systematically examined, and proposes policy goals and regulatory mechanisms in response.

Id: 20294

Title: Power Dynamics Between Online Audiences and Television Distribution Platforms: Who Is Disrupting Who'

Session Type: Panel Submission

Authors:

Name: Eleonora Mazzoli

Email: e.mazzoli(at)lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Abstract: To cut or not to cut? This is the question that many viewers are asking themselves nowadays. With 'cord-cutting,' I am referring to those viewers who are 'cutting the cord' of traditional television cable or a satellite video subscriptions in favour of Over-The-Top (OTT) alternatives, accessed through a broadband connection in the form of streamed or downloaded content. Mainstream discourse around this phenomenon often presents one-dimensional interpretations of cord cutters as a fringe audience, overstating the force of its change. This paper advances a more complex and nuanced position, conceptualising cord-cutting as symptomatic of a larger redefinition of television as an institution, an industry and a techno-cultural form.

In their attempt to circumvent the established television systems and their institutional and governance frameworks, cord-cutters are embracing the revolution promised by those internet platforms that claim to free them from spatio-temporal constraints and enable them to control and personalise their televisual experiences. However, by doing so, cord-cutters are entering (and altering) a complex power interplay that is shaping both the economic environment in which the innovation and competition of today's online television industry takes place, as well as its driving set of principles. The Internet, at its dawn, was created as an "anti-television" (Sandvig 2015), a network based on a common set of values, a non-profit ideology and sharing philosophy which ideologically appealed to the 'cord-cutting revolution'. However, ongoing developments of the Internet network are transforming it into a global mass entertainment medium, "the Internet of Entertainment" (Noam 2017), which is centrally organised, operated by commercial providers and driven by private interests. This evolution is partially influenced by a series of industry strategies implemented to recapture the growing ranks of cord-cutting audiences. Triple- or double-play bundling offers, cross-platform distribution strategies like "TV Everywhere" (also known as authenticated streaming or VOD service); horizontal and vertical integrations are just some of the strategies implemented by existing players to recapture these audiences.

In this context, this paper has a twofold goal. On the one hand it aims to culturally and theoretically frame the television cord-cutting trend, conceptualizing it as a burgeoning counter-public whose 'symbolic power' (Bourdieu 1990; Couldry 2003) is re-shaping the socio-technical construction of television and prompting television networks to further invest in Internet-distributed services. On the other hand, the paper critically addresses how these dynamics of resistance and resilience between cord-cutters and television distribution platforms reveal a mutually transforming effect that has political economic implications for the evolution of the online media ecosystem. Indeed, within this multi-layered system, gateways and nodes of control are multiplying, raising fundamental

questions on the gatekeeping role of Internet platforms and calling for potential policy interventions (Barzilai-Nahon 2008; Laidlaw 2010).

Id: 20295

Title: Are the European Union's Platform Policies Sufficient to Ensure Competition and the Public Interest in Media Markets'

Session Type: Panel Submission

Authors:

Name: Karen Donders

Email: karen.donders(at) vub.edu.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Tom Evens

Email: tom.evens(at) gent.edu.be

Country: BE (Belgium)

Affiliation: Gent Universiteit

Abstract: The economics of media has fundamentally changed over the past five years. Whereas broadcasting and also newspaper publishing markets were previously two-sided markets, largely working on the basis of supply and demand, platforms have added multiple layers to these two-sided markets. Amazon, Google and Facebook have created platform ecosystems in which they dictate what is offered on what conditions. They do not only act as intermediaries, but occupy a multitude of gatekeeping functions and are in control of customer relationships, with data being a crucial currency in their platform ecosystems. The issue of platformization as well as the consequences of this development for legacy media has provoked considerable attention in communication sciences, legal studies, and economics. Admittedly, there is some platform hype or mania, but the dominance of some of these super platforms in markets such as search, social media, and e-commerce should not be underestimated either. Given the power of platforms, several scholars and also numerous media companies have called for more European regulation of platforms (e.g. Evens & Donders, 2018; Srnicek, 2017). Not all platforms are the same, however. There are notable differences between AT&T / Time Warner (post merger), Amazon and Netflix. Platforms can behave in pro-competitive, but also in anti-competitive manners. The main research question of this paper is to assess which platform policies the European Commission has developed over the last couple of years and whether its policies are taking into account the differences in platform power. We, first, elaborate a definition of platform power against the background of media markets and identify critical loci of power. We, secondly, analyse the European Commission's initiatives to deal with platforms. On the basis of a qualitative document analysis, we scrutinize (1) the inclusion of platform issues in existing regulatory frameworks such as the Audiovisual Media Services directive and the GDPR; (2) the development of platform-specific rules such as guidelines ensuring fair trading practices and transparency in P2B (platform-to-business) relations; and (3) the treatment of platforms in competition policy. Our main finding is that the European Commission adopts superficial rules on protection of minors on the one hand and old recipes of ex post behavioral remedies in case 'something goes wrong' on the other. This will most likely not suffice, from both an economic and more societal point of view, to overcome the structural deficiencies of some platforms.

Id: 20310

Title: Telefónica: new business strategies as a "company TV" and content producer

Session Type: Individual submission

Authors:

Name: María José Pérez Serrano

Email: mariajoseperezserrano(at) pdi.ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: José Vicente García Santamaría

Email: jvgsanta(at) hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Gema Alcolea-Díaz

Email: gema.alcolea(at) urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: The outputs of the cultural industries are not goods like the rest, since "they administer visions of the world and, therefore, are inseparable from a reflection on their reception conditions". This maxim of Wolton (2004) serves as a conceptual anchor to address, in the environment of analytical proposals linked to corporations, their capital, media power and cultural industries, how some of the transformations that, in these decades of the new century, have occurred in the media environment.

To do this, using the methodology of "case study" and non-participant observation, as well as the epistemic foundation of the Political Economy of Communication (PEC) (Mosco, 1996) and a thorough bibliographic review, the case of the Spanish Telefónica is addressed, with the objective to analyze whether the transformation of the company into a content company (although also as an optical fiber and data provider) has been a wise decision, considering that its competitors Vodafone and Orange have partially demarcated this strategy, or if, on the other hand, Telefónica has enough elements to become a global player, or at least a regional player, as the great Spanish-speaking provider.

To that end, they will be tracked from the first interests of Telefónica to acquire their own content with the creation of its subsidiary Admira (1995) and its change of name by Admira Media in 2001, until the creation of Telefónica Studios, dedicated to producing films and series for its television channels in Spain and Latin America, and the acquisition of 56% of Canal + in 2014 from the Prisa group, and the fact that it became, more recently, a large platform for sports content, thanks to having taken control of the best packages of the Spanish Football League and the Champions League.

In addition, this paper makes a leap in terms of critical and prospective judgment, which gives it a plus of specific weight and that arises in these terms: the profound transformation of Telefónica, under the Movistar brand, made it a formidable competitor in the Spanish market, but also in Latin America. It seems, however, that today, the drift of the company can tend more to the classic activity of online video store, with its 110 million mobile customers across the Atlantic.

Its strategy is to allocate an amount of seventy million euros per year to produce content. That is to say, they have a plan, in 2019, that would allow them to produce a dozen series per year, being able to make a premiere a month. For all this, in 2018 Movistar launched the series, through its Movistar TV platform and the mobile application Movistar Play, present in a dozen countries. But in that market is not alone, if the competition in Spain is strong, in Latin America you will not only meet with Netflix, but also with AT & T / Direct TV / HBO; Viacom / Paramount, and the next Disney video store, among others.

Key words: Media management, Communication structure, Telefónica

Id: 20333

Title: You Say Free Market Economics, I Say Financialization

Session Type: Panel Submission

Authors:

Name: Aeron Davis

Email: aeron.davis(at) gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Abstract: For four decades, economic policy-makers have proclaimed the virtues of free markets and neoclassical economics. Politicians of center left and right have advocated policies which shrink the state, deregulate markets and international trade, free up corporations, release business ‘wealth creators’, and inhibit unions and others that stand in their way. Opposing them, critics have denounced the growing hegemony of neoliberalism and its social and economic consequences. As this paper argues, although both policy-maker and critical discourse has focused on free market logic, underneath, the more profound transformation of the economy has been financialization. This took place long before the financial crisis of 2007-08 and continues to reshape national economies in less visible but very significant ways.

The case study chosen is the UK economy. The paper briefly demonstrates the figures behind the growth of big finance and financialization in the UK and elsewhere. It then turns to the cultures and communicative networks that emerged historically behind it. It draws on two parallel studies: one on 30 top CEOs (FTSE 100 leaders) and one on 25 past government ministers and civil servants operating in the main economic departments of government (the Treasury and Department of Trade and Industry (DTI)). The studies combine elite interviews, demographic audits of such figures, and content analysis of public statements, to flesh out an account of how both business and political leaders produced a very financialized version of neoliberalism. So, while ministers and business leaders publicly talked about freeing up markets, the mechanisms and practices they adopted delivered financialization.

In the case of government policy-making, during the 1980s a majority of ministers in charge of reshaping the Treasury and DTI had backgrounds and experiences in finance rather than industry. In subsequent years, a majority of top civil servants in these ministries came from and moved through international financial networks. Between them, rather than free up industries, markets and the economy, they put it more under the control of the international financial sector. In the case of CEOs, over several decades, an increasing number of top business leaders have come from finance and accounting, regardless of the specific industry sector they work in. Publicly they have regularly supported free market policies and those political parties which advocate them. Privately, they have lobbied for policies that put the interests of international investors over those of companies, employees and communities. Thus, in both cases, while public debate has focused on liberated, state-free economies, private elite networks have ensured that economic management and influence has been transferred instead to big finance. In effect, critical communication scholars need to focus more of their attention here.

Id: 20334

Title: The (Un)visible: Wealthy Business Leaders in Public Policy Making

Session Type: Panel Submission

Authors:

Name: Anu Kantola

Email: anu.kantola(at) helsinki.fi

Country: FI (Finland)

Affiliation: Faculty of Social Sciences, University of Helsinki

Abstract: The wealthiest classes in society have recently become a subject of interest by virtue of the fact that they have distanced themselves economically from the rest. This paper is based on a study exploring the societal role of the wealthiest 0.1 percent in Finland and explores how wealthy business executives belonging to the 0.1 percent participate in political and public life. Drawing from a network analysis of business lobbies and 32 semi-structured interviews among wealthy business leaders, the paper explores how the top income business leaders participate in political advocacy and public affairs.

Overall, the results suggest that wealthy business executives play a prominent role in political advocacy: as they are prominent on the boards of business lobbies and industry associations, they hold key positions in formal advocacy. These wealthy executives also have favourable access to policymakers: they mingle informally with policymakers and tend to feel confident that their voice is being heard and that access to policymakers is granted when needed. At the same time, these executives are often reluctant to engage in public dialogue and are fearful of the dire consequences that could ensue from publicity. They tend to maintain strong levels of privacy, to the extent that they are unwilling to use social media, or if they do, usage is highly controlled. Many of them recounted unpleasant examples of media, journalism and publicity, and most refrained from using social media.

Overall, the wealthiest business executives make up a crucial part of the networks of the power elite – the leading decision makers in economic and political institutions. These power elite members appear to work in ways that are effective, though hidden from public view. In particular, wealthy business executives refrain from public expressions of political or societal views, although they hold strong views on politics, which they advocate through business lobbies, their advocacy groups as well as among informal elite networks comprised of economic and political elites.

The paper thus contends that public participation should be examined in its social and political context and should probe the questions of who participates and with what consequences. In an ideal democracy, while all citizens should have equal influence on government policy, this research demonstrates that policymakers may respond exclusively to the preferences of the affluent, whose participation remains hidden. Thus, the paper opens up a new realm of research on the need to examine the role of public participation and its true influence on policymaking in other countries and contexts.

Id: 20335

Title: Media, Financial Crises and Public Understanding of the Economy

Session Type: Panel Submission

Authors:

Name: Mike Berry

Email: berrym1(at) cardiff.ac.uk

Country: GB (United Kingdom)

Affiliation: JOMEC, Cardiff University

Abstract: When the British banking system was rescued in October 2008 there was much talk of a 'crisis of capitalism' and even newspapers such as the Financial Times featured articles advising readers to brush up on their Karl Marx. Yet a decade on from the crisis both Wall Street and the City of London have escaped major systemic reform and remain vulnerable to a repeat of the events of 2008. Meanwhile, a banking crisis with roots in excessive leverage and speculation rapidly metamorphosed into a fiscal crisis of the state leading to the introduction of austerity policies. These have helped drive political polarization and the growth of right-wing populist parties some of which espouse openly racist and/or anti-democratic policies.

This paper has two purposes. One will be to analyse the role of economic and financial journalism in influencing public knowledge and attitudes towards both the banking crisis and the subsequent rise in sovereign debt. As will be demonstrated, media reporting of the banking crisis told a pared back story focused on greed, risk taking and the need to restrict bonuses. Far reaching reforms to the sector were rarely raised and the City was routinely presented as a national asset with few voices questioning whether having such a large finance sector might have negative effects on other parts of the economy. Audience research showed many people struggled to understand reporting of the crisis, but what they had picked up - such as the view that the part-nationalisations had been the 'only option' or that the most important issue was to deal with bankers' bonuses - closely reflected media accounts.

The ability of economic journalism to influence public beliefs and attitudes could also be seen in relation to the rise in the UK deficit. Here, news accounts narrated a dramatic story of a country facing interest rate rises, abandonment by international creditors and even national bankruptcy - with the corollary that sharp cuts to the welfare state were unavoidable. Such views were again reflected in audience research. Although many participants resisted media calls for cuts to core elements of the welfare state such as the NHS or education, the message that the rise in the deficit had created an economic emergency was widely accepted. Furthermore, media accounts which demonised immigrants and welfare claimants whilst alleging widespread 'waste' in public spending helped to smooth acceptance of austerity policies by convincing people that cuts would fall on unpopular stigmatised groups and not impact 'frontline' services.

The second aim of the paper will be to reflect on what these results say about media influence, public understanding of the economy and the potential of public service broadcasting to foster a more informed debate on the economy. Particular attention will be focused on how the BBC might

help dispel some of the widespread misunderstandings about the contours of public spending and the relationships between debt, deficits, public investment and economic growth.

Id: 20336

Title: Invisible Power: Is Communication the Blindspot of Money and Finance'

Session Type: Panel Submission

Authors:

Name: Peter Thompson

Email: Peter.Thompson(at) vuw.ac.nz

Country: NZ (New Zealand)

Affiliation: School of English, Film, Theatre and Media Studies, Victoria University of Wellington

Abstract: The primary aim of this paper is to outline the potential value of a communicative framework in understanding forms of money and finance. Both liberal and critical political economy recognise the central role played by monetary forms in capitalist society. Political economy of communication scholars have naturally emphasised the influence of financialization and the relentless demand for increased profitability on the media sector. Seminal scholars such as Dallas Smythe and Robert Babe have respectively noted that communication was a 'blindspot' of Marxist theory and economics more generally. This paper suggests there is a further blindspot within both political economy and communication studies itself in respect to the communicative aspects of money and finance.

Marx recognised that monetary forms and capital more generally. On the M-C-M' circuit, money structures class relations by enabling the extraction of surplus value from alienated labour. On the M-M' circuit, money forms also give rise to financial activities including the issuance of credit and securitization of debt. However, the Marxist framework (particularly the labour theory of value) does not adequately explain the origins of money forms or the creation of fictitious asset values.

The symbolic ontology of money and monetary transactions has been recognised by economic sociologists and anthropologists. However, particularly in the case of micro-level ethnographies, broader questions of how money is implicated in structural power is often overlooked. There is therefore a structure-agency tension between cultural accounts of monetary plurality and agency (e.g. Zelizer's insistence on multiple money practices and earmarks irreducible to social structure) versus structural political economic accounts of money as a power structure (e.g. Fine and Lapavistas).

Some sociologists (e.g. Parsons, Habermas, Luhmann) have considered money as a communicative form in a systemic, functionalist sense. However, the approach taken here emphasises the communicative aspects of the social relations underpinning monetary forms and draws on the work of Rotman, Ganssman, Kaplan, Schwartz, Goux and Bryan & Rafferty in focusing on the shared codes and semiotic processes of equivalence and reflexivity involved in monetary and financial transactions.

The article therefore proposes a form of cultural political economy foregrounding the constitutive, reflexive communication processes in monetary and financial processes. This will then be deployed to analyse and contrast examples of state-backed/private credit-based money systems (regular currencies) with examples of community-based micro-credit systems (e.g. Grameen), local

currencies (e.g. the Bristol Pound) and crypto-currencies (e.g. Bitcoin). In doing so the paper will highlight the invisible power-relations implicit in monetary forms and identify potential forms of co-option and resistance.

Id: 20337

Title: [Panel] Elite (Re)Definitions of the 'Economic' in Public Discourse, Panel Description

Session Type: Panel Submission

Authors:

Name: Aeron Davis

Email: aeron.davis(at) gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Abstract: This panel aims to provide new perspectives on media political economy by investigating how elites define and construct notions of the economic and financial. Panellists look at elite (re)definitions of all things 'economic' in both public discourse and less visible elite networks. Thus, the panel investigates how those in power define and redefine public and network perceptions of the economy and its component parts. The ability to determine what economies and markets are, their shape, health, practices and means of evaluation, has clear implications for economic policy and regulation. It is also deeply implicated in the rise of inequalities within and between societies and the ever-growing gap between the super-rich and the rest.

Each of these papers investigates these processes of elite definition, redefinition and mis-definition in alternative economic and financial settings. In each case all is not quite what it seems. On the one hand, visible public discourse redefines and mis-defines economic matters to the benefit of particular elite beneficiaries. Public pronouncements deflect attention from private elite lobbying and quite different practices. Powerful elites gain more from working invisible networks of political decision-makers and institutional regulators. On the other hand, agents within elite networks compete to determine how healthy economies and markets function, the key tools and technologies of measurement and evaluation, and the most appropriate regulatory instruments. Those who gain definitional hegemony also gain crucial market and capital advantages, not just over other elites but also over wider publics.

Each paper is based on solid empirical studies of sites and networks where elites have been instrumental in (re/mis) defining the economic. Each uses multiple methods to gain key insights into these visible and invisible processes. Anu Kantola, uses a mix of network analysis and elite interviews to investigate how business elites (the 0.1%) in Finland attempt to influence policy-makers. Her paper suggests that invisible modes of influence via private networks are frequently more effective than public pronouncements as many corporate power-brokers prefer to remain out of the public eye. Mike Berry analyses the construction and consumption of economic journalism in Britain in the wake of the Global Financial Crisis of 2007-08. Using a mix of content analysis and audience research he demonstrates how media redefinitions of the causes of the financial crisis helped to then justify economic austerity to publics.

Aeron Davis argues that, for several decades, while policy-makers and their critics have focused on free markets and neoliberalism, economies have been reshaped more by big finance and financialization. He draws on elite demographic data and some 60 elite interviews with government ministers, civil servants and top CEOs to show how and why this shift took place. Peter Thompson

deconstructs the definitional power of financial elites as they construct and define values in state-backed and private, micro credit systems. He makes use of a cultural political economy framework to analyse case studies which illustrate the power-relations and distributive practices in money creation systems

Id: 20459

Title: Sharing or enclosing' 'analysis of the Platform Journalism of China by looking at news reversal on social media WeChat

Session Type: Individual submission

Authors:

Name: Zhiyan Wang

Email: lingdi214(at) aliyun.com

Country: CN (China)

Affiliation: Beijing Foreign Studies University

Abstract: China is seeing the “Internet plus” economy advocated by Chinese government. Emerging technology companies represented Alibaba and Tencet in China find the way to take the huge market share and are changing the landscape of the society. Platform system represented by five Chinese internet companies nicknamed as “big five” is leading the platformization of the global society (Jose Van Dijck, 2018) .

Economy of scale and sharability represent the essential doctrine of platforms. The obscure notion of sharing “is merely a new quality of the digital economy: platform capitalism” (Sascha Lobo, 2010). For most platforms, success is not the result of the free play of supply and demand but of specific algorithms supposedly simulating the market mechanism (Sebastian Olma, 2014).

A noticeable phenomenon is the platformization of journalism currently. The platform brings the news production and news dissemination together and dictates both the business model of the company and the ubiquitous news influence over the society.

The paper intends to look at the most prominent social network of China: WeChat, to analyze if the internet business model advocated by Chinese government as “embodying the internet spirit” could facilitate the building of the public sphere, step up the participation in a civil society, and being disruptive of the old order and inequity. In China, government always plays a crucial role in journalistic industry. For instance, the government ruled that people should not forward the self-made current political news on WeChat (News Tribune, 2016).

WeChat is owned by Chinese internet giant Tencent and boasts 700 million monthly active users, and is the dominant messaging service in China (Data tracker Quest Mobile). As more than 62% Americans obtain news through social media like Facebook (Emily Bell, Taylor Owen, 2017), in China, WeChat is the most commonly used platform press for people to get the news. Chinese scholars believe the original journalistic industry of triangle of “public-legacy press-government” has been replaced by the longer chain of “public-platform press-legacy press-government” (Wan xiaoguang, 2017).

WeChat establishes an overpowering social network by sharing news articles through instant communication, forwarding, liking and it’s moments. Journalism then has been reshaped and taken on new characteristics. News reversal is a phenomenon usually seen on platform press, which refers to the dramatic inversion to the opposite narrative of the original news report. The paper would take an up-to-date case of the news reversal, hoping to decode how news reversal happens, what is the dynamics between news reversal and the platform press, and how the news reversal reflects and affects the society.

Methods of literature analysis, text analysis, focal interview and case study will be adopted to help answer the research questions. A 10-member focal group, all WeChat users, will be interviewed to ask about the participants' news consumption and the comment on the news event.

The possible finding of the research is that sharing platform press WeChat is actually enclosing territory to secure the profit, while the sharing nature of seeking equity has been lost.

Id: 20524

Title: The Mexican Film Industry 2000-2018. Resurgence or assimilation'

Session Type: Individual submission

Authors:

Name: Rodrigo Gómez

Email: rgomez(at) correo.cua.uam.mx

Country: MX (Mexico)

Affiliation: Universidad Autónoma Metropolitana

Abstract: This paper presents the structure, development and performance of the Mexican film industry (MFI) during the first seven teen years of the twenty-one century. It addresses the markets and the most salient companies that control them (Televisa, Cinépolis and Hollywood majors). In addition, the study looks at the participation of the Government, which is involved in the development and growth of the industry through cultural policies set in place to support the film industry. The primary goal of this research is to analyze the Mexican film industry in the context of the dominance of the free market logic's and dynamics, particularly under free trade agreements (NAFTA and USMCAN) as well as new scenarios of digital platforms. The discussion of the research address the issues of the performance of the MFI as an assimilated market of US Film industry or as the resurgence of a National Industry that was almost vanished during the 90. In other to discuss this issue the paper analyzed production and exhibition empirical data as well as economic figures from 2000 to 2017 under the guidelines of the political economy of cinema.

Id: 20531

Title: Is reader-revenue revolution really here? A comparative analysis of newspapers reader payments in an attention economy

Session Type: Individual submission

Authors:

Name: Merja Myllylahti

Email: myllyme(at) gmail.com

Country: NZ (New Zealand)

Affiliation: AUT

Abstract: The dominance of Google and Facebook in the major Western digital advertising markets has forced news companies to increase their investments on audience monetisation (ACCC, 2019; Hindman, 2018; Author, 2018a; Winseck, 2018). In the context of the political economy of attention, this paper investigates whether news publishers income models have been revolutionised from advertising to reader-supported model. Houston believes that “the reader-revenue revolution is a reality” and suggests that readers have aided news companies to overthrow “tyranny of old ad-only business models” (Houston, 2018). Similarly, the International News Media Association (INMA) observes that disruption in the digital advertising markets has changed the “revenue mix in our industry from its historical equilibrium to one where audience revenue plays a larger role” (Lindsay, 2017, p.9). Additionally, Newman reports that focus on reader revenue means “a huge change of focus for the industry” (Newman, 2019, p.5). However, some recent studies contradict the reader-revenue revolution rhetoric by showing that advertising has remained a “critical part of online revenue” (Nicholls et al., 2018).

This paper examines to which extent reader-revenue revolution is happening. In political science, revolution proposes a sudden change from one constitution to another and this paper investigates to which extent the claim of reader-revenue revolution is valid (Houston, 2018). The paper utilises quantitative data from media companies financial documents and announcements as well as from the relevant previous studies (Author, 2014). First, the paper compares digital subscriptions numbers of the Wall Street Journal, The New York Times, the Financial Times, The Times and The Australian in a six year period from 2012 to 2018 to assess revenue from implemented reader payments as well as digital advertising. Secondly, the paper examines voluntary reader memberships and donations to explore if these are aiding news publishers such as The Guardian to move into audience-supported model.

Preliminary findings of the paper propose that newspapers digital subscriptions have substantially increased in a six-year period from 2012 to 2018, and their digital earnings have grown accordingly. The paper offers some evidence that news publishers are moving away from advertising based to reader based revenue model, but it contests the view of the emergence of the reader-revenue revolution.

News companies reliance of monetisation of readers attention has benefits and pitfalls. Benson believes that the “upside” of digital subscriptions is that readers pay money “for something they really want or need”, but the downside is that “subscriber funded news caters to relatively high-income, high-education elites” (2019, p.146). Newman agrees that “the rise of paywalls is shutting more people off from quality news and making the internet harder to navigate” which can lead to news avoidance (Newman, 2019, p.6). As Hindman asserts in his book “the digital attention

economy increasingly shapes public life... and ultimately which news and democratic information citizens see" (Hindman, 2018, p.5). Earlier academic studies have found that digital subscriptions, paywalls, may restrict the public's access to certain news and information whereas voluntary reader payments are normally supporting non-profit or digital media outlets which offer content for free to the public (Author, 2018b). Increases in reader payments, both in involuntary or voluntary, have societal consequences which require further investigation.

Id: 20541

Title: Significant Achievements in EU Creative Industries' A review of Juncker Commission's Policy Performance

Session Type: Individual submission

Authors:

Name: Natalia Ferrer Roca

Email: natalia.ferrer(at) udg.edu

Country: ES (Spain)

Affiliation: Universitat de Girona

Name: Carmina Crusafon Baqués

Email: carmina.crusafon(at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: Cultural and creative industries are a strategic sector for the European Union. They represent the third largest employer in the EU; contribute significantly to investment, innovation and creation of jobs; provide positive spill over effects in other sectors, such as digital, technology and tourism; strengthen the image of Europe and the European way of life abroad; facilitate exports; and they are a stepping stone to preserve the cultural and linguistic diversity of Europe, strengthen European identities and sustain social cohesion (European Commission, 2018: 1).

The EU has different programmes to promote and support this sector . Among them, the Creative Europe programme plays a central role. It was born in 2014 – under the presidency of Jean-Claude Juncker – when it brought together three already existing programmes – MEDIA, Culture and MEDIA Mundus – in order to create a “single comprehensive instrument to increase efficiency, more effectively seize the opportunities of the digital shift and address market fragmentation” (Kern, Le Gall & Pletosu, 2018: 2). It has been for the first-time evaluated mid-term by the European Commission (2018). Based on an external and independent assessment, the main purpose was to determine the progress in its implementation, as well as outline “its achievements while addressing its main shortcomings” (European Commission, 2018: 1).

Attempting to analyse European media policies is not an easy task because, as previous scholarly work concluded, there is “no single competent authority...; no single law with which European media sectors need to comply; no unified actor interests; and no shared objective underlying European media policy” (Donders, Loisen & Pauwels, 2014: 5). Indeed, it is a multi-level and multi-stakeholder environment sustained by a diversity of actors and legal instruments that have a range of “intangible interests of an economic, social, ideological and cultural nature” (idib.: 9). Consequently, the approach taken in this paper is institutional political economy as it allows to understand “the relationships of power, control of resources, and interplay of interests” (Thompson, 2011: 1).

The European elections are approaching and, thus, in some months’ time (May 2019) Juncker’s 5-year mandate will end. Drawing on findings derived from review of academic literature and secondary data, archival research and policy analysis, this research aims to evaluate the Juncker Commission’s performance in relation to the Creative Europe programme: what has been done and

what has not been done. Moreover, this research will also provide an agenda of pending issues that the next elected European Commission's president should not overlook.

406 words

Id: 20683

Title: Economía y políticas de comunicación en Argentina: desregulación y concentración de los medios en el período 2015-2018

Session Type: Individual submission

Authors:

Name: Guillermo Mastrini

Email: gmastrini(at) yahoo.com.ar

Country: AR (Argentina)

Affiliation: Universidad Nacional de Quilmes

Name: Martín Becerra

Email: aracabecerra(at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Quilmes

Abstract: La discusión sobre los medios en Argentina suele mezclar los efectos fulminantes sobre la economía de los medios tradicionales que provoca la crisis global del sector, con particularidades de la cultura mediática nacional y la valoración de las políticas y reglas de juego cambiantes dispuestas por los últimos gobiernos, en particular los de Cristina Fernández de Kirchner (2007-2011 y 2011-2015) y Mauricio Macri (2015-presente).

Fruto de la combinación variable de esos tres factores es que surgen dos certezas: casi nada es hoy como era en el pasado en cuanto al panorama de los medios argentinos y, muy probablemente, casi nada será mañana como es hoy. Ni las rutinas productivas, ni la relación con los públicos que crea(ba) hábitos que Eliseo Verón categorizó como “contratos de lectura”, ni los niveles y características de empleo, ni los dispositivos de edición, distribución y uso/consumo, ni la influencia cultural en sentido amplio conservan las regularidades que distinguieron la institucionalidad mediática durante todo el siglo XX y el inicio de este siglo.

La crisis global provocada por la digitalización y emergencia de plataformas en red de distribución de contenidos y el rol iconoclasta de conglomerados como Facebook y Google con su poder devastador para la lógica con la que se organizaban los negocios de los medios, suelen estar hoy en el debate. En cambio, se habla menos del ingrediente local que combina la idiosincrasia peculiar con las políticas públicas en un sector que en la Argentina es muy dependiente de las reglas de juego que marca el Estado.

Si se observa el mapa de medios al final del segundo gobierno de Fernández de Kirchner en diciembre de 2015 con el que fue troquelando su sucesor Macri hasta fines de 2018, se advertirá que no todos los cambios son fruto de la crisis global, ni son exclusiva responsabilidad de la tradicional estructuración mediática nacional o consecuencia directa de las políticas.

Pese al carácter liberal de su discurso, el gobierno de Macri tuvo una activa intervención en materia de políticas de comunicación, con numerosos decretos que eliminaron las restricciones a la concentración dispuestas por la ley audiovisual de 2009. Macri dio un giro de 180 grados en

políticas de comunicación respecto del kirchnerismo. Abandonó el discurso de la democratización de los medios y lo reemplazó por el desarrollo del mercado y la necesidad de atraer inversiones. Con el tiempo, incluyó la promoción de la convergencia como concepto orientador de una mayor eficiencia en sector que de acuerdo a su diagnóstico se encontraba “atrasado”. Sin embargo, los sucesivos parches tampoco alcanzaron a diseñar un marco normativo realmente “convergente”. La política de Macri en el sector se aparta de la senda trazada por países con legislaciones acordes a la convergencia tecnológica como Reino Unido o México.

El objetivo de la ponencia es mostrar los resultados de una investigación en la que relacionamos los cambios en las políticas públicas durante los últimos años con las modificaciones en la estructura de propiedad del sistema mediático y de telecomunicaciones, con un incremento de la concentración hasta alcanzar un nivel inédito no sólo en Argentina sino en toda Latinoamérica.

Id: 20722

Title: The Effect of the Financialization Period of 1983-2003 on the Formation of Today's Pro-AKP Media

Session Type: Individual submission

Authors:

Name: Banu Dağtaş

Email: banudagtas(at) gmail.com

Country: TR (Turkey)

Affiliation: Anadolu University Department of Journalism

Abstract: Media freedom is related to both government rule and the structure of media ownership. Today approximately 90 percent of Turkish media support the authoritarian AKP government that has been in power since 2003. Both the government rule (pressure on media and some anti-terror laws) and the existing media structure are comprehensively undermining diversity of expression. This study focuses particularly on how the financialization period of 1983-2003 led for the formation of the present pro-AKP government profile of the major media in Turkey.

Neo-liberal policies were introduced in Turkey in 1980 with the “Decisions of January 24” (eight months before the military coup of “September 12, 1980” which implemented heavy pressures and tortures on the labor movements and leftists) opening the way for a rapid expansion of advertising revenues; fast growing corporatization; cartel agreements on distribution and advertisements; and anti-syndical reconciliation between two leading conglomerates (Doğan-Sabah Groups) .

At the same time, over the period 1983-2003, the financial sector became an important source of subsidises for media organisations with every ‘big player’ in the media sector owning at least one of bank, in addition to investments in key industrial and financial sectors such as energy, construction, and insurance. With the financial crisis of 2001, these media companies went into bankruptcy and their media revenues were concentrated in the hands of the ‘autonomus’ governmental fund the TMSF- Savings Deposit Insurance Fund - which was supportive of the AKP. It is argued here that this transfer of media revenues was the main driver behind the formation of a pro-AKP media .

Three major media groups -Sabah, Çukurova and Uzan- all had their revenues transferred to the TMSF. The other big group (one of the two main conglomerates)- Doğan Group has been keep alive up to 2018 primarily with continuous downsizing, as a result of government pressures. The depth and diversity of the journalism has been further damaged by the nearly five thousand journalistic job losses that followed the 2001 financial crash.

This paper explores how the political and economic dynamics that gathered momentum over the liberalisation and financialization period of 1983-2000, and the transformation of the media sphere they set in motion, paved the way for the centralisation of economic control over the media effected in the wake of the 2001 financial crisis, and led the formation of the present, almost univocal, pro-AKP government profile of the major media in Turkey today.

Id: 20759

Title: Cross-Media ownership in Indian Vernacular Media: An exploration in Diversity and Plurality

Session Type: Individual submission

Authors:

Name: Anuradha Bhattacharjee

Email: banuradha17(at) gmail.com

Country: IN (India)

Affiliation: Centre for the Study of Developing Societies, Delhi

Abstract: This research presents a data-driven picture of the cross-media ownership concentration in 13 Indian language media using numerical data from Audit Bureau of Circulation of India (ABC) for Newspaper, Broadcast Audience Research Council (BARC) – for television and Radio Audience Measurement (RAM) for Radio. The paper attempts to lay bare the emerging cross-media monopolies across languages, regions and genres for use in formulating appropriate policy and regulation or at least media literacy amongst the consumers of media.

Diversity in India is enshrined in the 8th Schedule of the Constitution, which recognizes 22 languages within the country. English was retained as one of the two official language. As per Census 2011, the average literacy rate in India stands at 74.04%. It is lower for women and for rural areas – both of which are important bastions for democracy. A quick study reveals that the literacy agnostic electronic media is present only in 12 of the 22 vernacular languages. The two-language education policy ensures that an average Indian, at best, uses any two of the numerous languages to access media.

Though plurality and diversity are two different concepts and much debated, their link to and impact on public interest sees consensus from all. Pluralism is considered not as an objective but as a means to achieve democratic values (Valcke et al. 2009). Asymmetries of power, revaluing of dissent and right to contest—create an interesting basis for discussing the value of media pluralism in contemporary media policy (Karppinen 2012). Plurality can be defined as a state of society in which members of diverse ethnic, racial, religious, or social groups maintain an autonomous participation for the development of their traditional culture or special interests within the confines of a common civilisation. Diversity, on the other hand, simply means variety. The diversity in India in terms of language, food, and even media is well known. This paper examines the extent of ownership plurality in media in furthering media literacy amongst audiences.

The measurement of plurality and diversity in media industry has been one of the basic exercises for the policy makers in Europe. Since the 1990s, EU member states have been assessing pluralism in their internal media markets (European Commission 1992a). The media plurality monitor (MPM), as an auditing tool for the purpose, is a result of this continuous struggle. It highlights areas of current and potential risk and allows the member states to compare and address the situation from responses adopted elsewhere.

Kiran Prasad (2015) observes that media pluralism indicators such as ownership and control, media types and genres, cultural, political and geographic diversity have been recognized in principle, but India does not have a comprehensive media policy on media pluralism. As media infrastructure continues to expand post 2000 in a complex digital landscape, media ownership concentration in the vernacular media will assume significance as regulations may be needed for providing access to under- served communities. The risks to media pluralism in India lie mainly in the increasing media commercialization (TRAI 2013) and no restrictions on cross-media holdings (TRAI, 2014), which this paper attempts to measure.

(501 words)

Id: 20867

Title: Circle the Square: Brand and Disney's Corporate Identity in the Platform Economy

Session Type: Individual submission

Authors:

Name: Brent Cowley

Email: brentcowley07(at) gmail.com

Country: US (United States)

Affiliation: University of Oregon

Name: Maxwell Foxman

Email: mfoxman(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: For years The Walt Disney Company has invested and expanded into new media, companies, products and other entertainment markets, but their support for Circle with Disney, a platform explicitly regulating Internet use, represents a further encroachment into consumers' homes. The device wirelessly pairs all internet-connected devices, permitting adults to monitor internet usage (including websites, software and/or games) in order to filter or censor social media, gambling, dating, mature and other explicit or malicious content, all while tied to the Disney brand. This paper will explore Circle with Disney as a unique case analyzing how media brand and identity are implemented in the platformization of cultural production (Nieborg & Poell, 2018) in which the "penetration of economic, governmental, and infrastructural extensions of digital platforms into the web and app ecosystems" has fundamentally affected "the operations of the culture industries (p. 2)." This mixture of technical, economic and social factors surrounding the device allows it to extend, censor and limit content, while adhering to the Disney corporation's family-oriented brand.

This paper will first perform a "platform analysis" (van Dijck, 2013) of Circle with Disney in order to map and critically appraise the technology, users and usage, content and cultural form, ownership governance, and business model. This approach particularly highlights that appropriation of popular studios, implementation novel technology, and the sanitization of current properties (i.e. self-censorship) is an effort to maintain a more family-friendly and conservative image that not only allows the company to remain viable, but also validates the political economic advantages of aligning with the Circle device. The MyCircle app, for example, strategically favors Disney operated applications, but the company's alliance with the product also reinforces more conservative values for those interested in the product.

To understand the impact of such findings, first we will track the best uses of the device from consumers' perspectives through extensive exploration of public online forums (such as Reddit) and product reviews (such as Amazon and Best Buy). Additionally, a survey and semi-structured interviews with users about their impressions of "Disney," the company's influence on Circle, and the importance of exclusive Disney-oriented content offered through the device, will be performed. These interviews will offer insights into the consumers' culture, demography of users, the device's most popular uses, and finally its relationship to other compatible platforms.

Preliminary findings from surveys and interviews conducted have correlated strong consumer connections to the device as a result of Disney's association with the product. One owner of Circle with Disney emphasized that, "knowing it was a Disney product influenced [their] decision... because [they] trust the [Disney] brand."

Circle with Disney is non-existent, thus far, within scholarly research. Analyzing the product will elucidate Disney's relatively inchoate entrance into the platforms as a mode of cultural production and platformization of cultural production. However, with the growth of interconnected "smart devices" in the home, and particularly those associated with hallmark brands (Amazon, Google, Apple, etc.), research into how the nature of brand identity, corporate structure and the extension of platforms into physical space is more relevant than ever before.

Id: 20921

Title: Beyond Surveillance Capitalism: Labor and Environment

Session Type: Individual submission

Authors:

Name: Richard Maxwell

Email: rmax(at) nyc.rr.com

Country: US (United States)

Affiliation: Queens College - CUNY

Abstract: The point of departure for this paper is the new tome, *Surveillance Capitalism*, by Shoshana Zuboff. Critics praise its revelations about the scale of behavioral surveillance that Facebook, Google and others carry out to maximize their control over a “behavioral surplus.” Zuboff details how these corporations pillage our personal data like imperialists robbing the Third World of natural resources. Evgeny Morozov issued a useful counter to the critics’ enthusiasm in a February 2019 *Baffler* article, noting that Zuboff’s “surveillance capitalism” “emphasizes the former at the expense of the latter.” Morozov also notices a “minor genealogical inconvenience for Zuboff” in that the term surveillance capitalism “had been previously used—and in a far more critical manner—” in an important essay by John Bellamy Foster and Robert McChesney.

My paper will address Morozov’s and Foster and McChesney’s concerns in more depth. But I also want to take the opportunity to examine two aspects of surveillance capitalism that have yet to be part of these inquiries. The problems of surveillance labor and the ecological costs of digital surveillance systems.

The problem of surveillance labor has been recognized in surveillance planning since the 1780s when Jeremy Bentham conceived the panopticon, a key advantage of which was keeping surveillance workers from feeling empathy for prisoners they were watching (Bentham, “Letter VI”). As Bentham put it, control over the under keepers anticipates a “prisoner...appealing to [their] humanity.” When I researched analog personal data collection by marketing researchers in the 1990s, I confirmed that ethical concerns among some surveillance workers were inevitable and, at some point, could conflict with the system. The human interface with surveillance subjects has proven to be an unstable means for collecting personal data, as Edward Snowden’s political and ethical awakening demonstrates.

In the 1990s, the CIA and NSA funded the “birds of a feather” project with grants to computer-scientists at Stanford who would eventually develop the algorithms that were key to Google’s system for capturing personal data, or as their grant put it: “query optimization of very complex queries that are described using the ‘query flocks’ approach” (Nesbit 2017). What the CIA and NSA got in the bargain was a surveillance system that eliminated the human interface, a form of labor substitution potentially saving huge transactional and operational costs. And without human surveillance workers doing the spying, the ethical dilemma could be removed. With a dumb algorithm in charge, there’s no one to think morally about the surveillance subject’s humanity at the point of data collection.

The problem of the environmental impact of data collection is also in need of further exploration in the study of surveillance capitalism. In 2006, the NSA's Fort Meade headquarters—the largest user of electricity in Maryland—overloaded the system, causing outages. It's been a problem for years. Its massive facility near Bluffdale, Utah uses 1.7 million gallons of water daily and consumes 65 megawatts of electricity, with massive surges and power outages that destroyed equipment and delayed its completion until 2014 (Maxwell and Miller 2015).

Id: 20933

Title: Ready, Fire, Aim: Bringing the Digital Duopoly'Google and Facebook'to Heel (and Why Platforms are Not Publishers or Destroying the Media)

Session Type: Individual submission

Authors:

Name: Dwayne Winseck

Email: dwayne_winseck(at) carleton.ca

Country: CA (Canada)

Affiliation: School of Journalism and Communication, Carleton University, Ottawa, Canada

Abstract: Public inquiries around the world are casting a critical eye on the economic and political power that global digital platforms such as Google, Facebook, Amazon, Microsoft and Netflix have accrued, and their potential impact on the sustainability of commercial journalism, the media industries, data protection and privacy, open markets democratic institutions and people's daily lives (ACCC, 2018; ETHI, 2018; UK DCMS, 2018; UK DCMS & IGC, 2018; UK ICO, 2018; US, 2018). The "International Grand Committee" convened by the UK House of Commons after the Facebook/Cambridge Analytica data breach exemplifies the point. Scholarly scrutiny of "digital dominance" is also mounting while calls to regulate the internet behemoths as publishers/media companies are finding a receptive audience (Bell & Owen, 2017; Flew, 2018; Gillespie, 2018; Hesmondhalgh, 2018; Khan, 2017; Moore & Tambini, 2018; Napoli & Caplan, 2017; Stucke, 2018). Furthermore, the clout of the mostly US-based internet giants' continues to grow amidst the shift from the desktop internet to the mobile internet, as they vertically integrate up and down the internet stack, and leverage their control over technical interfaces and protocols to dominate multisided markets (Nieborg & Helmond, 2018; Srinicek, 2017).

While the need to bring the internet behemoths under proper regulatory control is urgent, and the potential for stricter line of business restrictions or to break them up altogether should be seriously contemplated, two weaknesses compromise the case: First, while the internet giants' sky-high market capitalization, revenue and market share is often presented as if ironclad proof of the digital duopolies' command over the media and digital economy, such claims trade on the "fallacy of big numbers" with little sense of how those numbers fit within a larger whole. Indeed, while the global market capitalization for the internet giants puts them amongst the world's largest corporations, a closer look at their revenues, tangible assets and the size of their workforces reveals a very different image. Thus, while Google's 2017 global revenue was \$110.9 billion (Facebook's \$47B), AT&T's revenue was \$168 billion in the US alone (including Time Warner)! While Google and Facebook's had a combined market share of 71% of the \$88 billion US online advertising market, their share of the \$210 billion in advertising spending across all media is under a third. Their combined share of the total \$970 billion US media economy even less: 7%. They do not dominate the entire media economy (Canadian figures are similar). Second, the choir of calls to treat internet platforms as publishers/media firms obscures a potentially better analogy between them and banks. For instance, like banks, Google and Facebook are repositories of a major source of wealth: data. Perhaps, like banks, they should have fiduciary obligations to safeguard people's wealth/data/privacy? Furthermore, perhaps platforms should undergo regulated audits? This would open up their "black boxes" to reveal the critical infrastructure and algorithms that increasingly underpin the economy,

society and people's lives. Lastly, just as multinational banks create regulated national branches wherever they operate, perhaps Facebook and Google should be required to do the same?

Id: 20937

Title: The Political Economy of Peer Production

Session Type: Individual submission

Authors:

Name: Benjamin Birkinbine

Email: bbirkinbine(at) unr.edu

Country: US (United States)

Affiliation: University of Nevada, Reno

Abstract: The labor of peer producers has been described by some commentators as heralding the rise of ‘info-communism,’ but it can also be seen as part of a broader shift towards a ‘new spirit of capitalism,’ which values creativity at the expense of wage equality in the workplace. Whether people are working online without realizing it (‘digital labor’), or weakening traditional labor safety nets (‘sharing economy’), or are being co-opted by firms during hackathons (‘open innovation’), the end result is the same: prosumers creating value gratis is a boon for firms. In this paper, I interrogate the intersection of peer production and capitalism to develop a critical political economy of peer production. To do so, I contextualize the rise of peer production within broader structural changes occurring within capitalism and evaluate the extent to which peer production contradicts, or reinforces, these global economic trends. For example, I draw from Marx’s investigation of labor processes to compare and contrast the cooperative labor of industrial production and more recent forms of commons-based peer production. Furthermore, I draw from more recent theories of commons value circuits to position peer production as dialectically situated between capital and the commons, which highlights the ways in which communities of peer producers intersect with circuits of capital accumulation. As empirical evidence, I discuss numerous examples of peer production communities and the ways they either willingly interface with capitalist firms or the ways in which the value from their peer production activities is unwillingly extracted by capitalist firms. The overall goal of this survey is to develop a critical political economy of peer production that can be used for at least two purposes: 1) as an analytical tool for understanding the ways in which communities of peer producers intersect with capital accumulation circuits, but also 2) to call for a form of commons praxis, which would preserve the value created by communities of peer production and prevent its exploitation by capital or the state.

Id: 20983

Title: Digitally oriented capitalism: a critical analysis of social stratification and power relations in the digital space

Session Type: Individual submission

Authors:

Name: Dmitrii Gavra

Email: dgavra(at) mail.ru

Country: RU (Russian Federation)

Affiliation: St-Petersburg State University

Name: Vladislav Dekalov

Email: andavior(at) gmail.com

Country: RU (Russian Federation)

Affiliation: St-Petersburg State University

Abstract: The paper deals with the social stratification transformation generated by extension of digital space and its invasion to other spaces of the social system (particularly, political and media ones). To analyze the Internet as a realm where new formats of power relations appear, the authors use a critical media theory approach. It considers the relationship between WWW users as a relationship between subjects and objects of the digital space.

Communication technologies provide new sources and new practices of digital power, thus shaping an updated version of the capitalist system. There is a multitude of researchers analyzing it. Among them M. Castells, T. Terranova, M. Hardt and A. Negri, P. Virno, N. Dyer-Witheford, C. Fuchs, D. Chandler, K.-X. Faucher, Y.M. Boutang, J. Dean, T.G. Smith. Following their works, authors develop the concept of exploiting attention digitally oriented capitalism actualizing it on three levels of the digital space (hardware, software and communicative one/wetware).

The authors conceptualize power in digital space as a power: 1) attracting and retaining Internet user's attention on a digital segment; 2) attaching users to some kind of symbolic structures; 3) inspire users trust in this structures; 4) and stimulating digital labor (i.e. everyday, voluntary, and unpaid digital prosumerism). We regard monetary equivalent (real and potential) of this power as digital capital. The authors claim that digital capital is the most important component of power to be invested and used by a digital actor. To capitalize digital power this actor has to fulfill essential functions to perpetuate his position in digital space stratification. These functions determine different social roles of the actor. On a communicative level, a subject can be a "traffic monopolist", a part of a "communicative elite", or a representative of a "digital brand".

Digital subjects are becoming influential power actors capable to compete with media for their audiences and with politicians for their public. Conversely, media- and political actors apply new practices trying to attract Internet users' attention to a certain digital segment, introduce rituals and behavioral patterns, build a reputable digital brand and exploit digital labor of retained audience.

The authors analyze relations between all these actors on the following areas of intersection: political and media- spaces, digital and political spaces, digital and media- spaces. Area of all three spaces intersection, which generates very complex configurations and ambiguous subjects' constellations is considered in details. The media and journalists interact with the audience. Political actors apply power practices to the political public. Digital prosumers are influenced and moreover

managed by the winners in the competition for their attention, attachment, trust, and labor power. All these subjects being digitalized have to coexist and flexibly convert different types of capital. In the last part of the article, the authors discuss various empirical methods for 1) identifying digital power actors and their influence to Internet audience; 2) evaluating of mutual influence of digital, media and political power actors presenting on the Internet. In particular, one of the promising areas is the use of mathematical models and Big data analysis.

Id: 21053

Title: Journalism as collective practice: towards a political economy of digital-first news production and workplace reorganisation in Australian media

Session Type: Individual submission

Authors:

Name: Penny O'Donnell

Email: penny.odonnell(at) sydney.edu.au

Country: AU (Australia)

Affiliation: Degree Director, Master of Media Practice Senior Lecturer in International Media and Journalism Department of Media and Communications, School of Letters Arts and Media The University of Sydney, NSW, Australia 2006

Abstract: Australian journalists have a long history of organising for decent pay and working conditions in the belief that a strong workforce is the best guarantee of quality news that serves the public interest. Yet, labour relations are a neglected theme in journalism scholarship, and we have limited understanding of how organised journalists' intervene in workplace reorganisation processes to exert their autonomy, co-opt managerial imperatives, or restrain further commodification of their labour.

This paper addresses that gap by examining some of the political economy aspects of journalism's digital transformation. Tim Marjoribanks' (2000) relational model of new technology and workplace reorganisation theoretically frames the study. The model proposes that control over technological innovation in the workplace, and associated shifts in workplace relations, are dependent on the balance of power between labour, business, and the state, which in turn is context-specific. This proposition is tested through an investigation of the relationship between technological innovation and workplace reorganisation at Australia's two major media companies, Fairfax Media and News Corp Australia, following the shift to digital-first news production in mid-2012.

The paper argues while the two media companies were the key protagonists in this key moment of digital transformation of the Australian news media, their change objectives were constrained by the newspaper industry's vertiginous decline and intense competition with the tech giants. Conversely, union representation ensured the journalistic workforce had a voice in the change process with management, but membership decline and occupational change undermined this role, while also driving demands for union revitalisation and new approaches to labour relations. Further, unprecedented volatility in Australian politics, including five changes of Prime Minister since 2010, as well as legislative and policy changes relating to the regulation of work, has added further complexity to these power dynamics by keeping the issues of trade unions, insecure work and wage stagnation on the political agenda, along with media reforms.

Overall, the paper identifies that an analysis of the interaction of workplace relations and technological innovation within the broader institutional and societal context over time makes an important contribution to our understanding of the digital transformation of news media.

Keywords: political economy, journalism as collective practice, technological innovation, workplace reorganisation, commodification of labour, Australian journalists, union representation, power dynamics.

Id: 21164

Title: Manufacturing Consent in the Digital Era: Disinformation, Government Propaganda and the 2017 elections in Kenya

Session Type: Individual submission

Authors:

Name: Jacinta Maweu

Email: mwendejacinta(at) yahoo.co.nz

Country: KE (Kenya)

Affiliation: University of Nairobi, Kenya

Abstract: This paper examines how the government used new media technologies to spread massive political propaganda and disinformation aimed at manipulating public opinion on key electoral issues in the 2017 general elections in Kenya. In the run up to the elections, the Uhuru Kenyatta administration and his Jubilee political party launched mega propaganda campaigns dubbed #JubileeDelivers and #GOKDelivers. The Presidential Delivery Unit (PDU) created an official website (www.delivery.go.ke) to publicize this extensive propaganda and created Twitter and Facebook pages as well as videos on YouTube. The public was also fed with numerous broadcast and print media political adverts on the government's achievements contrary to the Elections Act. In March, 2018 details emerged of the claims by Cambridge Analytica that it engineered a digital propaganda campaign that painted Uhuru Kenyatta in positive light while smearing the image of his main rival, Raila Odinga behind the scenes. Harris Media LLC, a far-right American digital media company also associated with Jubilee is believed to have created two propaganda websites (www.uhuruforus.com) showcasing President Uhuru Kenyatta's accomplishments and the (www.therealraila.com) which was deliberately meant to cause harm to Raila Odinga the person, incite and promote hate speech through fabricated lies.

The Kenyatta administration is also said to have deployed armies of "opinion shapers" to spread government views, drive particular agendas, and counter government critics on social media. Such online disinformation campaigns can create a fabrication of grassroots support for government policies on social media leading to the government essentially endorsing itself. By creating the false perception that most citizens stand with them, the government is able to manufacture consent on the need to advance antidemocratic changes to laws and institutions without a proper debate. For instance, there were attempts to intimidate the Judiciary after the annulment of the August Presidential election results, to change the electoral laws in favour of the incumbent, to demonize the opposition, clamp down on media and journalists perceived to be critical of the government and to justify police brutality on those who demonstrated against the election outcome.

Using Herman and Chomsky's propaganda model, this paper examines the extent to which the government can be said to have used new media to manufacture consent on key electoral issues including the outcome of the 2017 elections in Kenya. Data will be collected through interviews with political analysts, and purposefully selected members of the public to establish the impact of government disinformation and Propaganda campaigns. A textual analysis of the various messages spread through Twitter, Facebook, WhatsApp and YouTube will also be done to establish the form and content of the propaganda messages. The Key research question will be: To what extent can

new media technologies be said to have facilitated the manufacturing of consent among voters through the use of half-truths, falsehoods, disinformation, misinformation and ‘conspiracy’ theories in the 2017 elections in Kenya?

Key Words: Propaganda Model, disinformation, Kenya, social media, elections

Id: 21256

Title: From 'Internet Addiction' to 'Creative Cultural Industry': The Ideological Reconstruction of Video Games in People's Daily

Session Type: Individual submission

Authors:

Name: Menglu Lyu

Email: menglu.lyu(at) siu.edu

Country: US (United States)

Affiliation: Southern Illinois University Carbondale

Abstract: Cultural industry is regarded as a new frontier of China's economic growth after the 2008 global economic crisis. Video games, particularly PC games and online games, had a striking development in China in the last decade. It was defined as an important part of "creative cultural industry" in 2009, and got much support from the state. However, before it became a favorite of state policy, video games got a negative assessment in public opinions and media reports. Such negative discourse contradicts state plans and hence must be attenuated if the state wants to promote video game industry.

This paper studies the ideological reconstruction of video games in People's Daily, the most important party organ and the mouth piece of Chinese central government. I accept Althusser's (2009) analysis of ideological state apparatuses (ISA), and treat People's Daily as an ISA of the Chinese state. By critical discourse analysis and sociohistorical analysis, I aim to unveil how the discourse of video games has been reconstructed since 2009, and how the new discourse legitimizes video games according to the state's goal of economic and national development.

Video games in China are a contested space shaped by various stakeholders, including the state, the game industry, the public, and the player. As a result, as Zhang (2013) points out, it is always dragged by two contradictory cultural discourses. One is pathological that reflects a moral panic over youth Internet addiction, while the other is productive that focuses on the contribution of video games in growing a commodity-based capitalist economy and a national high-tech industry. However, Zhang doesn't elaborate on the discourses in terms of their logic and their correlation to different stakeholders, nor pay attention to the transformation of discourse in state owned media. Few other scholars have discussed these contesting discourses.

I used "video games" as the keyword to search the online database of People's Daily in the period of 1980 - 2018. I analyzed the themes and trends of all news reports I got. Then by typical-case sampling, I chose 10 news reports from the periods before and after 2009 respectively, and did detailed analysis on them.

My finding is that, the discourse before 2009 was mainly around Internet addiction, pathological players, and other harm of video games. After 2009, in line with socioeconomic situation and changing state policies, the emphasis of new discourse shifts from those negative assessments to the great contribution and potential of video games in driving economic growth and cultural revitalization, and in expanding China's international influence.

It is noticeable that the players who were once the focus of the pathological discourse, are almost omitted in the development discourse. It implies that economic and national development weighs down individual development, becoming the top priority of video game policies. Besides, the analysis of the ideological reconstruction shows a way in which the state, as one of the stakeholders, exerts its influence on video game industry. It can be seen as a stepping-stone for future studies that address the political economy of China's video game industry.

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Id: 21265

Title: Knowledge-Based Economies and Highly Qualified Migrations in Latin America

Session Type: Individual submission

Authors:

Name: Francesco Maniglio

Email: franmgl(at) gmail.com

Country: EC (Ecuador)

Affiliation: Universidad Técnica de Manabí

Abstract: Since the 1990s, labor markets in the central countries have been extending their recruitment fields into other countries to meet their growing demand for qualified workers, creating an international competition situation. Using the Marxian dependency theory, highly qualified worker international migratory flows are here claimed to account for the consolidation of a specific geography, which involves inclusion as a form of dominion in the development of knowledge-based economies. Social formations arising from qualified migrations bring to the fore both the issue of international division of labor and knowledge, and the contradiction between dependency and the development of knowledge-based economy agendas. Innovation, science and technology policies in central countries continually demand foreign qualified workers. Moreover, their human capital recruitment and retention policies reinforce the political and economic dependency of non-central countries

Id: 21278

Title: Using the Master's Tools: Social Media Advertising and the Rideshare Drivers United Organizing Campaign

Session Type: Individual submission

Authors:

Name: Brian Dolber

Email: bdolber(at) csusm.edu

Country: US (United States)

Affiliation: California State University San Marcos

Abstract: The rise of the so-called “gig economy” highlights how evolving modes of production enabled by mobile ICTs and algorithmic management challenge the classic wage-labor relationship and the legal infrastructure that has governed it. These phenomena have worked to expand what autonomist Marxists call “the social factory,” where “labor is deterritorialized, dispersed, and decentralized” (Gill & Pratt, 2008, 7). Such transformations pose problems for traditional trade union organizing which, reflective of its Fordist origins, depends on face-to-face relationships developed on the shop floor and picket line. In addition, the legal changes that have taken place as part of this emerging regime disincentive established unions in the United States from committing resources to developing new organizing models.

This raises the question: might gig workers use the corporate-owned, commercially-funded digital infrastructure that is central to the social factory’s expansion to organize democratically?

As part of an action research study funded by the Media Inequality and Change Center (MIC) at University of Pennsylvania, I worked alongside Rideshare Drivers United- Los Angeles, an emerging organization of Uber and Lyft drivers in the Los Angeles area, to understand the usefulness of social media advertising as a tool for building a democratic worker organization. Between October 2018 and January 2019, we spent \$4000 on Facebook ads targeted to rideshare drivers. Clicking on the ad brought drivers to the organization’s website, where they could become a member, take a survey, and schedule to have a phone call with a volunteer organizer. Organizing calls were made using an app created by an RDU volunteer.

Over the course of the study, RDU, founded in 2015, grew from approximately 1000 members to 2400 members. As more members learned about RDU through social media and contacted the organization, volunteers identified potential core organizers. Activists were recruited to make phone calls and then take on growing responsibilities within the campaign. The organizing drive resulted in a rally of 150 drivers outside of California Governor Gavin Newsom’s office on January 30, 2019, the largest protest of gig workers in the United States to date.

While the app-based strategy was essential to the campaign’s success, RDU organizers consistently emphasized the importance of utilizing these tools in order, ultimately, to build face-to-face relationships. Such an approach need not celebrate social media’s supposedly democratizing impact (Shirky, 2009). Rather, this empirical study suggests that such strategies might help transform relations throughout the social factory by centralizing the dialectical relationship between labor and

communications systems, while highlighting the challenges posed by the lack of institutional organizing support.

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Id: 21359

Title: The Cost of Satire' Censoring Netflix.

Session Type: Individual submission

Authors:

Name: Joe Khalil

Email: jkhalil(at) northwestern.edu

Country: QA (Qatar)

Affiliation: Northwestern University Qatar

Abstract: In December 2018, Netflix removed access to an episode of its news-comedy show Patriot Act with Hasan Minhaj in Saudi Arabia. In that episode, the comedian blasts the Kingdom and its crown prince using satire. Operating at the legal request of Saudi regulators, Netflix complied but the episode remained accessible on multiple legal and illegal platforms. This Saudi decision was followed by a statement from the public prosecutor that harshly warns the producers or distributors of satirical content online. These decisions reveal how a state's concern with a specific genre has prompted an extensive cyber crackdown. As a genre, satire is not only meant to be humorous but to offer strong constructive socio-political critique for the benefit of the society as a whole. Between 1991-2005, Saudi state-owned television broadcast a highly popular satirical show, Tash Ma Tash (Fizz or not). Over the years, the show has adapted to specific changes within Saudi society commenting on various contentious issues, addressing women's status, the problems of the public sector and religious extremism. This show inspired several young Saudi comedians to establish their own YouTube channels to produce monologues, songs, sketches which were shared across social platforms. These developments renew questions regarding the reach of global media companies, their exercise of censorship, and their ability to circumvent nation-state regulatory systems. Of course, there are precedents with satellite television (e.g. Star TV), the internet (e.g. Google), and of course social media (e.g. Facebook). However, these cases also raise new questions regarding the legal status of streaming platforms, the reclamation of nation-state control over media, and precarious conditions of independent producers. Using a combination of institutional analysis and case studies, the paper examines the context, dynamics and implications of these decisions on global media streaming platforms and on local independent media producers.

Id: 21401

Title: State cinema policies, film business strategies, and audience's taste structures: Exploring comparative film programming analysis for understanding film popularity in three cities in Belgium and Czechoslovakia, 1952

Session Type: Individual submission

Authors:

Name: Terezia Porubcanska

Email: terezia.porubcanska(at) uantwerpen.be

Country: BE (Belgium)

Affiliation: ViDi, University of Antwerp

Name: John Sedgwick

Email: sedgwickj52(at) gmail.com

Country: GB (United Kingdom)

Affiliation: Oxford Brookes University

Name: Daniel Biltereyst

Email: Daniel.Biltereyst(at) UGent.be

Country: BE (Belgium)

Affiliation: CIMS, Ghent University

Name: Philippe Meers

Email: philippe.meers(at) uantwerpen.be

Country: BE (Belgium)

Affiliation: ViDi, University of Antwerp

Abstract: This paper, located at the juncture of historical political economy and “new cinema history” (Maltby, Biltereyst, and Meers 2019), focuses on the local distribution and exhibition networks of cities set in two distinct social-political contexts - Ghent and Antwerp in Belgium and Brno in Czechoslovakia during the early 1950s. While in Czechoslovakia distribution and exhibition was regulated by the state and served to ideological purposes of forming a model of a “new viewer” (Skopal 2012), the Belgium experience was that of an open market, with non-compulsory censorship (Biltereyst and Meers 2014). By comparing the cinema programs of the three comparably-sized cities, we investigate how the two different political systems (state-led socialism vs. free-market capitalism) impacted upon patterns of exhibition and distribution and from this whether distinctive patterns of film taste can be identified. We look into questions on the relation between national cinema policies, local business strategies and film popularity. What were the differences in terms of the exhibition and circulation of films within the three cities? What about differences in popularity of films according to genre, origin, etc.? How popular were Hollywood and other kinds of films (cf. US cultural imperialism thesis)?

This historical and political-economic paper is based on a comparative analysis (Sedgwick, Pafort-Overduin, and Boter 2012) of systematically constructed large-scale datasets on film venues (title, location, exhibitor,...) and film programmes (film title, origin, producer,...) in the three cities in 1952 and on data coming from official publications, trade journals and other secondary sources in

the two countries. These rich sources also allow us to make comparisons between the cinema cultures of the three cities, including the vintages and countries of origin of films in circulation, the pattern in which films were diffused in the respective city locations and the statistics of popularity.

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Id: 21527

Title: Algorithmic Exploitation in "Sharing Economy": A Study of Labor Control Mechanism in Didi Chuxing

Session Type: Individual submission

Authors:

Name: Chen Zhang
Email: zhangc.94(at) foxmail.com
Country: CN (China)
Affiliation: Peking University

Name: Chenke Wang
Email: 1801211131(at) pku.edu.cn
Country: CN (China)
Affiliation: Peking University

Name: Weijia Wang
Email: okweijia(at) foxmail.com
Country: CN (China)
Affiliation: Peking University

Abstract: Taking advantages of government's dual-innovation policy, assisted by information integration and cloud computing technology, China has witnessed a steep rise and penetration of the "sharing economy". And Didi Chuxing, which bought Uber's China division in August 2016, is now the world's largest ride-hailing platform. Such unicorn company presents tremendous opportunities for those who embrace new technology and business models, but has also caused issues as it often obscures workers' role by the usage of a set of labor control mechanisms. This study will focus on the platform's exploitation and manipulation on Didi's registered-drivers under the background of the "sharing economy" from the perspective of Political Economy of Communications.

The Internet has begun a political-economic transition toward what Dan Schiller calls "digital capitalism". And "digital labor", as Karl Marx's labor theory's further developed, is a crucial foundation of discussions within the realm of the political economy on this topic. In 2013, Sandoval Marisol extends its concepts to include those who are producing computer technologies, electronic equipment and media technologies. I also want to expand the extension of "digital labor" and bring the group of Didi drivers into this category. Meanwhile, with the development of Sharing Economy, many researches observe such platforms. In 2015, Alex Rosenblat and Luke Stark argued that the information and power asymmetries produced by the Uber applications are fundamental to its ability to structure soft control over its workers through its technological design. Mark Graham also analyzed that algorithmic mechanisms have a dark side, digital work signals a global race to the bottom. However, current foreign researches on "sharing travel" mainly focus on the economic model or hidden control of the Uber, Didi Chuxing is often neglected, even if it is, the impact of such platforms on labor markets and its control mechanisms are insufficient. So, This study will focus on this Chinese technological company, especially its series of algorithmic mechanisms, such as system dispatch, dynamic pricing adjustment, evaluation mechanism and other "hidden exploitation" on drivers, expecting it will be an illuminating exploration.

The methods this research adapts will include Case Studies, Interviews and Field Investigations. Last year, in the process of my internship and interchanges with Didi's internal staffs, I had done some Case Studies on its platform structures and corporate operations. This year from March to May, I'm planning to interview 10 different types of Didi's registered-drivers, staying with them under way as a passenger to get the first-hand materials of their working patterns, labor intensity, income, etc. As for the arrangement of text structure, the first part will illustrate the evolution of the concept of the "sharing economy" and the development of Didi Chuxing. The second part is the main part, outlines how Didi's algorithms systems exploit and manipulate the driver, including the dispatch system, the evaluation mechanism, the reward and punishment regulation, etc. The final part both shows the driver's resistance in the face of dual pressure from passengers or capital and summarizes the contents.

Id: 21637

Title: Connecting giants: Wanghong-facilitated synergy between social media and e-commerce platforms in China

Session Type: Individual submission

Authors:

Name: Xiaofei Han

Email: xiaofeihan(at) cmail.carleton.ca

Country: CA (Canada)

Affiliation: Carleton University

Abstract: The term influencer, defined as the vocational, sustained, and highly branded social media stars, increasingly embeds a model - or various models - of business that targets key individuals who exerts influence over a large pool of potential consumers (Abiding, 2008). Against the backdrop of the booming e-commerce and social media platforms' aggressive commodification in China, business model of a particular type of influencers - or by its vernacular term in Chinese, Wanghong (short for Wangluo Hongren: "people who got popular on the internet") - the so-called e-commerce Wanghong as well as their incubators is on the rise. Value chain of e-commerce Wanghong starts from gathering followers at the upstream on social media platforms such as Weibo (a Twitter-esque service in China) through Wanghong's self-branding, following the standards imposed by Wanghong incubators; and then Wanghong incubators launch online stores for established Wanghong on e-commerce platforms, mostly common and notably Taobao (the most popular e-commerce platform owned by Alibaba Group, the Chinese and global e-commerce giant), and Wanghong will direct followers into their e-commerce stores on the platform and transform them into consumers there.

Focusing on this emergent value chain, this paper argues that Wanghong and Wanghong incubators have facilitated a synergistic ecosystem which both the social media and e-commerce platforms benefit from and thus assertively promote. Through a case study of the industrial leader of e-commerce Wanghong incubators, Hangzhou Ruhnn Holding, and its close collaborations with both Weibo and Alibaba Group respectively, this paper unfolds two trends of Wanghong value chain in Chinese market. Firstly, e-commerce Wanghong are being highly institutionalized in Chinese market, given the dominant role of Wanghong incubators in imposing industrial, homogenous standards on Wanghong through trainings provided to recruited Wanghong regarding self-branding techniques, content production at social media as well as supply chain management and e-commerce store operations. Secondly, Wanghong and Wanghong incubators have become a critical intermediary that facilitates the synergistic ecosystem between social media and e-commerce platforms, ultimately serving Alibaba's transition toward "social commerce" and the intensified commodification of Weibo aimed by the two internet companies. Such synergy has created new sites for monetizing netizens' online interactions and has contributed to the aggressively blurring boundaries between mundane social interactions and consumptions promoted by dominant players in Chinese internet.

Building on the concept of economic synergy and its social implications proposed by Janet Wasko and Nathan Vaughan, this paper showcases how two powerful platforms, Weibo and Taobao

among many others, have together coalesced to create an informal business ecosystem in which Wanghong and Wanghong incubators serve as the key vehicle to adapt to the flexible production system of post-Fordism. Such informal yet profound business networks tend to be overlooked in current studies of the political economy of Chinese internet platforms that traditionally focuses on issues such as ownership structure, market concentration, and financialization, etc. It also provides a systematic and nuanced analysis of the monetization of contemporary Wanghong group in connection with the broader trend of the commercial development of Chinese internet, which is rarely found in the literature of Chinese internet celebrity studies.

Id: 21674

Title: [Panel] It never went away: the state and political economy, Panel description

Session Type: Panel Submission

Authors:

Name: Des Freedman

Email: d.freedman(at) gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Abstract: The state remains a critical actor in communications systems the world over, from cosmopolitan western democracies to closed and censorious authoritarian regimes. Far from evacuating power to private bodies and withering away, many states promote and facilitate corporate concentrations of power; far from being entirely ‘hollowed out’, many states continue to preside over extensive surveillance and security regimes; far from retreating from imperial ambitions, many states are engaged in expansionist adventures and regional conflicts; far from abandoning ideological projects, states are vigorous participants in battles to police both physical borders and symbolic battles.

This panel examines a range of theoretical debates and empirical case studies that highlight the intense, if volatile, relationship between the state and communications. Des Freedman considers why there are significant gaps in media and communications theory with respect to the state and focuses on the multiple roles that states continue to play. Joanna Redden tackles the specific ways in which the British state has used data-gathering to surveil and control different populations, producing a sense of citizens as ‘risks’ and not autonomous actors. Milly Williamson and Gholam Khiabany discuss how the state uses racism as a crucial source of division and investigate ‘official’ discourses in relation to recent events in Western Europe and the US. Finally, Joan Pedro brings the debate home by reflecting on the political struggles between Catalan nationalism and the Spanish authorities and asking whether the former is a nation without a state while the latter constitutes a state without a nation. The discussant, David Hesmondhalgh, author of *The Cultural Industries*, will conclude by assessing how these debates relate to tensions and contradictions within the contemporary cultural industries.

Id: 21676

Title: State. Power. Media.

Session Type: Panel Submission

Authors:

Name: Des Freedman

Email: d.freedman(at) gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Abstract: The state has virtually been theorised out of existence. Globalization, outsourcing of public services, deregulation, digitalization and financialization have contributed to a situation in which, as Susan Strange once wrote, the “domain of state authority in society and economy is shrinking”. For some, the very idea of a body that is able to coordinate vital areas of public life summons up either images of conspiracy and smoke-filled rooms or of authoritarian regimes far beyond the ‘complex’ power regimes of the West. This paper seeks to distinguish between the territorial concept of the nation-state and the critical notion of the state as an ‘instrument’ of class power that pervades societies across the world. It considers key theories of the state in relation to their application to contemporary communications environments and aims to grasp the implications of continuing state influence for the exercise of media power and control.

It attempts to highlight the operation of the state in both visible forms (for example surveillance, regulation, and censorship) and less visible forms (for example in its organisation of national representations of ‘desirable’ and ‘undesirable’ social groups) where it acts in concert with like-minded political actors). It analyses the state’s multiple roles as police officer, policy maker, entrepreneur, ideologue and co-conspirator with respect to media systems and institutions. At a time when globalization is under particular stress, an understanding of the resilience and creativity of different kinds of states in different kinds of conditions is essential if we are to make sense of contemporary developments in politics communications. Despite what many scholars have described as conditions of ‘statelessness’, it is not possible to argue that the state has somehow ‘returned’ or is on ‘retreat’ because it never meaningfully went away. Indeed, neoliberalism has transformed the role of the state and its relationship to other social forces requiring us to pay even more attention to the reconfigured state in evaluating the political economy of communications.

Id: 21680

Title: State policy and the articulation of racism

Session Type: Panel Submission

Authors:

Name: Milly Williamson

Email: m.williamson(at) gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Name: Gholam Khiabany

Email: g.khiabany(at) gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Goldsmiths, University of London

Abstract: The election of Trump, Brexit, and the electoral gains of right wing ‘populist’ political parties across Europe have given weight to the perception of racism as an expression of ‘popular sentiment’. A significant number of political and journalistic commentaries on these developments have lamented the opportunism of various political parties that are said to be exploiting popular racism for electoral gain. However, public responses to the Windrush scandal in Britain, the travel ban against citizens of five Muslim majority countries by the US administration, the recent scandal of children being separated from their parents at the US border, and anti-immigration laws that have become common across Europe (together with other examples of contemporary racisms) clearly warn against such interpretation. Instead, such instances suggest that the state and political establishment as a whole have been, and remain, central in paving the way for the emergence and articulation of racism and xenophobia. The history of racism is indeed also the history of state policy on race relations.

The paper pays particular attention to the state as both the apparatus for the production of racism and an institution that relies on racism for legitimising its growing authoritarian character and for quelling the growth of the very intersectional and broad social movements that are necessary to challenge racism. Rather than conceiving of racism as a product of ideology first and foremost, it explores the links between the contemporary national and international crisis of capitalism and connects the historical roots of racism to contemporary configurations of politics, the state and the media in the production of today’s racist ideologies.

Id: 21684

Title: State, nation and propaganda in the Catalan conflict

Session Type: Panel Submission

Authors:

Name: Joan Pedro

Email: joan.pedro(at) slu.edu

Country: ES (Spain)

Affiliation: Saint Louis University, Madrid

Abstract: This paper will analyse the role of the state and the nation in the production of propaganda to promote both the territorial unity of Spain and the independence of Catalonia. It will look into structural conflicts and its interconnections with cultural and direct violence from the perspective of Peace Studies (Galtung, 1969; Galtung & Fischer, 2013). The starting point of the paper is that the independence block considers Catalonia a nation in search of a State and that the unionist block attempts to create a nation for the Spanish State (Tortosa, 1996). The research will show that this contradiction has important structural and cultural dimensions. It will argue that a fundamental aspect of the conflict is the social unrest generated by the structural conditions created by both blocks through the imposition of neoliberalism and austerity policies, as well as by engaging in corruption. These policies and practices were first responded by the 15-M movement, which did not pursue the objective of independence nor focused on the territorial unity of Spain, but instead promoted equality for all and democratisation in all territories. However, as both governments continued with the agenda of austerity, the two blocks embraced the long-standing propaganda technique of diverting attention, by substituting the independence/unity axis for the focus on inequality and authoritarianism. Both central and peripheral nationalism have been intensified to hide structural conflicts. The Spanish state and the media have been used to construct the idea of a nation. The Catalan government has instrumented the Autonomic media and used its governmental power with the aim of creating a nation-State. Both base their strategy on inventing 'imagined communities' (Anderson, 2006) in which a monolithic block with positive characteristics ('us') is confronted with another monolithic block with negative characteristics ('them'). At the peak of the conflict the Spanish state used the police to repress the independence movement, which has advocated for peaceful mobilisation, but has, nevertheless, engaged in some episodes of direct violence.

The paper argues that it is in the interest of the middle and working classes of Spain and Catalonia to join in non-violent action to reverse the structural conflicts and build positive peace. Progressive forces can create a new block by engaging in a culture of peace that changes the axis from independence/unity back again to austerity/anti-austerity and democracy/ authoritarianism. Alliances along these lines can be reached by combining the democratic defence of souverainism (the right to decide) and a project to make the Spanish state more democratic, equal and plurinational.

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Id: 21723

Title: The fragility of communication policies in Brazil and Argentina

Session Type: Individual submission

Authors:

Name: Anderson Andreato

Email: anderson.andreato(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal Fluminense / Fluminense Federal University

Abstract: Martin-Barbero (2004) argues that television is very strong in Latin American media culture. It still influences a large part of society, making it clear that public broadcasting policies are essential to ensure that there are spaces available to represent the continent's vast diversity and plurality.

However, the laws in this field cannot be permanent. In this context, changes in the political sphere mean that the public service broadcasting sector is vulnerable to interference from different administrations, both in terms of content production and the approval of budgets. Such types of interference are detrimental to society because communications should be open and free from political ideologies.

This paper aims to understand the fragility of communication policies in Brazil and Argentina as a consequence of changes in government administrations and their political tendencies. I intend to analyse this by evaluating to extent to which these communication policies are being presented as Government or State policies.

If the State plays the role of devising communication policies – which are defined by Ramos (2010 apud Geraldes, 2012) as “normative procedures that, once underway in a given democratic institutional environment, aim at the well-being of the population” – it is also necessary to develop regulatory environments in order to avoid flawed practices.

Albornoz (2010) suggests that conducting a comparative study of the different media policies in different states and nations may offer an interesting contribution to knowledge as long as the specificities of each of them are taken into account. In the context of this paper, I aim to contrast the realities of Brazil and Argentina, following recent changes in government. In 2016, both countries were marked by immediate interference in the media sphere, with the countries' administrations promoting several changes that affected public communication, demonstrating that these are strategic and sensitive areas.

Regarding a feeling of policy discontinuity in Brazil, Pieranti (2017) warns that the future administrations should consider that their policies should not belong to individual governments, but, rather to the State. In Argentina, on the other hand, Segura (2018) mentions other problematic issues. There is a strong incentive to commercial exploration whilst the state-sponsored media becomes increasingly more irrelevant and the allocation of public resources aim to benefit the interests of economic elites over the interests of the citizens.

Many factors demonstrate that public service communications are going in the same direction in Brazil and Argentina. This may reveal the deep interconnection between the media system and the public system in both countries, as Aires and Santos (2017) suggest. In these authors' view, this context makes it easier for communication policies to be seen as “battlefields

between public and private actors and media practitioners as the power dynamics of negotiation are often asymmetrical”.

Id: 21732

Title: The Data Commons and the Political Economy of Artificial Intelligence

Session Type: Individual submission

Authors:

Name: Pieter Verdegem

Email: p.verdegem(at) westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: This paper explores the potential of the data commons in the context of Artificial Intelligence (AI). One of the challenges in creating AI systems that advance the public good is the monopolistic power of companies developing them. The success of AI is based on learning algorithms for which data produced by users of digital services is a vital resource (Broussard 2018). Ownership of and access to that data, however, is limited to the owners of platforms. This paper investigates the potential of alternative structures for data ownership and access so that the benefits of AI systems can be shared widely.

We now live in a culture of AI (Elliott 2019). While AI is around for a while, the combination of increased computing power, new developments in machine learning and better performing algorithms, and the availability of large datasets, has led to much talk about its impact on the way we live and work. AI can both lead to a new area of shared prosperity but also to a dystopian future. We need to understand AI systems, how they are developed and what their impact is, so that we can make sure AI will benefit society at large. In this context, we need to be aware that AI simultaneously refers to technical approaches (machine learning), social practices (classification systems, developed by humans) and industrial infrastructures (datasets that are the source of knowledge and prediction) (Crawford 2018).

In this paper I particularly focus on the ownership of and access to data upon which AI systems are built. A political economy approach is needed if we want to understand the politics and power of AI systems and their developers. I will explore the potential of the data commons – building on earlier work on the digital commons (Murdock 2011) – as an alternative structure to deal with the monopolistic power of AI companies around data. While mainly being used by the open data movement and research on data science and computational social science, the data commons might be a promising venue for rethinking how AI systems and infrastructures should look like. It can be a useful way to think about alternative business models, engaging people and organisations with a different set of motivations, and thereby contributing to AI innovations that are there for advancing the public good.

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Id: 21766

Title: China's Pursuit of Soft Power: the Case of the Film Industry

Session Type: Individual submission

Authors:

Name: yanling yang

Email: y.yang5(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University London

Abstract: This paper explores the role of film in China's drive to enhance its soft power. As many commentators have pointed out, while it is difficult to measure the effectiveness of soft power initiatives, it is possible to evaluate the usefulness of existing soft power indexes.

Following interviews with film experts aiming to understand their views on the current soft power indexes, I analysed the secondary data includes academic debates on the issue of soft power evaluation and existing influential soft power indexes to assess the outcome of China's practice in using film as an instrument of projecting soft power. The measurement of these indexes covers the period from 2001, when the document Implementation Rules of Going-Out Project (Trial) was issued by Chinese government, to 2018, the most recent year for which data is available.

Based on the thorough analysis from both interviews and secondary data, this paper will contribute to debate and analysis around soft power in two main ways. First of all, by focusing on film industry it addresses an under-developed areas in the existing research on the soft power strategies employed by the world's leading authoritarian regime.

Secondly, it addresses the practical issues raised by the feasibility of measuring soft power, issues that currently remain unresolved in both academic research and policy making. The importance of the analysis not only lies in the fact that the evaluation of film as an instrument of soft power has not been sufficiently documented and thoroughly analyzed, but also due to it suggesting the global presence of films as indicators to evaluate the potential of nation's soft power. As a result, the findings of this paper will make contributions to the research on soft power from both theoretical and practical perspectives.

Id: 21902

Title: With Crisis Comes Opportunity: Imagining a Post-Capitalist Future for Journalism

Session Type: Individual submission

Authors:

Name: Victor Pickard

Email: vpickard(at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: Commercial Journalism is facing an existential threat by structural shifts in digital economics, especially the collapse of their advertising revenue model. Much of the blame for journalism's recent decline has focused on the role of platforms such as Facebook and Google, which devour the lion's share of digital advertising revenue. Journalism in general, and local news in particular, is increasingly threatened by this duopoly, which takes a combined 85 percent of all new U.S. digital advertising revenue growth, leaving only scraps for news publishers. According to one study, these two companies now control 73 percent of the total online advertising market. Meanwhile, institutions that provide quality news and information—the same struggling news organizations that are expected to help fact check fake news—are further weakened.

While many argue that Facebook should be treated as a media company and held to relevant legal ramifications—as well as norms of social responsibility—Mark Zuckerberg has long refused to even acknowledge that Facebook is anything more than a technology company. This problem deserves close public scrutiny, but history shows us that expecting good corporate behavior simply by shaming information monopolies is a dubious proposition at best.

However, beyond the threat of platform monopolies is a more fundamental problem. The commercial model for journalism can no longer support even minimal levels of news and information, let alone the robust media system that a healthy democratic society requires. My analysis will move beyond the critique of monopoly power to consider systemic market failure, as well as solutions for sustaining public service journalism. I will conclude by discussing proposals that range from platforms being compelled to fund a journalism trust to reinventing a new public media system for the digital age.

Id: 21978

Title: Claiming Rights to Recapture Voice in Food Politics

Session Type: Individual submission

Authors:

Name: Alana Mann

Email: alana.mann(at) sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Abstract: Modern foodscapes are fundamentally undemocratic spaces where producers and consumers have virtually no voice or meaningful participation, and only an illusion of choice. They are dictated by Big Food – the agribusinesses, multinational food and beverage companies, and life science corporations that control supply chains. These include mega-merged companies like Bayer-Monsanto which employs a range of emotionally-powerful discourses which frame the world as being food-scarce and itself as the noble saviour to justify its predatory behaviour to political elites and the general public at the expense of human and planetary health. In this paper I apply the concepts of voice and value as central tenets of resistance against the corporate capture of our food system. Examining the discursive power of language and collective rights to food and communication in contemporary food politics, I propose that building a food system based on principles including food justice, food sovereignty, and food democracy demands voices not only be heard but recognised, for – after scholars including Nick Coudry and Nancy Fraser - there is no evidence that voice has been heard and had an impact without recognition. The Campaign for Communication Rights in the Information Society (the CRIS Campaign) offers insight into how communication policy can be framed globally and be used to mobilise constituencies across borders. I draw parallels between this and the global movement for food sovereignty, which promotes the right to food. I argue that the right to food and the right to communicate reflect a shared desire to reclaim voice by contesting a neoliberal food system that seeks to systematically disable voice. Both rights frames provide the CRIS and food sovereignty campaigns with salience in international arenas where human rights frameworks exist. Both sets of rights are based on ideals of participatory democracy in that they assert that all citizens must be included in every governance process that affects them. I claim that the MacBride Commissions’ call for the “right to hear and be heard, to inform and be informed” captures the voice claims that are inextricably linked to the right to food, but acknowledge that in each case “even were it enforced [the right to communicate/the right to food], it does not address structural inequality embedded with for instance capitalism and its drive to constantly expand its terrain of control”, as noted by CRIS Campaign director Séan ó Siochrú. As a way forward I compare how the organisational capacities of the Association for Progressive Communications (APC) and the peasant farmers’ movement La Via Campesina have connected and coordinated civil society efforts in pursuing each set of rights. By providing centrality and a clear hub and spoke structure with the APC at the centre, and strong horizontal ties between individual actors and advocacy groups, the communication rights movement was able to accommodate the shift to later debates on Internet governance. A comparable flexibility and scope, coupled with organisational know-how, has similarly sustained the food sovereignty movement as the most influential civil society voice in global food politics.

Id: 21995

Title: [Panel] The India Media Economy: Platforms, Transactions and Markets, Panel Description

Session Type: Panel Submission

Authors:

Name: Adrian Athique

Email: athique(at) protonmail.com

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: In India's expanding media economy, platform business models necessarily interact with existing modalities of market exchange. These markets operate at different levels of 'the stack'. In the communication layer, value is extracted through the sale of hardware, software subscriptions, data packs and other forms of access rents. In the distribution layer, value is extracted through content subscriptions, pay-per-view offerings, user-generated content and the bulk of the world's advertising revenues. In the transactional layer, value is extracted from various forms of piece work, user-tracking, data mining and the aggregation of commissions exercised over peer-to-peer exchanges. As such, the affordances of the digital - as a medium of record, as a medium of distribution and as a medium of transactions - have all been progressively developed towards the present nexus of micro-payments, data mining and peer-to-peer market systems.

In recent years, the transactional layer has become favoured as the primary site of extractivism, operationalised through various exchange platforms, and designed to systematically extract value from social economies that were hitherto operating outside of the formal economic order. In India, this includes the aggregation of informal markets for 'services' as well as the formalisation of grey economies. In all these instances, we see useful exemplars of the expansion of a 'mediated economy' through which an increasing number of economic exchanges are aggregated within portals that allow for value capture at the transactional level. What is more insidious, perhaps, is the simultaneous processes through which everyday interaction and sociability are marketised through P2P communication platforms. With all this in mind, this panel considers how a markets-based approach might help us to comprehend the convergence of distinctive forms of market logic within India's emerging platform economies.

Moderator: Usha Rodrigues, Deakin University, usha.rodrigues(at) deakin.edu.au

Discussant: Gerard Goggin, University of Sydney, gerard.goggin(at) sydney.edu.au

Id: 22005

Title: Going Cashless: Digital Transactions in India

Session Type: Panel Submission

Authors:

Name: Adrian Athique

Email: athique(at) protonmail.com

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: Much has been happening to money over the course of the ‘crash decade’ that began in 2008. A critical component of the global response has been the creation of different forms and modalities of electronic money on a breathtaking scale. This ‘great digitisation’ ranges from the vast currency debasements of central banks via quantitative easing to the hyper-volatile fashion for crypto-currencies, which found a large market in India. As part of this larger datafication of money, India made a dramatic intervention on 8th November 2016, when Prime Minister Narendra Modi announced that the 85% of the Rupee currency notes in circulation would be ‘demonetised’ within hours, and made worthless within two weeks unless deposited into the banking system.

On 9th November 2016, virtually every newspaper in India was carrying full front page advertisements for providers of digital ‘mobile wallet’ services, the leading platform being PayTM. The simultaneity of demonetization and the proposed solution offered by mobile wallets caused many to insinuate that the Government of India must have some stake in these providers, with the meme ‘PayToModi’ going into circulation. This unsubstantiated assertion nonetheless established that the two phenomena were by no means circumstantial, something that was quickly confirmed as the official rationale for demonetization quickly shifted from flushing ‘black money’ (where it obviously failed) to the drive towards a ‘cashless society’ (posited as an unqualified good in its own right).

Digital transactions are, in India as much as elsewhere, an absolutely central component of ‘Platform Economies’, ‘Smart Cities’ and ‘Digital Society’ more broadly. Despite this fact, relatively little attention has been given to the implications of the virtualization of money, a phenomenon that has accelerated exponentially over the past decade. In the developed world, money has established itself over several decades, typically in a context of welfare economics, credit culture and universal banking. In India, where the vast bulk of economic activity operates in cash, electricity is unreliable, and where half the population had no bank accounts or mobile phones, the decision to undertake this ‘great leap forward’ immediately engendered a crisis in which millions went hungry and unpaid, large numbers died and the growth of the entire economy lost momentum.

At one level, therefore, the demonetization debacle can be seen as an example of autocratic hubris amidst the realities of highly uneven economic development. From the outside, the immediate enthusiasm of foreign commentators as this grand gesture was enacted usefully illustrated some of the ways in which ‘Digital India’ operates as a laboratory for technocratic interventions in the economies of the Global South. This paper provides a succinct account of the push for digital

transactions as a central infrastructure of the 'Digital India' vision. Given the centrality of money to the operation of each and every social transaction, this paper also emphasizes the cultural, social and political dynamics of a transactional economy, and the broader import of digital money for scholars in media and communications.

Id: 22006

Title: Market Matters in the Indian Media Economy

Session Type: Panel Submission

Authors:

Name: Vibodh Parthasarathi

Email: vibodhp(at) yahoo.com

Country: IN (India)

Affiliation: Jamia Millia Islamia

Abstract: The word ‘market’ is highly conspicuous in media scholarship on India over the last 25 years. Paradoxically, the ‘market idea’ has gone severely under-theorised in this otherwise expanding scholarship. My presentation reflects on the methodological and ontological pathways that might allow us to grasp the ‘market idea’ in the context of media markets on India.

I begin by scrutinising approaches to the idea of ‘the market’ by evaluating conventional neo-classical and unorthodox, especially institutional, variants of understanding markets. I then delineate the peculiarities of media markets in India, as commercial, legal, and political entities—drawing attention to the role of linguistic geographies and extra-market forces in the construction of such markets. The second part of my talk proposes a fresh conceptualisation of ‘markets’—peculiar to the study of the media. The bedrock of my configuration lies in the idea of the “media economy”—a concept proposed with my collaborator, Adrian Athique—that captures the varied commercial and social transactions entailing the media as a constellation of markets. I propose three levels of analysis constituting what is commonly called “media markets”: the macrological level (as a market of markets), the mesological level (a grouping of market spaces), and the micrological level (the marketplace for goods and services).

Through this presentation, I want to catalyse discussions at two inter-related levels. Firstly, I want to lay out the role of the media in spawning a system of cascading markets around their evolving operations. Secondly, I want to instigate a reflection on disciplinarity in the field of communications: that is, a plea to make sociological studies of the media more ‘economistic’, and to ensure conventional “business studies” becomes more ‘culturally’ informed. Businesses, after all, operate within markets that are constituted through a larger constellation of social, cultural and political dynamics. By this double emphasis, I seek to engage with the problematic of subject-definition in marking the boundaries of media studies on India at a time where media markets are increasingly integrated, not only with each other but with other economic domains.

Id: 22018

Title: The Networked Media Economy and the Indian Gilded Age

Session Type: Panel Submission

Authors:

Name: Scott Fitzgerald

Email: s.fitzgerald(at) curtin.edu.au

Country: AU (Australia)

Affiliation: Curtin University

Abstract: For the past decade a common suggestion from academics, politicians and commentators is that Indian capitalism is beginning to resemble the US Gilded Age (Sinha 2011; Gandhi and Walton 2012; Walton 2017; Crabtree 2018). This comparison with the nineteenth-century American robber barons emerges because of the rapid development of a range of Indian billionaires (Ambani, Mittal, Adani) who are particularly associated with so-called rent-thick sectors, including infrastructure, telecommunication and media. Rather than innovative, productivity-enhancing Schumpeterian rents, these sectors are argued to be characterised by extractive rents, which achieve returns above those of 'fully competitive markets' via political patronage, preferential access to state-controlled resources and monopolistic market power.

Although concentration ratios in the network media economy were lowered by privatisation and liberalisation in the 1990s, today some Indian regulators are concerned about rising concentration in the rapidly expanding telecommunications and digital media sectors, as major industrial groups enter these markets and pursue merger and acquisition strategies. For instance, in late 2015 Reliance Industries, India's largest business group by market capitalisation and second largest by revenue, entered the telecom industry via its subsidiary Reliance Jio and prompted substantial consolidation, as smaller firms exited or merged with other firms and Jio emerged as the third largest operator.

Drawing on data analysis based on the Centre for Monitoring the Indian Economy's PROWESS database (e.g. Bhattacharjee & Agrawal 2018; Smith 2015) and detailed industry reports (KPMG, Ernst & Young), this paper reassesses the insights offered by Fernand Braudel's analysis of capitalism for a political economy of the media and cultural industries. From the perspective offered by Braudel's distinction between capitalism and the market economy, capitalists only assent to competitive market relations when other avenues to profit-making are blocked. They instead prefer the exceptional profits of the antimarket, the intentionally opaque zones where Braudel argues 'the great predators roam and the law of the jungle operates'.

The media and cultural industries' organisational structure has long been characterised by the tendency towards oligopoly, if not monopoly, due to specific socio-economic characteristics and political considerations. Nonetheless, according to the Braudelian perspective, recent developments in these sectors associated with politically-patronised corporate expansion, financialisation and vertically integrated concentration have reinforced the inherently anti-competitive context in which the majority of the global media operate. In reviewing such ongoing changes in the Indian media, the paper provides a broader conception of competition based on classical political economy's

notion of real competition(Shaikh 2016),which problematises the divide between ‘economic life’, ‘fully competitive market economy’, and capitalism.

Id: 22021

Title: Infrastructure and Platform Anxieties in India

Session Type: Panel Submission

Authors:

Name: Pradip Thomas

Email: pradip.thomas(at) uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: I would like to in this presentation explore some aspects and anxieties related to the transactional economy in India by highlighting some examples - the nation-wide connectivity project Digital India (DI) along with what would seem to be consolidations in the e-commerce economy, the sociality of Whatsapp 'lynchings' and cartographic anxieties related to Google Maps. These examples are by no means exhaustive although they do provide insights into the nature of the transactional economy in India and the anxieties of the State in the context of its role as buyer and seller, arbiter and shaper, regulator and controller of the digital, an entity that is both invested in and investor in this economy. In spite of investments in projects geared towards the expansion of the digital footprint in India across many levels, it is clear that the State is not in a position to control or curb disruptive socialities on platforms that thrive on connectivities and socialities such as Whatsapp and Facebook. Such anxieties are arguably overshadowed and compounded by India's lack of preparedness and inability to compete with these global platforms and fundamentally by a lack of comprehensive policies supportive of the transactional economy.

While political parties use platforms for sectarian political purposes, and governments have attempted to regulate platform content, with the exception of the regulator (TRAI's) involvement in Facebook's failed ambitions to dominate mobile access to the internet through the Free Basics initiative, the government of India has until recently, largely been unable and for that matter unwilling to resist the disruptive consequences of the big three partly because it has invested in harnessing its disruptive potential for the advancement of its own electoral politics and its commitment to shaping the Indian economy into a transactional economy. Whether or not its attempts to curb the appetite of Amazon and Walmart in e-Retail will result in a level playing field remains to be seen although the attempts to regulate seem to be motivated by the need to support a favoured government MNC Reliance Retail.

As this paper discusses, there are massive gaps between the government's vision of the transactional economy and its actual operationalisations. Cash remains the preferred mode of payment and the wide-spread distrust of the security of such systems has contributed to the uneven development of the transactional economy in India that is in itself a reflection of existing divides in society. How governments in India respond to the challenges posed by digital disruptions through balancing the need for participation, equity, regulation, sovereignty and control will be of critical importance to India's ambitions to become a modern nation-state fueled by the transactional economy. However, the instrumentalist nature of this project and multiple divides in society in India seem guaranteed to ensure that the transactional economy is bound develop unevenly across the nation.

Id: 22121

Title: The changing role of mainstream Indian media in Modi's social media era

Session Type: Panel Submission

Authors:

Name: Usha Rodrigues

Email: usha.rodrigues(at) deakin.edu.au

Country: AU (Australia)

Affiliation: Deakin University

Abstract: The 2014 national election was dubbed India's first 'social media election'. The 2019 election is likely to be dubbed as the 'WhatsApp' election. India has changed in the past decade. The telephone density and wireless subscription have reached nearly 90%, according to Telecom Regulatory Authority of India (TRAI.gov.in 2019) Nearly 500 million Indians have access to the internet, while 300 million Indians use Facebook and 200 million use WhatsApp, a chat app that is used on mobile phones. The aspiring class is increasingly connected to the world via their mobile phones. Across the world, politicians have realised the power of being able to communicate directly with people through such mobile technology, particularly bypassing the interrogation by the mainstream media.

Indian Prime Minister Narendra Modi is known for his use of media platforms when communicating with voters, whether through social media or using the government funded public service broadcasters. Modi keeps his followers abreast of his daily activities using various social networking platforms. He incessantly uses these platforms to push his 'Digital India' agenda, advertising initiatives such as the 'Clean India' campaign and launching various prime ministerial funding schemes for small businesses and digital payment system. Around half-way through his tenure as the 15th prime minister of India, he announced a radical government policy to reduce black money by scraping more than 85% of the Indian currency in circulation. Once again, he shunned the mainstream media, giving one interview during these two months to a chosen news outlet, but incessantly and directly communicating with his followers. He addressed public rallies, posted tweets and used the public service broadcasters.

The strategy of marginalising the mainstream media in India, which is one of the largest news media industries in the world, has left journalists scrambling to cover Modi's articulations on other platforms. Using case studies of Modi's use of Twitter for 'Clean India' campaign in 2015-16, the demonetisation process in 2016-17 and the recent 2019 national election, this paper will present an analysis of Modi's use of social media strategy, his followers, detractors and the mainstream response to this strategy on the micro-blogging site. The paper will examine Modi's agenda building strategy on social media and consider the changing role of the mainstream media in India in the new, hybrid media system (Chadwick 2013). We will consider whether the media's coverage of politics in India is increasingly guided by the 'political logic' rather than the 'media logic', as has often been the case in the free press world (Stromback and Esser, 2014). The use of social media platforms, particularly WhatsApp, Facebook and Twitter, by all political parties including the main opposition, Indian National Congress Party, in the 2018-19 elections raises critical issues about the mainstream media's role in the largest democracy.

Id: 22307

Title: Who and where is the civil society in internet regulation'

Session Type: Individual submission

Authors:

Name: Elsa Silva

Email: elsa.silva(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: Centre for Communication and Society Studies, University of Minho, Portugal

Abstract: Communication policies and regulatory strategies are a fundamental axis in contemporary society, considering the pervasive nature of the global communication network in daily life. The internet is directly involved in matters of fundamental rights, such as the right to communication and information, freedom of association and the right to freedom of expression. Increasingly, other issues such as the right to privacy, the importance of digital memory and network neutrality have been defined, while other rights consolidated in the pre-digital age, in particular intellectual property rights, are constantly being challenged. Internet governance has been developed through a multi-stakeholder model, which has received little critical attention and has not been sufficiently examined for its development promises (Carr, 2015, Padovani and Pavan, 2007). Multi-stakeholderism is thus a process that needs to be closely monitored because its benefits are not inherent to the process, but rather a construction that depends on the practices and dynamics of the actors involved. Considering the growing commercialization of the digital era, civil society faces increasing power imbalances in the process. Although being a loci recurrently quoted in the literature, it has yet to produce more than marginal results (West, 2017) and needs to be carefully analyzed to assess its true contribution and potential in the process. This communication aims to analyze participation of civil society actors in Portugal, assessing their legal status, their resources, their mission, the strategies (formal or informal, via petitions and / or dissemination actions and / or forms of activism) and liaison with other civil society actors (internally and externally). This study, in which semi-directive interviews with civil society actors will be performed, will allow to know in a systematic way the mechanisms of participation and the actors that seek to influence the governance of the Internet.

Id: 22332

Title: The Onward March of Ecological Crisis and Economic Inequalities and Mediated Communication : Towards an Integrated Analysis

Session Type: Individual submission

Authors:

Name: Paschal Preston

Email: paschal.preston(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Name: Trish MORGAN

Email: trish.morgan(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: This IAMCR conference's theme resonates with the 70th anniversary of the Universal Declaration of Human Rights, a global milestone centred around the premise that 'everyone had the right to live in dignity'. The Call document notes how communication systems now play a major role in the realisation or failure of such goals, whilst fundamental communication-related rights are under 'increasing pressure and threat', not least due to the onward march of corporate (often monopolistic) control over communication networks, services. It also draws attention to the 'backdrop of rapidly widening inequalities of income and wealth' both within countries and between different areas of the world, with an 'escalating volume of migrations driven by political and environmental as well as economic pressures' forming one 'visible manifestation' of these trends.

This paper seeks to go a step further, however. The authors examine how these key unfolding trends pose urgent threats not only to the achievement of universal 'dignity', but to the very survival of the modern, global, political and economic system. In sum, they argue that the unfolding ecological crisis requires not only much more urgent attention than hitherto in the political economy of communication, but that its analysis must be integrally linked to engagement with unfolding forms of economic inequality, insecurity and precarity.

Thus this paper is concerned with two key global challenges central to the UN's SDGs : ecological crisis and growing economic inequalities and their implications for critical political economy of communication field. To date, these challenges have been largely treated separately in the research literature, notwithstanding certain exceptions, including work on region-specific cases, whilst the same applies to media discourse and representation. Thus this paper explores how both of these pressing challenges have to be considered as dynamically interlinked and cumulative key features of our time.

We argue that both the study and mediated communication of sustainable development and social change issues require an urgent refresh of conceptual and ideational frameworks. We draw on historical and material frameworks to move beyond certain flaws in prevailing perspectives and

studies of ‘crisis’. We explore and expand on the link between economic inequality and climate change, with specific attention to the core regions of the capitalist system. We outline how the analysis of news media, and mediated communication in general, must embrace a new paradigm, one more attuned to the deep, interdependent and global nature of contemporary capitalism. We indicate how most of the prevailing theories fail to make the requisite links or to recognise the pressing dimensions of economic interdependence that transcends narrow national cultural frames or borders.

This paper is informed, in part, by original empirical findings from two research projects: one concerns news media treatment of climate change; the other exploring how news media in four countries engage with economic inequality. The aim is to provide a materially grounded perspective on the adequacy of mediated communication and public discourse concerning these two interlinked issues that are foundational challenges to the realisation of SDGs and the achievement of ‘universal dignity’.

Id: 22334

Title: The Spotification of global radio system

Session Type: Individual submission

Authors:

Name: Ignacio Gallego

Email: jgalleg(at) hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: Spotify started its operations in 2006, thirteen years later the swedish company is the platform leader in the global audio market. During the last years, and specially in the beginning of the 2019, the evolution of the platform and the acquisitions policies reveals a clear evolution from a music platform to an audio content platform. Recently, February 6th 2019, Spotify has bought Gimlet Media and Anchor, two of the biggest business of the podcasting american sector. Quoting Daniel Ek (company CEO): “Based on radio industry data, we believe it is a safe assumption that, over time, more than 20% of all Spotify listening will be non-music content. This means the potential to grow much faster with more original programming — and to differentiate Spotify by playing to what makes us unique — all with the goal of becoming the world’s number one audio platform.” (newsroom.spotify.com, 2019)

At the same time, in the 2018 Spotify report, published before the company debut in the New York Stock Exchange market, established the importance of the global advertising market and the non-music content business (spotify, 2018). Even, they presented in Europe an audience report in 2016 where we can read sentences as “Spotify is the third largest ‘radio station’ for younger target groups” (TNS, 2015)

Considering these facts, the previous Spotify (Vonderau, 2017; Fleischer & Snickars, 2017; Erickson et. al, 2019) and podcasting research (Gallego, 2012; Bonini, 2015; Berry, 2015) and with the framework of the political economy of the cultural industries this communication tackles the evolution of the platform in the different markets, acquisition strategies, corporate structure and financing. It also pays special attention to the company’s last strategies and developments in relation to different partners in a diversity of sectors. We will see how Spotify is not limited to the music sector. In fact, Spotify’s policies, in terms of corporate alliances, bring it close to the technological sector, the media and different consumer goods. And, specifically, how this global platform strategies are a new challenge for the traditional radio markets: the market of the distribution, the contents and audiences, and the advertising market.

Id: 22338

Title: DISCOURSES ON AI IN EUROPE: REINFORCING THE IDEOLOGICAL HEGEMONY OF CAPITALISM'

Session Type: Individual submission

Authors:

Name: Benedetta Brevini

Email: benedetta.brevini(at) sydney.edu.au

Country: AU (Australia)

Affiliation: THE UNIVERSITY OF SYDNEY

Abstract: 2018 was a crucial year in Europe for the advancement of national and EU strategies on Artificial Intelligence. On the 7th of December, the European Commission and the Member States published a Coordinated action plan on the development of AI in the EU. The EU plan followed the publication in the same year of national strategic reports on AI by France, Germany and Britain, competing to becoming “leaders” in artificial intelligence (AI), with each country committing millions of euros.

This paper investigates how Artificial Intelligence is discursively constructed by national and EU AI strategy reports published by France, Germany, Britain and the EU.

Scholars in political economy of communication have showed how discourses around digital technologies have historically been constructed as modern myths (Mosco, 2004) with major references to utopian worlds and possibilities. Is AI ideologically portrayed in a way that becomes a critical element in the reformulation of the ideological hegemony of capitalism?

Are current discourses on AI starting to reshape certain central conceptions of the capabilities of humans and machines embedded in social institutions?

Id: 22364

Title: Party Colonization and Newspaper Advertising in the Kurdistan Region in Iraq (2014-2018)

Session Type: Individual submission

Authors:

Name: jiyen Faris

Email: jiyen.faris(at) uantwerpen.be

Country: BE (Belgium)

Affiliation: University of Antwerp

Name: Pieter Maesele

Email: pieter.maesele(at) uantwerpen.be

Country: BE (Belgium)

Affiliation: University of Antwerp

Abstract: The aim of this paper is to examine if and how journalism is controlled through advertising in a transitional democracy such as the Kurdistan Region of Iraq. Previous research has shown that news media can be captured by governments through state advertising and announcements, the principle being that the more the government allocates its advertisements to a particular newspaper, the more it has control over that newspaper's content (Moritz Eberl et al. 2018, Yanatma 2016; Yesil 2018). While existing research has generally focused only on the role of state advertising as a means of governmental control, this paper will expand this to include other social actors, such as private companies, political parties and non-governmental organizations.

Given the complexity of the advertising market in a non-transparent media market environment, there exists no reliable source of information about newspaper circulations, media subsidies, and advertising revenues. Such information is routinely hidden, either by government administrations or by media owners.

For that reason, a quantitative content analysis was conducted on the advertisements and announcements in six major weekly and daily newspapers between 2014 and 2018. A diverse selection of newspapers was made, covering both newspapers that identify themselves as party organs (Kurdistan Nwe, Hawler, and Evro) and as independent (Rudaw, Hawlati, and Awene). The content analysis measured how much advertising space (in square centimeters) is allocated to which organization or social actor.

The findings indicate that advertisements are to a large extent allocated to party newspapers, while independent newspapers obtain little advertising, leading to a lack of financial viability. This paper concludes by reflecting on the implications of these results for media diversity and pluralism in the media system of the Kurdistan region of Iraq.

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Id: 22416

Title: Activism and Digital Capitalism

Session Type: Individual submission

Authors:

Name: Padmaja Shaw

Email: padmajashaw(at) gmail.com

Country: IN (India)

Affiliation: Department of Communication and Journalism, Osmania University

Abstract: Oxfam report on global inequality titled “Reward Work, Not Wealth” released in January 2019 shows that India’s top 10 per cent hold 77.4 per cent of the country’s total wealth, while the bottom 60 per cent own merely 4.8 per cent.

Given the extreme inequalities, declining employment opportunities and severe farm crisis, the last few years have seen the resurgence of social movements around old causes and around newer social fissures that have emerged.

While India has been posting 5+ per cent GDP growth over several years, it has been a straggler in social development indices of health, education and gender.

In what has been characterised as a dual economy that has highly developed urban centres and rural periphery that continues to be frozen in a primitive time warp. India boasts of 1,131 million mobile subscribers (May 2018) of whom 38 per cent are smart phone users. At 241 million (19% of the population), India’s Facebook user-base has surpassed that of the United States in actual numbers. This spurt in mobile use has made internet accessible on a large scale, deeply transformed the politics of the country.

The political impact of access to Facebook, Instagram, WhatsApp, and internet in general, is still a matter of research, much of which focuses on Big Data mining the global corporations do and their possible active intervention in the political process.

In their book *Digital Objects and Digital Subjects* (2019), David Chandler and Christian Fuchs quote David Harvey’s caution against ideologically fetishizing Big Data, “It is counter-productive if not counter-revolutionary. It creates a fetish fog – a vast distraction – between political activism and the urban realities, pleasures and travails of daily life that need to be addressed.”

Political struggles and activism attempt to re-define hegemonic power and its current signifiers (Laclau and Mouffe 1985) through “discursive articulation”. They sometimes also result in broader coalitions of plural political interests that come together to challenge power. The last few years in India saw a new political process articulating itself through broad coalitions of students, farmers, industrial workers and state employees.

The expanded access to social media has also expanded the reach of the “million mutinies” that have broken out on a variety of fronts in India. This paper proposes to look at some of the major social media campaigns conducted over the Internet/social media in India in the last few years. The paper will also collate and critically look at the campaign sites that act as intermediaries for activists.

Id: 22467

Title: [Panel] Resisting Precarity and Exploitation in Media Industries, Panel description

Session Type: Panel Submission

Authors:

Name: Ergin Bulut

Email: ebulut(at) ku.edu.tr

Country: TR (Turkey)

Affiliation: Koç University

Abstract: This panel challenges the perception that media work--glamorized, precarious, individualized, and intensely competitive--is too difficult a terrain to organise. Drawing on political economy of communication, ethnographic research, and textual analysis, the panelists provide different case studies to demonstrate that workers in media and communication industries are finding new ways to collectively organise. Specifically, media workers employed in the digital game industry, digital journalism, TV series production, and content moderation have chosen to either unionize to counter precarious work or are in the initial levels of organizing against exploitative work. Jamie Woodcock examines the unionization experience of video game workers. Drawing on ethnographic research and interviews, Woodcock considers the lessons that can be learned from Game Workers Unite in the UK. Nicole Cohen and Greig de Peuter investigate why and how a growing number of digital journalists in the US and Canada are organizing their newsrooms. Drawing on interviews, Cohen and de Peuter reveal strategies of self-organization that at times challenge union doxa, particularly around communication practices. Sarah Roberts seeks to explore the initial stages of unionization in dark corners of digital media: content moderation. Roberts explores how workers in a fragmented industry by design seek alternative ways of work and existence. Finally, Ergin Bulut will discuss how workers and performers in Turkey's transnational TV series industry have unionized for purposes of legal recomposition. Bulut's presentation is a call for de-westernizing creative industry studies and expanding the definition of precarity to encompass law and the body.

Id: 22475

Title: "We Need Chemotherapy for the Sector': Recomposition of Turkish TV Series Workers Against Precarity

Session Type: Panel Submission

Authors:

Name: Ergin Bulut

Email: ebulut(at) ku.edu.tr

Country: TR (Turkey)

Affiliation: Koç University

Abstract: Turkey's transnational TV series (dizi) industry has created more buzz as *The Protector* (2018) made its debut on Netflix. This was the first time that a Turkish show met the global Netflix audience but Turkish series have for some time been travelling in the Middle East, the Balkans, and even Latin America. For instance, over 200 million people in 43 countries watched the iconic *The Magnificent Century* (2011-2014), rendering visible Turkish series' global counter-flows. In 2008, the export revenues were around 100,000 dollars whereas they have now gone beyond 300 million dollars, placing Turkey in the top five countries selling TV series abroad. Global fans name their kids after famous actors and actresses. Stars' perfume franchises travel across the Middle East. Fans visit glamorous mansions by the Bosphorus, creating a "TV series tourism." To capitalize on the economic and cultural boom, Istanbul Chamber of Commerce is now drafting "2019 Istanbul Film Action Plan" as revealed during MIPCOM in Cannes.

Turkish television screens are indeed glamorous. Making considerable amounts of money, stars invest in Istanbul's gentrified areas. Yet, glamor and money is unevenly redistributed. Labor is so intensive that workplace accidents, cerebral hemorrhage and even deaths occur in sets. Yet, workers are not helpless and this article examines how TV series workers and performers resist precarity and reform their labor conditions through unions. In conversation with the recent scholarly interest in the politics of unions in media and creative industries (de Peuter and Cohen 2015; Coles 2016; Neilson 2018), I document how the highly politicized rating system has accelerated the precarization of TV series workers. Then, I map the action repertoire of two unions: Cinema and Television Union (founded in 2015, representing workers behind the camera) and Performers Union (founded in 2011, representing performers in theater, cinema, and voiceover).

It's in the spirit of a workers' inquiry from below (Brophy 2017; Woodcock 2016) that I investigate how TV workers are both unevenly put to work and reconstitute themselves as a counter-force in Istanbul as an emerging media capital beyond the Global North (Curtin 2003). My specific goal in this presentation is to demonstrate these unions' various recombination strategies against capital, and make a call for an expanded image of precarity that takes law and the body into consideration. In that regard, this present work is an engaged effort to de-westernize creative labor studies and capture the multifaceted materiality of unionization in non-Western contexts (Alacovska and Gill 2019).

Id: 22481

Title: Union Organizing in Digital Journalism: Catalysts and Strategies

Session Type: Panel Submission

Authors:

Name: Nicole Cohen

Email: nicole.cohen(at) utoronto.ca

Country: CA (Canada)

Affiliation: University of Toronto

Name: Greig de Peuter

Email: depeuter.greig(at) gmail.com

Country: CA (Canada)

Affiliation: Wilfrid Laurier University

Abstract: This presentation contributes to the political economy of communication's tradition of researching workers' organizations as collective agents of struggle against capitalist exploitation and managerial power in the media and communication industries (Mattelart and Siegelau 1983; Mosco and McKercher 2008; Banks 2010; Brophy 2017). Reflecting organized labour's embattled conditions under neoliberalism, journalists' unions in legacy media in the US and Canada have tended to adopt a defensive stance in recent years, fighting to protect existing members amid routine layoffs, newsroom closures, technological transformations, and mergers and acquisitions. In this climate, organizing has not been the unions' highest priority. At the same time, the new generation of digital-first newsrooms appear to be improbable organizing terrain, where unions might anticipate not only the union aversion familiar to white-collar professional work but also a do-what-you-love (whatever the hardship) sensibility and a post-financial crisis millennial cohort acculturated to precarity. And so, it caught many by surprise when in 2015 journalists at the news website Gawker announced they were unionizing, inaugurating what some commentators have labeled a "wave" of unionization in digital newsrooms in the US and Canada. Since 2015, journalists have unionized at 38 newsrooms, mostly digital outlets such as VICE, Vox, and Huffington Post, but also legacy media, including The Los Angeles Times, The Chicago Tribune, and The New Yorker.

Drawing on collective action theory (Kelly 1998; McAleve 2016; Holgate 2018) and 44 interviews with union staff and journalists leading the unionization campaigns, our presentation surveys why and how these media workers organize. In terms of catalysts, journalists are unionizing in response to pressurized working conditions, precarious employment, and a lack of management transparency. Beyond bread-and-butter issues, however, our research reveals that journalists also see unionization as a way to protect editorial integrity and enhance social equity in their newsrooms. Inequalities rooted in class, gender, and race motivated several campaigns. In terms of strategies, we identify dimensions of the union drives that have contributed to their success, including journalists' access to unions with an organizing agenda, a high level of worker self-organization, and cross-shop solidarity. Digital media workers, we highlight, are strategically positioned to leverage counter-publicity: By using work-required skills in graphic design, their perpetual immersion in social media, and general media-savviness, digital media workers have frequently secured union

recognition in record time and used social media to pressure those CEOs who mounted anti-union campaigns.

The digital media union movement reaffirms labour's capacity to fight back against capital's efforts to wield technologies to intensify exploitation and weaken labour, and shows how an "old" form of collective organizing is being adopted and adapted in a "new", digital media milieu.

Id: 22487

Title: Unorganized by Design': Commercial Content Moderators as a Stratified, Globally Dispersed Mission-Critical Workforce and Opportunities Beyond

Session Type: Panel Submission

Authors:

Name: Sarah T. Roberts

Email: sarah.roberts(at) ucla.edu

Country: US (United States)

Affiliation: UCLA

Abstract: In the past eighteen months, U.S.-based social media firms – erstwhile economic darlings and cultural causes célèbres over prior years – have found themselves in a position of defense. In particular, several of these firms, American in origin but with a profound global reach and impact, have been at pains to explain to an increasingly skeptical press and a hostile public how they might better safeguard user online experience from harm and manipulation, among a host of other negative outcomes now attributed to these firms and their platforms. Breaking with past practices, Google and Facebook both responded during this period to criticisms by touting, for the first time, its own human employees acting as platform gatekeepers and screeners: the commercial content moderators. This represented something of a sea change in the corporate posture: not only were Google and Facebook both going public for the first time about their reliance upon these workers and their labor, but the firms themselves were pinning hopes of increasing public trust and staving off regulation directly in relation to the numbers of workers it now acknowledged they had in these roles. Further, each company announced plans to increase exponentially the number of workers in the coming months (Glaser 2018). When tallied, the number equaled a planned workforce of roughly 30,000 – for Google and Facebook alone.

Simple math makes it clear: people working in some capacity as low-status, low-wage professional adjudicators of user-generated social media material over all mainstream social media platforms – the legion that has come to be known as commercial content moderators – are an important globalized workforce whose total likely edges toward 100,000 conservatively (Roberts 2016; Roberts 2017). Academic research, journalistic investigative reports and documentary films have convincingly established that the job is, at best, unpleasant, and at worse, may cause long-lasting deleterious psychological effects just now being perceived and of which the full scope has yet to be determined (Solon 2017). Nevertheless, industry stratification and worker invisibility (even to each other), has precluded meaningful solidarity-building that is key to labor organizing. It all prompts the inevitable question: if commercial content moderators and their work are the mission-critical safeguards of the lucrative social media industry's platforms, products and userbase, what safeguards exist for the moderators themselves?

In this presentation, we will provide an overview of and update to the current state of commercial content moderation work and workers: who and where in the world they are, for whom they labor, and what – if any – protections they are afforded (and what precludes them). Drawing on almost a decade of empirical research mapping the industry and its workers, the presenter will elucidate the contours of this fractured-by-design globalized labor force and describe both the challenges posed to worker organizing, as well as opportunities in and inspiration from new forms of collective action witnessed in the organized response/resistance to the so-called gig economy (Graham and

Woodcock 2018), intervention upon other novel forms of labor devaluation (Irani and Silberman 2013), and their context of platform capitalism (Srnicek 2016).

Id: 22540

Title: Evolving inequalities of power and wealth in the music and audio-visual sectors in Ireland

Session Type: Individual submission

Authors:

Name: Jim Rogers

Email: jim.rogers(at) dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: Innovations in the sphere of communications technologies have periodically emerged to challenge and change established power relations in copyright-based industries, perhaps music in particular. However, as some recent studies have shown, the response strategies employed by the most significant transnational companies operating across the music (and related) sectors to evolving technological change have proven successful in bolstering and sustaining their established market dominance. In fact, these ‘response strategies’ have involved extending and expanding their activities in areas where they previously held ‘relatively’ limited interests, not least in the case of the broader audio-visual sector (film, TV, advertising and other).

Drawing primarily upon a recent (2018-19) empirical study which focused on contemporary developments in the domain of post-production in the Irish context, this paper is primarily concerned with how such organizational restructuring on the part of major music labels has carried severe implications for indigenous, non-corporate producers of both music and audio-visual content in the Irish context. Here, we must consider the wider implications of the concept of copyright for the music and audio-visual sectors. Intellectual property rights (IPRs) lie at the heart of the corporate restructuring described in this paper, and ownership and control of music copyrights have facilitated a ‘global’ takeover of a ‘local’ post-production sector. As such, the local political-economy of the audio-visual sector has been transformed in the context of evolving global music industry strategies for the exploitation of music rights.

As such, the paper highlights fundamental contradictions that have emerged between the key potentials commonly associated with recent technological innovations in the domain of music, and the outcome of these same technological processes in this area in terms of access to markets (for producers) and access to content (for consumers).

The paper ultimately highlights diminishing opportunities for indigenous, non-corporate actors operating in the music and audio-visual domains, and demonstrates how the technological, organizational and legal changes outlined in the empirical study are taking place against the backdrop of widening inequalities of wealth and power across the music and audio-visual sectors in Ireland.

Id: 22597

Title: Debates sobre la regulación de Servicios audiovisuales en Internet. Abordaje conceptual, rol de organismos internacionales y casos nacionales

Session Type: Individual submission

Authors:

Name: Ana Bizberge

Email: anabizberge(at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad de Buenos Aires

Abstract: Este trabajo propone una discusión sobre los desafíos regulatorios que se presentan en la configuración del sistema audiovisual frente al surgimiento y proliferación de nuevos jugadores que ofrecen servicios audiovisuales a través de Internet. Para ello se realiza un desarrollo conceptual sobre los principales cambios que atraviesa el sector, para luego avanzar en el análisis del modo en que los organismos internacionales de orden técnico y económico (OMC, OCDE y UIT) y aquellos con preocupaciones culturales (UNESCO y Relatorías de Libertad de Expresión de ONU y OEA) han incluido en sus agendas la problemática de los nuevos actores surgidos de Internet. Por último se estudian casos de distintos países (la perspectiva europea, norteamericana y el abordaje de países latinoamericanos) prestando atención a sus modos de intervención.

La perspectiva de análisis parte de la mirada crítica de los estudios de economía política de la comunicación, con un abordaje metodológico basado en la revisión de investigaciones que dan cuenta de los cambios introducidos por los nuevos actores en la conformación del sistema de medios audiovisuales y cómo eso impacta en la discusión sobre la necesidad o no de regularlos y cómo hacerlo. También se realiza un análisis normativo y de documentos de organismos nacionales e internacionales sobre los distintos abordajes existentes en la materia.

Entre los principales hallazgos es posible mencionar en primer lugar la ausencia de consenso internacional sobre el concepto de OTT, incluso no todas las agencias utilizan esta denominación. Por un lado, organizaciones como UNESCO, ONU y CIDH centran sus preocupaciones en la libertad de expresión, no aluden al concepto de OTT sino que hacen referencia de modo general a cómo Internet cambia las condiciones de circulación de la información y la necesidad de aplicar el marco de derechos humanos al entorno digital.

Desde una perspectiva de mercado, organizaciones como la UIT, OMC y OCDE sí han aludido a la regulación de los OTT, lo que da cuenta de la injerencia de los criterios de telecomunicaciones y del comercio sobre las reglas de gobernanza de Internet. De modo general, estas instituciones han enfatizado en las reglas de competencia entre distintos tipos de actores, promoción del comercio y de la innovación.

En el plano nacional es posible agrupar los casos analizados en cuatro modos de abordaje de la problemática de los actores audiovisuales en Internet. Por un lado, la perspectiva europea que combina preocupaciones de índole económica con una mirada de derechos para extender aspectos de la regulación del audiovisual tradicional hacia los nuevos jugadores. En el caso de Estados Unidos, a partir de la tradición regulatoria del país se plantea un enfoque más reactivo hacia la intervención estatal.

En tanto en América Latina predominan los enfoques tributarios, más alineados con las agendas vinculadas al comercio –a pesar de que muchos de los países han ratificado los instrumentos de UNESCO- aunque con variantes.

Id: 22648

Title: El servicio público de televisión en el marco de la reestructuración del Estado en Colombia (1991 ' 2018)

Session Type: Individual submission

Authors:

Name: Daniel Valencia Nieto

Email: daguivani(at) hotmail.com

Country: CO (Colombia)

Affiliation: Pontificia Universidad Javeriana

Abstract: Esta propuesta es resumen de la tesis doctoral del autor. Se elabora desde el enfoque teórico de la reestructuración del Estado en Colombia y en América Latina, la cual se ha venido adelantando desde los años noventa del siglo pasado. Ello implicó una serie de reformas propuestas por el Banco Mundial y por el Fondo Monetario Internacional, consignadas en los planes de ajuste estructural para los países en vía de desarrollo.

El informe del Banco Mundial de 1997, inicialmente denominado Reconstruyendo el Estado, luego conocido como El Estado en un mundo en transformación, estaba inspirado en la reforma o reestructuración del Estado, y en que el desarrollo sostenido –económico y social- no debía depender del Estado (Banco Mundial 1997). La reestructuración del Estado apuntó a la privatización que los estados capitalistas impulsaron en sectores sensibles y de amplia cobertura en la sociedad como educación, seguridad social, transportes férreos y aéreos, sistema financiero, y telecomunicaciones (telefonía y radiodifusión).

En Colombia, la administración César Gaviria (1990-1994) impulsó el proceso de reestructuración del Estado bajo el lema Modernización del Estado. Uno de los sectores objeto de dicha reestructuración fue el de telecomunicaciones, en el que se ubica la televisión, proceso que condujo a reglamentar el servicio público de televisión. De allí salió el modelo de televisión que ha operado en Colombia hasta la fecha, y que, actualmente, el gobierno nacional busca transformar mediante un proyecto de ley que cursa en el Congreso de la República.

En el marco de la reestructuración del Estado en Colombia, el concepto de servicio público de televisión, establecido por la Constitución Política de 1991, elevó la televisión a rango constitucional y determinó la autonomía de ese medio de comunicación frente a los poderes políticos y económicos. Sin embargo, la captura del Estado, por parte de agentes privados, y la recurrencia de prácticas clientelistas de la política en Colombia frustraron el propósito de autonomía de la televisión. Esto generó que el modelo de servicio público de este medio no garantizara el pluralismo, la diversidad, el derecho a la información y el derecho a la comunicación entre los colombianos.

El estudio se hizo desde la economía política de la comunicación, por cuanto esta área de estudios se ocupa de dos temas específicos: industrias culturales (estructura de propiedad, concentración y monopolios, relación capital/trabajo, bienes simbólicos) y concepto del servicio público de los medios de comunicación masiva (formas y garantía de la prestación del servicio, políticas públicas de comunicación, regulación estatal).

Id: 22652

Title: Contested governance of brand sponsored media content

Session Type: Individual submission

Authors:

Name: Jonathan Hardy

Email: j.hardy(at) uel.ac.uk

Country: GB (United Kingdom)

Affiliation: University of East London

Abstract: This paper provides a theoretical, analytical and empirical mapping of the contested governance of branded content, advancing a contemporary critical political economy approach. Amid falling display advertising and subscription revenues, sponsored content has offered publishers the potential for increased earnings, and marketers a means to tackle ad-avoidance and boost engagement. Advertising that resembles editorial long predates the digital age, but marketers are increasingly involved in the production of publisher-hosted branded content. Such practices are controversial and contested, including critiques of ‘stealth marketing’ and the extension of invasive advertising across digital communications. Governance issues range from labelling and consumer identification, to editorial integrity and marketers’ share of voice, with challenges made on behalf of digital rights including transparency and data controls. Despite ongoing regulatory convergence, a diverse range of agencies regulate, and self-regulate, branded content, reflecting historical, institutional differences across publishing, broadcasting and audiovisual, public relations and advertising. These arrangements are being tested and challenged by brands’ increasing involvement in media content production and distribution.

This paper provides a mapping of key sources and agencies of governance and contestation of branded content. It examines sources ranging from formal law and regulation authorised by supranational bodies, state actors and agencies, to industry co- and self-regulation (including automation), market power mechanisms (including ad blocking) and civil society action and protest. This mapping provided an analysis of the range of actors and processes through which relations of power are produced, sustained and contested. Conceptually, governance is helpful in addressing the interacting range of formal and informal regulatory mechanisms, the proliferation and liquidity of actors, the significance of automation and AI, and modes and sites of contestation. The paper makes a theoretical contribution by advancing the analysis of governance as a tool to extend and integrate political economic, policy and cultural analysis. Such governance research is concerned with regulatory outcomes, but also with practices and behaviour, and so draws together social science and humanities approaches, including culturalist and critical political economy analyses of converging media and marketing communications industries. This paper is therefore designed to make a cross-disciplinary contribution by articulating steps, and challenges, in mapping governance across production, publication, reception and engagement.

The paper presents original research, including findings from interviews with more than 30 UK marketers, and systematic analysis of UK and international professional trade bodies, trade and general media, corporate and other literature. It draws on UK and cross-national analysis of sources and forms of prevailing governance, and policy debate across stakeholders, including those

advancing proposals for media reform and digital rights. The paper also outlines wider sources of challenge and resistance to marketing integration. This forms part of a project to analyse governance of branded content across Europe, North America, and selected countries worldwide, involving a network of international scholars that builds on the AHRC (UK) funded Branded Content Research Network project (AH/N007719/1).

Id: 22722

Title: Fragmented Platform Governance in China: Through the Lens of Alibaba and the Legal-Judicial System

Session Type: Individual submission

Authors:

Name: Yu Hong

Email: hong1(at) zju.edu.cn

Country: CN (China)

Affiliation: Zhejiang University

Name: Jian Xu

Email: xujian(at) sjtu.edu.cn

Country: CN (China)

Affiliation: Shanghai Jiaotong U

Abstract: By leveraging lawsuits against Alibaba, this paper accounts for the elephant in the room, that is, the commercial internet in China, from a policy and governance perspective. In particular, we first conduct a systematic empirical study of Alibaba's IPR litigation, which reveals platform immunity, or so-called "safe harbors," from legal risks in dealing with third-party content and actions as the cornerstone of the legal-judicial system presiding over online litigation. We then historicize platform immunity as a conceptual and institutional construct embraced in China with adaptation, discordance, and difference and assess the range and nature of articulation and disjuncture across global, national, and local scales. Through the dialectical relationship between the construct and praxis, between governance and political economy, between industrial policy and grassroots practices, the paper further reveals how interrelated incongruences surrounding platform immunity were assembled into a fragmented governance model and why fragmented governance that assembled from multiple sequences and determinations is composite, contradictory, and dynamic. Ultimately, we argue that China's law, policy, and jurisprudence are neither the direct results of the US hegemonic imposition from the inter-national perspective nor the state's unitary or unilateral design from top-down; instead, they try to stay in sync with the platform-based sphere where corporate logic strives to capture and subsume social relations, cultural practices, and economic inventions that seek to adapt to, and also to derail, the corporate scheme. As China's online platform economy has reached the critical threshold of seeking wider extraterritorial expansion and further downward societal incorporation at once, the platform-based sphere is likely to become a globally networked space of discordance and thus renders China's governance model that unevenly presumes platform immunity inherently instable going forward.

Id: 22825

Title: El audiovisual español en el catálogo de Netflix: una aproximación desde la perspectiva de la diversidad cultural

Session Type: Individual submission

Authors:

Name: Asier Aranzubia

Email: aaranzub(at) hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: Cada vez son más numerosas las voces que sostienen que el desembarco en España de Netflix está transformando el sistema audiovisual español. Los argumentos que están detrás de esta afirmación se fundamentan, por un lado, en la rápida penetración de la plataforma de Los Gatos (California) en los hogares de España -según el último Panel de Hogares de la CNMC (2018) en apenas tres años ya cuenta con dos millones de suscripciones en nuestro país- y, por otro, en una multimillonaria inversión en producción audiovisual que parece estar insuflando nueva vida a un sector que llevaba casi una década en coma -Monzoncillo y Villanueva (2016); García Santamaría (2018)-. Sin embargo, lo cierto es que todavía sabemos bastante poco sobre la actividad y la repercusión reales que el gigante estadounidense está teniendo sobre nuestro sistema audiovisual (por culpa, sobre todo, de la opacidad en el tratamiento de los datos que caracteriza a Netflix). Para empezar a cuantificar de una manera más precisa cuál es ese impacto, en esta comunicación se trabaja con los resultados de una foto fija del catálogo Netflix-España que hemos realizado entre los meses de Octubre y Noviembre de 2018. Gracias a esa foto fija sabemos ya cuáles son las series y películas españolas a las que pueden acceder los usuarios de la plataforma y podemos acometer un análisis en términos de diversidad -Napoli (1999); Albornoz y García Leiva (2017)- de dicho catálogo. Además de clasificar los títulos a partir de una serie de variables (productora, género, macrogénero, tipo de relato, etc.) en esta comunicación se presta especial atención a un caso concreto: Las chicas del cable (2017-). La serie, de la que ya se han emitido tres temporadas y actualmente se rueda una cuarta, es una producción para Netflix de la empresa española Bambú. A través del estudio, tanto de sus características de producción y difusión como de su dimensión estética y narrativa, pretendemos dar respuesta a preguntas como las que siguen: ¿Qué tipo de relación contractual establece Netflix con las empresas con las productoras españolas que están detrás de los llamados “originals”?; ¿en qué otros catálogos nacionales de Netflix se incluye la serie?; ¿las características formales y narrativas de Las chicas del cable son, en algún sentido, extrapolables a otras producciones impulsadas por Netflix?; ¿en qué medida influyen en el diseño de sus “originals” los datos sobre el comportamiento de los usuarios que atesora la empresa?

Id: 22835

Title: Understanding Commitment of Digital Labour in Creative Industries: The Role of Worker Motivation and Passion

Session Type: Individual submission

Authors:

Name: Fuzhong Wu

Email: 674656753(at) qq.com

Country: CN (China)

Affiliation: Tsinghua University

Name: Zheng Zhang

Email: thuzz(at) qq.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: Digital labour has aroused increasing interests among scholars recently. However, few have examined into the micro mechanisms of digital workers' commitment in creative industries, which is crucial to labour productivity. In this regard, we conducted a quantitative study to explore the determinants of digital workers' commitment in creative industries, so as to provide fresh insights on the growing digital labour.

Rooted in the participatory culture, Chinese online literature platforms have seen their rapid development and commercialization since early 1900s. This has created a huge digital market at a valuation of \$13bn-15bn with more than 378 million users by the end of 2017. Simultaneously, an increasing number of online literature writers participate in the creative production, investing considerable time and efforts. In the context of casual employment and flexible payment, most of the online literature writers are low-paid and lack of basic labour protections. So an urgent question is that: why are they still willing to work continuously?

In serious leisure studies, 'Passion' consists of two related parts: harmonious passion referring to one's willingness to engage in an activity, and obsessive passion indicating an uncontrollable urge toward an activity. Both of them are regarded as outcomes of individual motivations and drivers of commitment. In worker motivation literatures, utilitarian and hedonic motivations are considered as key factors predicting job participation and commitment. Thus, we integrate worker motivation research with dualistic passion model to assess their roles in online literature writers' continuous commitment.

Using a sample of 599 valid respondents recruited from online literature platforms, we find that:

- 1) Utilitarian motivation ($b=0.452$, $p<0.001$) positively predicts continuous commitment, while hedonic motivation has no direct effect.
- 2) Obsessive passion ($b=0.176$, $p<0.001$) positively predicts continuous commitment, while harmonious passion has no direct effect.
- 3) Obsessive passion mediates the relationship between worker motivation (utilitarian & hedonic) and continuous commitment(0.087 , $p<0.01$).

This study contributes to the digital labor research by shedding light on the psychological antecedents and mechanisms underlying digital workers' commitment. And we also extend the

dualistic passion model by integrating worker motivation theory and tested it in the context of online creative work. Contrary to the previous studies which see hedonic motivations as crucial drivers of short-term digital labour, we argue that it is utilitarian motivation that really matters in predicting long-term digital work, such as generating serialized literature works. In other words, the pursuit of reputation, skill development and monetary rewards plays a more significant role in workers' persistence. Though harmonious passion is found to be positively associated with workers' commitment in other fields, we argue that only obsessive passion can help low-paid creative workers to overcome the obstacles and conflicts from other life domains. And both hedonic and utilitarian motivations contribute to the obsessive passion, which demands sacrifices and risks, thus to increase continuous commitment. The exploitation and alienation of digital labour are also discussed.

Key words: Digital labour; Creative industries; Continuous commitment; Worker motivation; Passion

Id: 22852

Title: Towards a typology of media tycoons

Session Type: Individual submission

Authors:

Name: Jan Miessler

Email: jan.miessler(at) gmail.com

Country: CZ (Czech Republic)

Affiliation: Charles University

Abstract: Political economy of media is usually focused on structures, linking particular media-related phenomena to general tendencies and contradictions of various versions of capitalist system. On the theoretical level, there is only a limited attention paid to the role(s) of powerful actors who control many media organizations: the media tycoons. On the other hand, there are many accounts about them that suggest that they are not all the same: some are colorful characters trying to push their own political agenda, some are dry businessmen strictly denying any interference in their media outlets, some are solely focused on media and for some, it is just a little hobby on the side. In short, there are different types of media tycoons with potentially different roles. This should be explored further.

This paper provides a draft of a typology of media tycoons. They are categorized (1) by the degree of importance of their media business in comparison to their other activities and (2) by their relationship to political status quo in the country where they operate. In the spirit of de-westernizing media studies, the paper provides examples from Russia, China and the Czech Republic. These three countries with their diverging political and economic trajectories represent three main models of post-Communist media landscapes and provide a wide range of examples of media tycoons.

From a comparison of the contemporary situation in the three countries it seems that the tycoons solely focused on media would have a wide range of attitudes regarding the status quo while the tycoons with vast business empires and therefore only partial interest in media would be in principle supporters of the status quo of which they are the main beneficiaries. Especially in China but also in Russia there are also tycoons who politically serve as proxies of the dominant political power, but the most interesting are tycoons with political ambitions of their own and therefore with somewhat contradictory relationship with the status quo. Their cases suggest that it is problematic to talk about political status quo as something stable, permanent and devoid of its own contradictions because their fortunes are products of the exact same status quo they claim to challenge in their quest for their own political power.

Id: 22983

Title: Selling Alternative Sexuality through Fifty Shades of Grey Merchandise

Session Type: Individual submission

Authors:

Name: Abigail Reed

Email: a.reed(at) fsu.edu

Country: US (United States)

Affiliation: Florida State University

Abstract: Hollywood and its associated subsidiaries have sold love and sexuality from the inception of the industry; “sex sells” is a common refrain in the business. What makes the Fifty Shades of Grey (the films in the trilogy were released in 2015, 2017, and 2018) phenomenon unique within Hollywood (and contemporary mass media in general) is its framing of alternative sexualities as a glamorous lifestyle choice that one can access through consumer purchases of products ranging from franchise-branded sex toys, themed teddy bears, official franchise wine, and much more. Within the world of the Fifty Shades of Grey, BDSM (bondage, dominance/submission, sadism/masochism) is aligned with an opulent and wealthy lifestyle. The products associated with the film reflect the values of a capitalistic system that holds opulent sexual products as more valuable than sexual knowledge, wisdom, or engagement with one’s partner(s). However, the branded merchandise brings in a lot of revenue and publicity for the stakeholders and associated companies. LoveHoney, the sex toy company selling Fifty Shades of Grey branded toys, experienced a huge increase in revenue after the debut of the line. Other adult companies have experienced similar revenue boosts without even carrying any of the branded merchandise.

This paper seeks to examine the problematic ideological implications of the brand’s merchandise using a critical political economic approach. The Fifty Shades of Grey franchise, on a scale unlike any other media text in recent memory, capitalizes on the commodity market of middle class, middle-aged women. By creating a diverse line of tie-in products, the text works in tandem with physical cultural goods that are full of dangerous misinformation regarding sexual health and well-being in the name of “empowerment.” A critical political economic analysis of the Fifty Shades of Grey merchandise, informed by Meehan’s work on the gendered commodity audience (2002), will be conducted at the intersection of discourse surrounding BDSM (Barker, 2013; Bonomi & Altenburger, 2013; Bonomi, et. al. 2016; Leistner & Mark, 2016) in the interest of critiquing the corporate system that capitalizes on the feminist rhetoric of sexual empowerment to further subordinate women both ideologically and economically. A specific emphasis is placed on the role of NBCUniversal in the production and dissemination of Fifty Shades of Grey franchise material in conjunction with its self-proclaimed understanding of its role as a media-creator to produce work that encourages critical dialogue among the audience. Additionally, this paper fills a gap in the literature surrounding the production of Fifty Shades of Grey itself, specifically the use of merchandise to promote the brand. By looking at this aspect of production, an examination and critique is conducted of the way in which this text and its associated products, with its underlying ideologies surrounding issues of alternative sexualities and sexual empowerment, are intimately involved in the lives of the audience.

Id: 23221

Title: The regulation of the digital audiovisual market in Latin America

Session Type: Individual submission

Authors:

Name: Luis Albornoz

Email: laalbornoz(at) yahoo.com

Country: ES (Spain)

Affiliation: Carlos III University of Madrid

Abstract: Today there is a consensus in recognizing that the audiovisual landscape is characterized by regulatory asymmetries between traditional broadcasters and new audiovisual players. Some examples of these regulatory asymmetries are evidenced in the relations established between companies and consumers (some players respect the jurisdiction of the country where the service is used, others do not), taxation (some players pay taxes in the markets where act, others do not), content quota obligations (some players have while others do not) or compulsory contribution to national or regional audiovisual production (some players are integrated into national ecosystems of financing national and/or regional audiovisual works while others are not).

In this context, the possible state intervention to regulate video on demand (VoD) and video-sharing platforms or not is one of the key debates in the audiovisual sector. This discussion is taking place in different parts of the world in different ways; for example, while the European Union (EU-28) has recently amended the Audiovisual Media Services Directive (AVMSD) in order to regulate VoD platforms, the Mexican regulator (the Institute Federal of Telecommunications) has declared that there is not plan to regulate the new digital services because this “would stop the innovation” (IFT 2018).

In this regard, in the Latino American region, the private companies confront the possible public intervention: their positions range from the defence of the State’s intervention to deregulate the linear audiovisual sector in order to compete with new online players (e.g. traditional broadcasters nucleated in the International Association of Broadcasting – IAB 2018) to the claim of State non-intervention (e.g. the Latin American Internet Association – ALAI 2018). Deregulation and non-intervention arguments – that evoke notions like innovation, competitiveness or consumer free choice – are “old” and well know... These arguments totally ignore that government delegations and civil society entities have been voicing the need to examine the impact of digital technologies and to promote the modernization of policies and cultural tools in the digital era (Guèvremont 2013, Beaudoin 2014, Kulesz 2014, Rioux et al. 2015, Albornoz and García Leiva 2017).

This paper aims to introduce the current debate about the audiovisual new players regulation in Latin America and to analyse some interesting new initiatives that are taking place in some South American countries. Although the regulation of the digital audiovisual market by the states faces serious opposition, it is possible to recognize a widespread tendency in South America countries to incorporate audiovisual digital platforms into traditional tax schemes through tax reforms (Colombia, Argentina, Chile...). Also, there are some cases in the region that deserve attention: Argentina, that launched a public VoD platform called Cine.AR Play (former Odeon); Brazil, that since 2015 is living a vivid debate about the regulation of VoD services; and Paraguay, that created Audiovisual National Fund financed 50 per cent by the tax withholdings generated by commercial operations performed over the Internet (Audiovisual Promotion Law N° 6.106).

Id: 23298

Title: Algorithms, Autonomy & Political Activity: How Social Media AI Affects Democratic Societies

Session Type: Individual submission

Authors:

Name: Jaime Kirtz

Email: jaime.kirtz(at) colorado.edu

Country: US (United States)

Affiliation: University of Colorado Boulder

Abstract: Recent questions about the role of social media in the 2016 U.S. elections have sparked public debate on the role of social media in public opinion and trust in democratic institutions. Simultaneously, there has been a growing divide in scholarship: some scholars have argued that social media reproduces political echo chambers through confirmation bias while others claim develops diverse, democratic spaces through increased network heterogeneity (Lee et al. 2014). However, aside from initial research into search algorithms and platform economies, scholarship has yet to fully address the co-constitutive nature of technology, information, and public participation, especially since the launch of AI initiatives like the Google Brain in 2016-2017 (see also Noble 2018; Gillespie 2018). My analysis examines the determination of YouTube recommendation features through AI and the role of the algorithmic features in constructing and legitimizing mediated publics on YouTube (owned by Google). The Google Brain is constituted by deep neural networks that “learn approximately one billion parameters and are trained on hundreds of billions of examples” (Covington, Adams, and Sargin 2016, 191). Furthermore, this system integrates user data from other websites and platforms owned by Google like Gmail, Google maps and drive. While users may initially search for a specific video or purpose, over seventy percent of users’ time spent on YouTube is determined by the site’s recommendation engine and approximately eighty percent of users claim to watch the recommended videos (Smith, Toor, and Van Kessel 2018). The impact of YouTube on political events like the 2016 U.S. election is speculated to have been much deeper than originally thought and it illustrates the need for scholarship that considers the political economy and cultural relations of social media alongside the technical.

I use a multimethodological approach that combines critical technology studies and political economy to examine the formation and effects of mediated publics by social media design. Because these publics appear as naturally formed, rather than constructed as they are, they hide the modes of production and design, i.e. the AI and data collection. As YouTube is a site of mass political and social information dissemination, examining the technology behind it exposes the ways in which digital culture and information infrastructure contribute to methods of democratic participation engineering. This not only produces ambivalent political effects but undermines the democratic potential of YouTube. Through a case study on the 2016 U.S. presidential election, I interrogate the complex interplay between consumers, producers, developers and technology to delineate power relations and determine the political as well as productive modes of social media. While we may believe that posting, liking, or sharing online is an example of individual autonomy, the increased use of YouTube for political participation has led to more rules, user agreements, and normalized

behaviors as well as the expansion of corporate monopolies. As we look to the future, I argue that the naturalization of mediated publics and determination of power by social media is an essential consideration that needs to be incorporated at the level of design for new communication technologies.

Id: 23334

Title: Imaginaries of neoliberal sincerity: Emergent antitrust traps versus the necessary logistical turn in media reform activism

Session Type: Individual submission

Authors:

Name: Russell Newman

Email: russell_newman(at) emerson.edu

Country: US (United States)

Affiliation: Emerson College

Abstract: The Trump Administration in the U.S. currently faces legal and legislative pushback for its rollback of network neutrality, amongst other rollbacks of public protections and programs—even the effective self-removal of the longtime communications regulator, the Federal Communications Commission, from jurisdiction over broadband networks itself. Left deliberately in its place is a desiccated form of antitrust as a distant substitute for consumer protections, an outcome long sought by industry interests and their allies. Stimulated by these decisions as well as controversies surrounding tech giants as Facebook and Google (both real and contrived), competition law is experiencing its own seeming renewal, illustrated by the surprise splash of law student Lina Khan’s “Amazon’s Antitrust Paradox” (2017). The FCC’s own former General Counsel, Jonathan Sallet, has entered the fray (2018), as has Tim Wu (2018). All emphasize that a focus exclusively on price in antitrust is insufficient given present market dynamics; Stucke and Grunes’ (2016) magisterial study of data-extractive industries reaches similar conclusions. As Stucke and Grunes note, competition policy has ignored the role of big data collection and analysis in the growth of market power; even the European Union, with its more stringent rules, miss any number of theories of harm. They suggest past mergers be evaluated to draw out how data issues should have been considered, and alongside calls to break up large tech companies, new legislation has already been offered to allow for after-the-fact evaluation of regulator decisions. A renewed focus on competition has entered public discourse as well, appearing in the political runs of Tim Wu and Zephyr Teachout and in popular press books as Robert Reich’s ‘Saving Capitalism: For the Many, Not the Few.’ Pushback against the dismantlement of the Consumer Financial Protection Bureau ring just as familiar, even with the addition of the democratic socialist tag attached in Senator Bernie Sanders’ case.

The network neutrality debates of the last two decades have much to teach regarding these emergent controversies—and, horrifyingly, the wrong lessons are being learned. Perhaps paradoxically, antitrust’s new epistemic fluidity is not a sign of hope; it is the gears winding up again on familiar terrain when a refocus on the logistics of present-day production of value subjects is what is necessary to move forward. What media reformers are fighting now is not a rational debate even as it clothes itself in its garb: they are battling a deep-rooted institutionalized understanding that possesses strong material support networks. This paper seeks to respond to present day trajectories of debate in this sphere—traps, really—and outline new directions in an era in which media consumption becomes a crucial piece of wider circuits informing production and distribution chains that will impact media policy in both predictable and unpredictable ways. Those concerned with communications policy must think beyond its classically liberal aspects as production and

dissemination of content. Communications policy is blurring into broader fields of logistics policy operating at multiple, often contradictory levels, and activism will need to account for all these levels at once.

Id: 23370

Title: LaMula.pe: A Peruvian model for online news'

Session Type: Individual submission

Authors:

Name: Gabriela Martínez

Email: gmartine(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: Peru's dramatic history of media corruption during the Fujimori regime(1990-2000) led to a crisis and distrust in journalism. This coincided with the changing media landscape brought about by technology, which provided an outlet for newer forms of delivering information. A newer generation of journalists and concern citizens decided to challenge the status quo of information with the creation of LaMula.pe, a digital platform.

This work traces the history and impact of LaMula.pe, one of Peru's most successful online platform founded in 2009 based on a model that combines citizen journalism with professional journalism. Furthermore, this work will analyze LaMula.pe's influence over legacy media and other local online news outlets. LaMula.pe many times serves as an agenda setter by focusing on topics that mainstream media ignores, but once it trends on LaMula they have to also follow and cover the issue9s). This work will also give attention to LaMula's diversification and lately role as co-producer or sponsor of documentary and fiction films that cover human rights issues and challenge official stories and the official history of Peru's recent political past.

Utilizing political economy of communication as the framework, this work will probe the history and development of LaMula.pe, its structure and funding model, and its sustainability as a new model for news and cultural media producer and outlet.

Id: 23468

Title: Algorithmic Necessity: On the Key Characteristics of Algorithms in Capitalism

Session Type: Individual submission

Authors:

Name: Jernej Amon Prodnik

Email: jernej.prodnik(at) gmail.com

Country: SI (Slovenia)

Affiliation: Social Communication Research Centre, Faculty of Social Sciences, University of Ljubljana

Abstract: In technological jargon algorithm can be considered as a "method for solving a problem." (Finn, 2017: 18) In this view, narrow problems are instrumentally defined by engineers and entrepreneurs that develop code with an aim of overcoming these problems. Even at first glance, it is clear that such abstract definitions cannot explain why algorithms now play one of the central roles in almost all spheres of society, from politics and economy to culture and interpersonal relationships (Pasquale, 2015). From the most basic functions of the biggest search engines and social networking sites, to the ways formerly laborious operations are simplified, how financial institutions operate or how whole labour processes are now fully automatized. Because technologies are inevitably embedded within the social context in which they develop, this paper looks at the key characteristics of algorithms in competitive and inherently unstable capitalist society (Streeck, 2012).

While it may seem capitalism has little to do with algorithms, it - quite on the contrary - has everything to do with them. It is no technological or technical necessity inherent in algorithms, because of which they should become so omnipresent and all-encompassing. Companies using algorithms, however, potentially have significant market advantages in specific markets when using them. This means non-adoption can similarly bring disadvantages, in time leaving these companies further behind. What Marx (1990/1867: 433) called "the coercive laws of competition" thus has direct consequences for general expansion of algorithms and how they develop. This leads to what I term "algorithmic necessity", increased inevitability that different actors and institutions will use algorithms.

In this context basic features of algorithms include: (1) opacity and complexity, (2) automatization, (3) datafication, and (4) hyper-rationalisation. Obviously, social consequences of these characteristics are multifaceted. Amongst them are: Firstly, incomprehensibility and secrecy, connected to opacity (1) and the fact most algorithms are developed by capitalist companies. Secondly, social acceleration and naturalization, which are mainly connected to the automatization of processes and decisions (2). According to Rosa (2013; 2014), social acceleration is a constitutive part of modern societies; in late modernity, however, it becomes a self-propelling system "that incessantly drives itself." (2014: 31-33) Algorithms can be seen as an important part of technological acceleration, which is a dimension of this closed acceleration-cycle. Naturalization is similarly connected to the fact that socially constructed processes, which become automatized (2), appear self-evident. They are supposedly based on objective (calculative, computational) logic that has no inherent biases. Naturalization is therefore also connected to datafication (3), as algorithms today increasingly need large quantities of data to perform their key functions. Mass surveillance, enabled by digitalization, is the third consequence that is raising big concerns. Fourthly, hyper-

rationalisation (4) leads to intensification of what Horkheimer (1974/2004; 1974/2012) or Marcuse (1941/1955) called instrumental reason. They related it to the development of modern capitalism and its specific forms of rationalization, especially economic rationality that becomes predominant. For Fuchs (2009, 8), instrumental reason is “oriented on utility, profitableness, and productivity”, with its objectives reduced to cost-benefit calculations, further feeding "algorithmic necessity".

Id: 23676

Title: The Paradoxical Role of 3C Internet Celebrities in the Labor Process: Re-interpreting Audience Commodity Theory in the Digital Age

Session Type: Individual submission

Authors:

Name: Wan-Wen Day

Email: superabraham(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Chung-Cheng University

Abstract: The exploitation of audience labor concerns Dallas Smythe greatly. The media, he critically argued, puts audiences work for advertisers. Viewers' eyeballs are sold in exchange of media profits. Advertisers want more from audiences in the digital age. Many YouTubers share their product experiences online. These messages are more persuasive than regular commercials. Their brand expertises have a great deal of impact on the purchase decision-making process of other consumers. Nowadays, some of popular YouTubers have been recruited by advertisers to promote branded commodities.

According to eMarketer, the advertising spending worldwide reaches 628.63 billion dollars in 2018. Digital media account for 43.5% of all costs due to shifting viewership from traditional TV to digital channels. When audiences turn their eyeballs to the interactive platforms, such as Youtube, advertisers begin to invest more on the Internet celebrities who produce video contents to generate millions of viewers. This study intends to investigate the exploitation of audience labor on Youtube channels and the paradoxical role of YouTubers. Van Dijck (2013) argues that Youtube is homecasting. The audiences can decide what content and what time to watch empowered by search engine. Also, Youtube audiences belong to various fan communities. Unlike television audiences, YouTubers and their fans are close to one another and regularly share viewing experiences together. Prahalad and Ramaswamy (2002) believe that digital technologies empower audiences to co-create values with advertisers. YouTubers express their own viewpoints toward branded products and build fan communities on them.

My research targets are 3C Internet celebrities. In Taiwan, 3C stands for computer, communications, and consumer electronics. Generally speaking, 3C Internet celebrities maintain a consumer identity, and they currently like to introduce electronic products on Youtube, the most popular Vblog platform. First, the researcher will select the 3C Youtube channels which generate the most viewing eyeballs by tracking their Youtube Analytics. The commercial values of YouTubers are based on the quantities of fan communities and the supporting strength from them. The semi-structured interviewing is suitable for this study. The researcher will interview ten Internet celebrities who run the 3C Youtube channels with highest viewing ratings. Questions will be about the paradoxical role that YouTubers take in the labor process. They must decide how to justify commercial interests and product evaluation. Second, this study will focus on the marketing strategies of the major 3C advertisers on Youtube. The researcher will interview the marketing managers of the top five 3C brands in Taiwan. Questions will be on how the managers evaluate the audience commodities they buy from Youtube channels. Youtube Analytics offers more in-depth data than television ratings. The marketing strategists can monitor the performance of each channel

and videos with up-to-date metrics and reports, like the watch time, traffic sources, and demographics analysis.

Id: 23682

Title: Neoliberalism and the Academia: international communication research in the Global Age

Session Type: Individual submission

Authors:

Name: Ángel Carrasco-Campos

Email: angel.carrasco.campos(at) uva.es

Country: ES (Spain)

Affiliation: University of Valladolid

Name: Enric Saperas

Email: enric.saperas(at) urjc.es

Country: ES (Spain)

Affiliation: King Juan Carlos University

Abstract: To understand the origins and evolution of communication studies it is always necessary to analyse the political, socio-economical and institutional context on which they take part. These factors should be considered as a constitutive element of the discipline, as the knowledge interest related to these contextual issues and structures are determinant to understand the scope of research, the theoretical frameworks and the methodological procedures. Without this contextualization of communication research and of the institutions on which they are performed it is impossible to have a detailed image to understand this specific field of the social sciences.

Communication studies refers to a changing object of study, which material delimitation depends on the specific context in which it happens. The neoliberal transnationalization of media industries in a global market of services and innovations provides a particular scenario for a progressive convergence between different media business such as broadcasting, telecommunication operators and knowledge industries, merging forms of financial capitalism and creative industries. This, combined with a strong de-regulation of media systems in a logic of glocalization by adopting cultural identities in a global consumer society, points to a combination of a pretended diversity of communicative uses and interactions, but in the common background of a global cultural-cognitive capitalism. In addition, it must be considered the particular context on which research activity is performed, which includes different components such as journal standards, professional and research associations, top universities rankings, competitive funding calls, impact of research measures and the evaluation of academic activity. This institutional framework developed over the past decades would have provided an academic work-ethic based on the professional status that must be analysed in the neoliberal logic of competition.

This presentation aims to describe the role developed by the current economic, political and institutional structures as determinant factors to understand current communication research. It will expound arguments to understand the influence of neoliberal ideology into academic and research procedures. The analysis will focus on the economic and institutional dimension of research, as determinant factors to understand research standards related to shared working routines, methodologies, objects of study, academic backgrounds and professional strategies in a global arena. In this regard, the institutionalization of a research canon and agenda shared by researchers will be interpreted not only as a consequence of adopting international standards for research

activity, but also as criteria for research activity and for professional careers development in a context of global competency for working opportunities and professional reputation.

Id: 23805

Title: Graham Murdock: Celebrating a Career in Communications Research

Session Type: Individual submission

Authors:

Name: John Downey

Email: j.w.downey(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Name: Benedetta Brevini

Email: benedetta.brevini(at) sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Name: Janet Wasko

Email: jwasko(at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Name: Paula Chakravartty

Email: paula.chakravartty(at) gmail.com

Country: US (United States)

Affiliation: New York University

Name: Helena Sousa

Email: helena(at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidad de Minho

Abstract: Professor Graham Murdock has made essential contributions to communications research for almost fifty years from his early work on demonstrations to political economy of communication to the digital commons and citizenship to his recent work on communication and climate change. The extraordinary scope of his interests and the global perspective he adopts mark him out as one of the most original and engaged scholars in the field. As well as being a key, critical thinker, he is also a wonderful and generous colleague and teacher held in great affection by generations of faculty and students alike.

Political Communication Research Section

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

IAMCR

Madrid, Spain
7-11 July 2019

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Version: 18/07/19

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

Id: 19472

Title: Structure of social media news engagement and impact on news literacy: A global comparison of ten democracies

Session Type: Individual submission

Authors:

Name: Michael Chan

Email: mcmchan (at) cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Francis L.F. Lee

Email: francis_lee (at) cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Hsuan-ting Chen

Email: htchen (at) cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Abstract: Research Objectives

The proliferation of fake news and misinformation on social media in recent years have raised concerns on the quality and veracity of information that people access and consume (Bode & Vraga, 2015). Recent scholarship has thus highlighted the importance of news literacy, given that higher levels imply greater competence in navigating the stream of information in today's complex media environment (Ashley, Maksl, & Craft, 2017). However, much of the work on social media and news literacy has focused on the United States. Moreover, there has been a lack of comparative work in the area. This study fills the gap through a comparative approach that examines the dynamics of social media use and news literacy in ten global democracies: UK, Germany, Denmark, Spain, Ireland, Norway, USA, Canada, Australia and Korea.

Theoretical framework and methodology

The study draws from extant models from the political communication literature, including the cognitive mediation and OSROR models of news effects (Shah et al., 2017) as frameworks to elucidate the relationship between three aspects of social media use: linkages to public actors, social media news use diversity, and social media news engagement; and news literacy. The core argument of these models is that the relationship between news and political attitudes and behaviors can derive from multiple pathways and mechanisms.

Data for the ten countries is derived from the Reuters Institute for the Study of Journalism as part of the 2018 Digital News Report (Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen, 2018). The data is derived from online surveys of respective online populations from different countries. This study focuses on subsamples of respondents who use social media for news, providing a total sample size of N = 9654.

Summary of findings

Data from each of the ten countries were analyzed separately. The Canada sample was further split into English-speaking and French-speaking samples. Multiple regression analyses were conducted. After controlling for demographics, news interest and use frequency, analyses show that links to public actors on social media (e.g. journalists, government officials) were positively related to news literacy in most of the countries. Analyses of indirect mechanisms also found that the relationships are often mediated by diversity of social media news consumption and engagement. The study thus highlights and elucidates the underlying mechanisms of social media news use that can engender higher levels of news literacy.

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Id: 19526

Title: "Me preocupa expresar abiertamente mis opiniones políticas en Internet": un análisis sobre la espiral del silencio en el ámbito digital

Session Type: Individual submission

Authors:

Name: Jordi Rodríguez-Virgili

Email: jrvirgili (at) unav.es

Country: ES (Spain)

Affiliation: Associate Professor in Political Communication in the University of Navarra

Name: Carmen Beatriz Fernández

Email: cbfer (at) datastrategia.com

Country: VE (Venezuela)

Affiliation: Independent researcher in Political Communication in the University of Navarra

Name: Javier Serrano Puche

Email: jserrano (at) unav.es

Country: ES (Spain)

Affiliation: Associate Professor of Journalism at the University of Navarra.

Abstract: Este trabajo se enmarca en una línea de investigación de los autores que busca comprender el consumo de información política en el ámbito de Hispanoamérica. En concreto, el estudio se desarrolla a partir de la encuesta realizada por YouGov para el Reuters Institute Digital News Report, con base en diferentes muestras nacionales. El trabajo de campo se desarrolló entre finales de enero y principios de febrero de 2018. Se han empleado muestras de usuarios de Internet de Argentina (N=2012), Chile (N=2008), España (N=2023) y México (N=2007), representativos por edad, género, ingresos, educación y región geográfica.

La investigación persigue dos objetivos. Por un lado, ofrecer un análisis comparativo del interés en las noticias políticas en medios tradicionales y en redes sociales (Facebook, Twitter, WhatsApp y YouTube), entre usuarios digitales en cuatro países iberoamericanos (Argentina, Chile, España y México), estudiando su relación con el autoposicionamiento ideológico de esos mismos usuarios. Para ello, se plantea como hipótesis que a mayor radicalidad mayor interés en la información política; es decir, aquellos usuarios digitales que se auto-posicionan ideológicamente más en los extremos (ya sean de extrema izquierda o extrema derecha), mayor interés muestran por las noticias políticas.

El segundo objetivo es, desde el marco teórico de la espiral del silencio, analizar el uso de las redes sociales como vehículo de expresión de las ideas políticas. Más concretamente, se abordan dos cuestiones principales: por una parte, las razones por las que los usuarios digitales silencian o callan sus opiniones políticas; por otra, la relación, si es que existe, entre esta prudencia al opinar con la auto-posición ideológica. Como base para el análisis se han formulado las siguientes preguntas de investigación:

- ¿Influyen factores sociodemográficos como la edad, el género o el nivel educativo en esa cautela a la hora de expresar las opiniones políticas?

- ¿Qué relación hay entre el interés en noticias de política y la menor o mayor predisposición a expresar abiertamente las propias opiniones políticas en Internet?

Aunque aún no está realizado el trabajo estadístico que responda a las anteriores preguntas de investigación, los resultados preliminares apuntan que una proporción relativamente alta de los usuarios afirman preocupación al expresar abiertamente sus opiniones políticas en Internet. Se da por diversas razones: a) que pueda acarrear problemas con las autoridades (entre el 21% de Chile y el 34% de México); b) preocupación por lo que puedan pensar amigos y familiares del propio usuario (el 28% en España, mientras que en los tres países de América Latina es más baja); c) preocupación del usuario por los cambios en la imagen que de él tienen sus compañeros de trabajo u otros conocidos, si aquél expresara opiniones políticas (29% en España y menor en México (27%), Argentina (25%) y Chile (22%).

Id: 19559

Title: Trump Metaphorized. Metaphors of 45th president of the United States in the Polish press at the beginning of his presidency

Session Type: Individual submission

Authors:

Name: Tomasz Gackowski

Email: t.gackowski (at) uw.edu.pl

Country: PL (Poland)

Affiliation: University of Warsaw

Abstract: In my presentation I would like to present a results of empirical research which I have conducted in Laboratory of Media Studies at Warsaw University. With my research team, we have analyzed all articles which contain words “Trump” and “Twitter” in all, polish nation-wide daily and weekly (almost 60) newspapers (from 20th of January (inauguration of his presidency) to 25th of March 2017 r (Donald Trump and his supporters resign to replace Obamacare with a new deal). We wanted to find out how Donald Trump’s tweets are resonating in a polish press discourse in a very crucial moment for a new President of U.S. – during his trying to fulfill one of his most important campaign’s pledge – replacing Obamacare. We wanted to check whether Polish journalists (and experts) reliably recall Trump’s (twitter) online statements, and how the Polish print media wrote about the communication of the President of the United States through his Twitter account. It was equally important to examine in which context journalists decide to refer to Twitter Trump and what function these references in the text do. We checked a total of 70 press titles - dailies and magazines with the highest circulation and the level of readership in Poland – to find articles which met criteria: the time criterion (January 20 - March 26, 2017), thematic criterion (containing key words: "Trump" and "Twitter" / "tweet") and genre criterion (journalistic articles). Finally, we took into consideration 113 articles from 20 different newspapers and weeklies. Selected press materials have been analyzed with sophisticated code book: the basic text parameters, its general thematization, the actors mentioned in the article, the language of the description, detailed parameters concerning individual tweets or mentions about the US president's activity on Twitter and finally metaphores which polish journalists used to describe Donald Trump, his administration and United States of America.

Id: 19569

Title: Mobilizing the U.S. Latinx Vote: Race, Identity, and Organization

Session Type: Individual submission

Authors:

Name: Arthur Soto-Vásquez

Email: adsv03 (at) gmail.com

Country: US (United States)

Affiliation: Texas A&M International University

Abstract: After two decades of close national elections, there has been an effort to mobilize Latinx voters to improve the margins. A wide variety of political actors have conducted these efforts in the last decade since the election of Barack Obama in 2008. During this time, the rise of online and digital technologies has transformed campaigning with more data sources and new strategies developed each year. This dissertation focuses on the role of national Latinx organizations in mobilizing Latinx voters in this period. Specifically, I focus on how audiences are conceptualized, which digital strategies are deployed, and how U.S. Latinx political identity is being made.

I use a multi-method and qualitative approach to answer the question of how do U.S. Latinx advocacy organizations shape Latinx identity in the digital era of communication and the racialized public sphere of the 2010s while pursuing their goal of voter mobilization? I use in-depth expert interviews, participant observation, and discourse analysis of mediated texts to collect data. I introduce the concept of mediated U.S. Latinx identity as a theoretical framework to understand the new and old formulations of Latinx identity in the United States. Mediated U.S. Latinx identity theory argues the three themes of identity making unique to Latinxs; denationalization, homogenization, and racialization are being transformed by online communication and elite Latinx opinions.

Several findings are important to understanding how organizations mobilize Latinx voters, use digital tools, and shape identity. First, organizational stakeholders comprise a new Latinx professional elite. Their educational and social capital is very different from the majority of Latinxs. As a result, they tend to adopt the discourses of the upper-middle class, such as political incrementalism, compromise, and belief in the American Dream. They then project their identity onto a mass Latinx audience using digital media. Second, the use of digital tools varies by organizational history and technical capacities. Older groups tend to report information, even while using a variety of digital tools. Newer organizations tend to promote engagement on social media but also email communication. Third, both preceding factors are shaped by the political economy of these groups. Most national Latinx groups are funded primarily by corporate and foundation money. I assert this funding structure constrains organizational politics to small change advocacy and online strategy to the conventional. As a result, Latinx political mobilization ends up being much closer to an elaborate exercise in branding – rather than a genuine social movement.

Id: 19597

Title: Social Networks Sites and its relation to Attitude Ambivalence Phenomenon in shaping Egyptian Public Opinion

Session Type: Individual submission

Authors:

Name: Ahmed Mohamed

Email: ahmed.taha (at) artnv.au.edu.eg

Country: EG (Egypt)

Affiliation: Cairo University

Abstract: A wealth of studies have examined the phenomenon known as "Attitude Ambivalence". This term refers to the mixed attitude a person can have towards the same issue. In other words, an individual can hold a positive and a negative attitude towards an issue at the same time. Hence, researchers have examined this phenomenon's influence on shaping the public opinion polls and how it limits predicting individuals' behavior. This phenomenon exists in all communities especially in the Arab world. The Arab world is a region that suffers from everlasting conflicts between traditions and modernity. In addition, the 2011 Arab Spring uprising made massive changes in the political sphere that led to distrust in politics. Furthermore, Arabs have rarely practiced democracy and have been living under resilient dictatorships that discredited all opponent voices.

This study examines the "Attitude Ambivalence" phenomenon in the Egyptian public opinion regarding to the economic projects and political decisions that were made during the two periods of the president Abd EL Fatah El-Sisi. In addition, this study explores the role of Social Network Sites (SNS) in amplifying or limiting the influence of this phenomenon, and how can SNS play a role in formulating stable attitudes. Furthermore, linking between spiral of silence theory, ambivalent attitudes and SNS which will help to examine individuals' behaviors and attitudes from new theoretical perspective.

To measure this phenomenon the researcher proposes a two-step approach to identify ambivalent attitudes. First, the researcher will do an experimental study by exposing respondents to specific messages from different SNS. At first, the researcher will examine them before exposure, then another post-test will be conducted to compare the results. Second, to know the influence of public opinion leaders, the researcher will do a content analysis of 15 personal accounts of public figures on SNS, and discuss the content of these pages with them using in-depth interviews. This mixed method approach will help the researcher to reach accurate information and indicators about ambivalent attitudes and how to overcome that to reach stable attitudes.

Id: 19599

Title: Agenda-Setting y Agenda Pública. Estudios de framing e influencia en el contexto electoral (21D) del Procés de Cataluña

Session Type: Individual submission

Authors:

Name: Concha Pérez-Curiel

Email: cperez1 (at) us.es

Country: ES (Spain)

Affiliation: University of Seville

Name: Mar García -Gordillo

Email: marggordillo (at) us.es

Country: ES (Spain)

Affiliation: University of Seville

Abstract: El 6 de septiembre de 2017 se aprueba en el Parlament de Catalunya la Ley de Referéndum y marca el inicio de un nuevo conflicto. Momentos convulsos y de cambio definen el contexto político catalán. Estatuto, Declaración de Soberanía, Ley de Consulta, Sentencias del Tribunal Constitucional y Artículo 155 anteceden a la convocatoria de unas elecciones autonómicas (21D) forzadas por la confrontación Cataluña/Estado. El tema de la independencia monopoliza la cobertura mediática del país y el Centro de Investigaciones Sociológicas (CIS) constata un aumento sin precedentes de la preocupación ciudadana. La investigación analiza la posible relación de causalidad entre la proyección del conflicto catalán en los medios (Agenda -Setting) y los efectos en la ciudadanía (Agenda Pública), con el objetivo de comprobar si existe una correlación equivalente entre la información mediática publicada y la evidente inquietud de la población ante tal escenario. En esta línea, se establece una hipótesis inicial que confirma una selección y un encuadre (framing) de noticias sobre el proceso independentista y electoral en la prensa nacional y catalana que aumenta el interés público ante el problema y puede repercutir en la disrupción y fragmentación social. El análisis de contenidos de corte cuantitativo numérico y cualitativo temático aplicado sobre una muestra mediática (portadas y editoriales de El País, El Mundo y La Vanguardia) y temporal (septiembre-diciembre de 2017) constituyen el eje metodológico de la investigación. En paralelo, las encuestas del CIS correspondientes a esta franja revelan la prioridad que la opinión pública concede a la cuestión catalana. Los resultados evidencian un seguimiento mediático preferente y focalizado sobre el procés, cuya tendencia al alza o a la baja es directamente proporcional a los datos sociológicos de la encuestación poblacional. Sin embargo, las conclusiones indican que la comunidad científica experta en agenda setting y framing (McCombs, 2006, Fermín Bouzá, 2006, Garcés, 2007, Anduiza y Bosch, 2012) a la que se suma ahora la agenda inversa de los medios sociales (Aruguete, 2017; Wallsten, 2007; Meraz, 2011; Sung-Tae & Young-hwan, 2007, Casero-Ripollés, 2015) urge de herramientas que midan la capacidad de influencia de los medios, los efectos en las audiencias o la oportunidad para provocar el cambio social y político.

Id: 19607

Title: "We are all Diba members tonight": Cyber-nationalism as emotional and playful actions online

Session Type: Individual submission

Authors:

Name: Zhe Wang

Email: thethe.wang (at) gmail.com

Country: CN (China)

Affiliation: National Chengchi University, Taiwan

Abstract: Title: "We are all Diba members tonight": Cyber-nationalism as emotional and playful actions online

Author: Zhe Wang, PhD candidates, National Chengchi University, Taiwan

This study attempts to interpret the digital traces of participants during the "Diba Expedition", especially their comments left on Ingwen Tsai's Facebook page, in order to discuss the following questions: From the "Diba Expedition", what kind of continuation and variance of cyber-nationalism can be revealed? How can netizens' construction of self-identity during the "Diba Expedition" be understood and interpreted? What are the contextual structures behind this collective action?

All of the comments on Ingwen Tsai's Facebook page during the "Diba Expedition" (from January 20, 00:00 to January 21, 24:00) were captured via API designed by this study on March 9, 2016, of which the total number was 13,684. The information from all comments were classified as time, content, account, and the number of likes. In addition, the researcher had joined the "Diba Central Division" that was established after the above-mentioned Facebook incident and the corresponding QQ group for the sake of practical observation and to get a complete overview of this incident. Comments left by participants during the "Diba Expedition" are divided as template comments and no-repeat comments, and the former one presents a distinguished cyber-nationalism when compared with before, which can be seen as emotional and playful cyber-nationalism. This could be the result of the collaboration of cyber-nationalism and cyber subcultures: those participants prefer entertaining and positive emotions, while the strategies employed by those participants rely on the digital logic of social networking, which needs to take both community-individual and sensation-reason into consideration. Above all, the cyber-nationalism discussed in this study is embedded in the practices of the "networked authoritarianism" and the entertainment business in China. Generally speaking, cyber-nationalism is still in its very nature a sort of imagination belonging to a common community, which is implemented into the terms and behavioral practices of various cyber communities. Completely different from previous cyber attacks regarding "hostility, hegemony and patriarchy", the current cyber-nationalism is more easily combined with the cyber subculture and implemented into the "Diba Expedition" with emotional and playful forms of practice and performance. On the one hand, the main message templates the agents have chosen are filled with demands focused on positive emotions, addressing delightful "love" and veiling other complicated nationalistic feelings that are activated in disperse terms. On the other hand, the active agents have adopted the action strategy of digital games, utilized the combination of numerical logic and rationality-emotionality existing in social media, and effectively organized a group of cyber citizens who have been seeking a satisfactory place between collectivization and individualization. From a

holistic view, individual nationalistic feelings have been jointly shaped by the networked authoritarianism from national institutions and the commercial pursuit of pan-entertainment from technology firms, and cyber-nationalism can only arouse a large scale of spamming actions with its connections to the growth background and daily usage of the Internet from cyber citizens. Cyber-nationalism such as the "Diba Expedition" will never be merely a single case since its first occurrence.

Id: 19626

Title: Partisan Media Bias during Media Storms

Session Type: Individual submission

Authors:

Name: Doron Shultziner

Email: doronsh (at) hac.ac.il

Country: IL (Israel)

Affiliation: Politics & Communication, Hadassah Academic College

Abstract: This project deals with two emerging research topics: partisan media bias and media storms. Leading my research interest is the following question: is partisan media bias accentuated during a time of a media storm? This research connects between the phenomenon of Partisan Media Bias (Lichter 2017), which looks at media mechanisms that news editors employ when they are motivated by political considerations. The second media phenomenon is known as 'media storms' which is a very intensive preoccupation of media outlets with the same issue (Boydston et al. 2014; Walgrave et al. 2017) often due to a dramatic event. My research aims are to focus on the connection between these two phenomena and to explore how media outlets behave in the eye of a media storm. I will do so by analyzing the data-set which I created to study the news coverage of the 2011 Social Justice Protest Movement (Shultziner & Shoshan 2017; Shultziner & Stukalina, under review). I will analyze the behavior of the media outlets as the protest climaxed and became a heated political topic over two-month. Rather than assuming that the media operates by normal standards, I propose that media outlets move into a very different mode of behavior (Boydston et al. 2014) which is more political in nature and involves heightened PMB regarding the issue of coverage. I am not aware of a research that has tried to explore this specific question and interaction between PMB and media storms before.

Preliminary Hypotheses:

1. Media outlets accentuate their political line of coverage the stronger a media storm get and in comparison when not in storm mode.
2. Partisan Media Bias during media storm operates through several mechanisms including the percentage of positive, neutral and negative articles about the issue, and the physical placement of those items within the newspaper, such as the front page and the sizing of articles.

Id: 19652

Title: La problemática de los asesinatos de líderes sociales en Colombia en la agenda digital de los parlamentarios colombianos: análisis de las posiciones, interacciones y estrategias de comunicación política.

Session Type: Individual submission

Authors:

Name: Juan Cárdenas Ruiz

Email: juancar (at) unisabana.edu.co

Country: CO (Colombia)

Affiliation: Universidad de la Sabana

Name: Maria Catalina Cruz González

Email: maria.cruz3 (at) unisabana.edu.co

Country: CO (Colombia)

Affiliation: Universidad de La Sabana

Abstract: El asesinato de líderes sociales en Colombia es uno de los problemas más graves que ha vivido el país en los últimos 40 años. Tanto en el marco del conflicto, como durante la negociación y en la fase de pos-acuerdo, decenas de personas que han representado algún grupo social, han luchado por la garantía de derechos y libertades, han sido asesinadas en distintas regiones del país por diversas agrupaciones violentas. Con la llegada de Iván Duque al poder, cuyo sector político tiene una posición muy crítica frente al proceso de paz, el problema ha persistido y las alertas de los organismos de seguridad siguen encendidas. Algunos medios afirman, incluso, que en los primeros días del 2019 han asesinado un líder social por día. En ese marco los ciudadanos se han movilizado y han demandado acciones y respuestas por parte de las autoridades y los representantes políticos. Este estudio experimental busca identificar dentro del grupo de Senadores y Representantes a la Cámara, la relevancia que tiene el tema dentro del entorno digital de estos políticos, específicamente en la red social Twitter, que en Colombia no es la que más usuarios tiene, pero si logra tener una fuerte influencia sobre la definición de la agenda pública

Se analizaron todos los tweets (666), que hablarán directa o indirectamente de los asesinatos de líderes sociales, publicados en cuentas activas oficiales de Senadores y Representantes a la Cámara, en el periodo del 7 de agosto al 7 de noviembre del 2018, primeros tres meses de gobierno del presidente Iván Duque. Se diseñó una matriz de análisis de contenido que contenía variables de tipo cuantitativo y cualitativo que buscaban dar cuenta del origen del contenido, la manera de referirse al tema, los marcos de interpretación frente al problema y la construcción de patrones de victimización y atribución de responsabilidad, entre otros.

Entre los principales hallazgos es importante resaltar que solo la mitad de los congresistas hicieron referencia al tema en su cuenta oficial, la mayoría de congresistas que abordan el tema son de izquierda y centro izquierda, 62%, de los partidos Decentes, Polo Democrático y Alianza Verde, el 16% son tweets del movimiento MAIS que representa a los indígenas y el 12% del partido de gobierno Centro Democrático. Se identificó un patrón relativamente mayoritario, en donde los congresistas privilegian opiniones o informaciones de terceros a través de RT, hablan del tema de manera genérica con la intención en primera medida, de informar sobre los hechos y en segunda medida, denunciar los asesinatos, exigir acciones frente a los hechos y hacer reclamos a las

autoridades. Igualmente se evidencia qué si bien se habla del tema, parece no ser claro o existir cierto grado de corrección política con relación a los patrones de victimización y a la atribución de responsabilidades.

Id: 19686

Title: Some Explanation of the French "Yellow Vests" Protests: Emmanuel Macron Presidential Communication Mishaps

Session Type: Individual submission

Authors:

Name: Philippe Maarek

Email: maarek (at) u-pec.fr

Country: FR (France)

Affiliation: Université Paris EstIC member

Abstract: To many observers' surprise, the 2017 French Presidential Election led to the victory of an outsider without any party affiliation, Emmanuel Macron. Thanks to a well-led campaign making good use of Internet Social Media, he was able to grasp his luck when many of his strongest opponents failed for one reason or another.

Becoming president, Emmanuel Macron thought he would rule differently than his two predecessors, Nicolas Sarkozy and François Hollande. He initially adopted the "kingly" distant posture achieved in the 1980s by François Mitterrand on the advice of his communication advisor, Jacques Pilhan. Convinced after a few months that this stance was not helping his popularity and his actions, Emmanuel Macron then decided to do a complete turn around and started to adopt a very familiar tone, trying to give a feeling of proximity to the French citizens. When some of his policies implementation started to initiate the "Yellow vests" protests in reaction, this new communication attitude not only did not achieve its goal, but apparently became counterproductive, noticeably infuriating the protesters even more.

This paper will show that a partial explanation of the lasting protests of the "Yellow vests" comes from the failure of Emmanuel Macron presidential communication. It will expose the unexpected personal clumsiness of many of his public appearances, both on a personal level and on a professional level. On a personal level, the choice of words and of attitudes of Emmanuel Macron was frequently clumsy and inappropriate, not to say felt aggressive. On the professional side, his communication was often off-target, amazingly poorly organized by a succession of inexplicably disappointing communication advisors. On the core issues, his new stance, seen as arrogance, increased the unpopularity of some of his political decisions attacked by many yellow vests.

Hence maybe faultily decided and certainly ill led, Emmanuel Macron presidential communication may be seen as a partial explanation of the duration and of the intensity of the Yellow Vests protests in France in 2018-2019.

Id: 19746

Title: Voters vs. candidates: Public opinion about electoral fairness and its influence on perceived institutional legitimacy in Singapore

Session Type: Individual submission

Authors:

Name: Weiyu Zhang

Email: viyucheung (at) gmail.com

Country: SG (Singapore)

Affiliation: National University of Singapore

Abstract: The legitimacy of elections is fundamental to democracies, including the hybrid ones that contain authoritarian components. A self-interest approach attributes public opinion of electoral legitimacy to whether one's self-interest is satisfied by the electoral result. Scholars (e.g., Rasinski & Tyler, 1988) argue that public opinion about electoral fairness plays an equally, if not more, important role in shaping perceived legitimacy of elections. This study is among the few attempts to provide an elaborated conceptualization of electoral fairness, by firstly, focusing on the communicative aspect of the electoral procedure, and secondly, delineating the voter vs. candidate dimensions of the fairness appraisals. Moreover, this study is situated in the unique context of Singapore, a hybrid system that is often called "electoral authoritarianism" (Schedler, 2006) or "authoritarian democracy" (Zhang, 2012). The puzzle of Singapore is that the ruling party, despite its authoritarian style of governance between elections, has stayed strong in electoral results. By understanding the voter vs. candidate fairness appraisals among Singaporean citizens, this paper also provides an explanation about the resilience of such authoritarian democracies.

Among the seven Asian authoritarian democracies established in the 1960s and 1970s (George, 2006), Singapore is the only one that has survived. In the most recent 2015 general election, the PAP stopped the declining trend in popular votes and regained its supermajority support (70% compared to 60% in the 2011 General Election). This victory was obtained in an election in which for the first time since independence all constituencies were contested. If the electoral reforms are manipulations that advantage the ruling party, why did they fail to curb oppositional challenges and lead to negative perceptions about electoral fairness among voters? One answer this study provides is that voters perceived the 2015 election as generally fair and the electoral institution as legitimate, because these two perceptions were influenced more by voter fairness appraisals than candidate fairness appraisals. Moreover, voters seemed to be more satisfied with the fairness in their own communicative actions such as raising questions and having an influence than in candidates' communicative actions. Nevertheless, the less fair treatment of candidates' communicative actions had less impact. This may imply that the Singaporean voters probably do not think that every candidate should have an equal chance to voice, be heard and considered, and exert influence. The voters may think that the treatment of candidates should be conditioned on their competencies or merits. This perception is both possible and plausible given the meritocracy ideology (Tan, 2008) the Singapore state has perpetrated for years.

In summary, this study helps to understand electoral fairness and its influence on electoral legitimacy, from a communicative stance by separately assessing the voter vs. candidate fairness.

The findings are useful to think about Singapore, an authoritarian democracy's resilience in popular elections and hopefully shed lights on how elections can be examined from the fairness approach, in addition to the self-interest approach, in other contexts.

Id: 19785

Title: Media Events and Social Media: Discussing 'Gay Marriage' in Costa Rica's 2018 Presidential Election

Session Type: Individual submission

Authors:

Name: Ignacio Siles

Email: ignacio.siles (at) ucr.ac.cr

Country: CR (Costa Rica)

Affiliation: Universidad de Costa Rica

Name: Carolina Carazo

Email: carolina.carazo (at) ucr.ac.cr

Country: CR (Costa Rica)

Affiliation: Universidad de Costa Rica

Name: Larissa Tristán

Email: larissa.tristan_j (at) ucr.ac.cr

Country: CR (Costa Rica)

Affiliation: Universidad de Costa Rica

Abstract: The 2018 presidential election in Costa Rica will be remembered as one of the most controversial electoral processes in the country's recent history. The central issue of the election for many voters was an advisory opinion of the Inter-American Court of Human Rights. In 2016, the Government of Costa Rica requested an opinion from the Court regarding several issues: equal marriage, change of name, gender identity, and property rights for same-sex couples. The Court's response came in January 2018, less than a month before the election, and marked the campaign profoundly. On the day of the election, two candidates obtained the right to dispute a second round a few weeks later: Fabricio Alvarado, member of the Partido Restauración Nacional and an evangelical singer explicitly opposed to equal marriage; and Carlos Alvarado, the official candidate of the Partido Acción Ciudadana and ex-minister of the outgoing administration, who argued for respecting the human rights of the LGTBQ+ population.

This paper analyzes the coverage and discussion of the Court's advisory opinion as an opportunity to further understand issues of communication, technology and human dignity. We analyze this case as a "media event" (Dayan & Katz, 1992, Sumiala et al., 2018). We focus on the development of media events in hybrid communication systems, that is, spaces "built upon interactions among older and newer media logics—where logics are defined as technologies, genres, norms, behaviors, and organizational forms—in the reflexively connected fields of media and politics" (Chadwick, 2013, p.4). To this end, we analyze how information regarding the advisory opinion (particularly equal marriage) was produced, circulated, and appropriated on Facebook. In this way, central aspects of the "media events" theory are updated to consider the case of social media.

The analysis is based on a mixed-methods study that combined qualitative and quantitative approaches. We gathered data published on Facebook by two news organizations, presidential

candidates, citizen groups, and sites devoted to creating viral content (such as memes). We conducted content and discourse analyses of these data sources and carried out interviews with journalists involved in the coverage of the case, as well as presidential candidates and the communication specialists who advised them during the campaign.

We argue that, in order to think about the role of the media and the possibilities offered by media events for fostering human dignity and rights, we need to better understand the structural changes that communication systems have experienced over the last decades. The contemporary media regime is characterized by two profound changes: hyperreality (which renders almost useless the distinction between events and their representations) and multiaxiality (which makes visible the presence of multiple voices interpreting events) (Fiske, 1994; Williams & Delli Carpini, 2011). This paper concludes by discussing three implications of our study in light of these transformations: the need to endow the theory of media events with greater analytical flexibility; the role of the media in the definition of central aspects of events in social media; and some consequences of covering media events for democratic deliberation.

Id: 19828

Title: The Illusion of Equalized Political Discourse on Social Networks: Politicians' Blocking Practices ' The Israeli Case

Session Type: Individual submission

Authors:

Name: Sharon Haleva-Amir

Email: sharoni.haleva.amir (at) gmail.com

Country: IL (Israel)

Affiliation: Bar Ilan University

Abstract: This innovative study, interdisciplinary by its nature, addresses the overlooked fundamental issue of politicians' users-blocking and comments deletion' practices.

The internet's infrastructure design enables interactive, effective and direct communication among users; it facilitates discourse and supposedly flattens power gaps between politicians and citizens, let alone social media that are aimed at discourse. But social media political discourse between citizens and politicians is far from being mutual. In fact, in the last few years, more and more cases of comments deletion, as well as complete blocking of users on politicians' pages on social media, are published worldwide.

In my grounded theory rooted research that was based on an Israeli 2017 activists' project data, I analyzed 279 blocking incidents. Through categorizing deleted contents and blocked users' stories and tracing patterns in politicians' blocking behavior, the findings generated a theoretical framework comprised of 12 parameters such as blocking platform, appropriateness of language, content type, critic justification and context – among others, so as to study the neglected phenomenon of institutionally induced echo chambers: The apparent social media political discourse between politicians and citizens creates a false impression (i.e., politicians seem close and attentive to their followers, engaging with the public at eye level and gaining credits for being 'down to earth'). Yet, it is the invisible discourse that causes a greater harm. Put simply, the discourse reflected in the 'censored' pages is in fact a partial and fictitious discourse, and one that includes only pleasant, softened words, without a hint of criticism or difficult questions. It therefore induces a somewhat silencing spiral phenomenon thereby distorting citizens' perceptions regarding the degree of agreement within the public, with one position or another.

In an era of fragmented, radicalized and polarized societies due to filter bubbles and echo chambers (as well as fake news and disinformation spread), politicians' deleting and blocking habits might contribute to a distorted and imagined discourse which results in a weaker democracy.

Formally, politicians' activity on social media is subjected to the platforms' policies. Thus, according to Facebook's terms and conditions, each private user – and parliamentarians serving as individuals that are holding a public position (i.e., activating politicians' pages) – can ban other users; even remove them entirely from their page.

There is, however, a clear distinction on Facebook between users' personal private activity and formal public activity: MPs are elected representatives, and one of their roles is to engage with the public; this is mostly done online nowadays. As such, they are obliged to enable discourse and allow for broader free speech than what is expected from private citizens.

The suggested framework will therefore enable worldwide comparative and longitudinal studies. Furthermore, in a turbulent political world struggling with electoral intervention attempts,

disinformation and distrust, the study of politicians/users discourse is more pertinent than ever thereby serving as a starting point to dealing with broader concepts – from online censorship to the mutual, growing dependence of both governmental institutions and public on commercial platforms, and its outcomes.

Id: 19836

Title: Communitarianism, Populism and (In)civility: The Migrant Crisis in the European Press

Session Type: Individual submission

Authors:

Name: Ekaterina Balabanova

Email: e.balabanova (at) liverpool.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Liverpool

Name: Alex Balch

Email: abalch (at) liverpool.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Liverpool

Abstract: It has been argued that the increasing usage of the concept of populism to describe political trends in Europe is in effect whitewashing the nativism of the radical right (Mudde 2017). However, the relationship between populist and anti-immigration ideas is not well understood. This is not just due to the well-acknowledged definitional issues around populism. It is also because in public debates over immigration there are a range of communitarian justifications for states to impose restrictions on the rights of non-citizens (Balabanova and Balch 2010). Moreover, all of these have multiple forms or versions that can be more or less civil or tolerant towards 'the other'. We have selected specific flashpoints in the story of Europe's migrant crisis in 2015 in order to test assumptions regarding the correlation between populism and incivility towards non-citizens. Drawing from data regarding press coverage of immigration in four European countries (Germany, UK, Hungary, Bulgaria) we map different communitarian arguments alongside the presence/absence of populist ideas. This allows us to consider the extent to which populism and anti-immigrationism are correlated, or can be disentangled, and to illustrate how these phenomena relate to levels of (in)civility across the European space.

Id: 19863

Title: Right-wing narratives in Spain and Italy facing European election: an analysis through metaphorical framing

Session Type: Individual submission

Authors:

Name: Carlota Moragas Fernández
Email: carlotamaria.moragas (at) urv.cat
Country: ES (Spain)
Affiliation: Universitat Rovira i Virgili

Name: Arantxa Capdevila Gómez
Email: arantxa.capdevila (at) urv.cat
Country: ES (Spain)
Affiliation: Universitat Rovira i Virgili

Abstract: The last years have witnessed a (renewed) interest in right-wing politicians across the globe, exemplified through the rise of European "populist" right-wing political parties (Rooduijn, 2015) like VOX (Spain), Lega Nord (Italy), Freedom Party (Netherlands), Danish People's Party, Alternative for Germany, Freedom Party of Austria, Front National –now, Rassemblement National– (France), Vlaams Belang (Belgium), Slovak National Party, Golden Dawn (Greece), Fidesz (Hungary), Law and Justice (Poland), Swedish Democrats (Sweden), the UKIP (UK) and the election of US President Trump and President Bolsonaro in Brasil.

Despite having distinct materializations, right-wing populism shares some common features: first, it talks a good group threatened by an outsider group who is blamed for the problems concerning the in-group (I). In this regard, right-wing populism is mainly anti-pluralist and "treats cleavages as well as opposition to their own political program as illegitimate" (Rydgren, 2017:490). Secondly, it uses a specific style based on plain language in order to articulate its discourse about presumably talking in the name of the people (II). And, lastly, it proposes simplified solutions to the problems or the simplification of political issues (III), being prone to deep into "post-truth politics" (Rydgren, 2017).

Given that right-wing populist parties are expected to expand their strength in the European Parliament by over 60 percent next May (Reuters, November 2018), it is paramount to understand how they frame the main political issues in the public agenda (1) and how their speech is different from the one of left-wing populism –which is not necessarily exclusionary (March, 2017)– and non-populist organizations, such as social democratic parties (2). The present research aims to shed light on these two questions by taking Spain and Italy as a case study and this is why we will look at the political speeches delivered during the European Election campaign by the populist right-wing political parties VOX and Lega Nord and their respective leaders Santiago Abascal and Matteo Salvini. Because we cannot validate the results without taking into account other political organizations, we are also going to analyse the speeches of their opponents –i.e. left-wing populist parties Podemos/Pablo Iglesias and Movimento 5 stelle/Luigi di Maio– as well as the ones of social democratic parties that are not considered populist, such as Partido Socialista Obrero Español/Pedro Sánchez and Partito Democratico/Matteo Orfini.

In doing so, we will focus on the use of metaphor, which is one of the key discursive strategies used by right-wing leaders throughout history to legitimize their policies (Musolff, 2014). A qualitative methodology approach based on Critical Metaphor Analysis (Charteris-Black, 2011), which lets us identify (A), interpret (B) and explain (C) the ideological implications underlying the use of the metaphorical expressions, will be used. Materials –campaign advertising on various formats and platforms, rally speeches, etc.– are going to be collected and analysed during the European Election campaign and results will be presented at the IAMCR conference.

Id: 19903

Title: What's in a Vox' Analysis of the Spanish far-right populist party VOX in Twitter

Session Type: Individual submission

Authors:

Name: Frederic Guerrero-Solé

Email: frederic.guerrero (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Lluís Mas-Manchón

Email: lluis.mas (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: In the last two decades, populism has become a mainstream political ideology in Western democracies (Mudde, 2004; Rooduijn, 2014a; Casero-Ripollés, Sintés-Olivella & Franch, 2017). Although populism has been existing since the 19th century (Mazzoleni, 2014), it is precisely now that populist right-wing parties have achieved a great popularity in many European countries, such as Italy, France or Austria (Mouffe, 2005). Scholars have been analysing populist discourse for decades, and have linked its roots to mass society, which gives rise to populist democracies (Taggart, 2000). The relationship between social media and populism has been underdeveloped in political science (Ernst, Engesser, Büchel, Blassnig & Esser, 2017).

With regards to populism and far-right parties, Spain is not an exception in Europe anymore. The aim of this paper is to analyse the strategies in Twitter of the Spanish far-right populist party VOX, a party that is becoming more and more influential in Spanish politics. With a sample of 273,034 posts from 212 official VOX accounts, we follow Bracciale and Martella's (2017) work to analyse VOX tweets' content and form by using their definitions of register, topics, and function. By means of a computer-assisted content analysis tool (Guerrero-Solé, 2019), we finally identify the main VOX's strategies in spreading their message in Twitter. Preliminary results show that VOX strategies include a constant appeal to the motherland (Spain) and its inhabitants (Spaniards) and the use of pronouns 'ours' and 'we'. They also stress the idea of a polymorphic enemy: the communist Podemos and its leader Pablo Iglesias, the right-winged Popular Party and the centre-left PSOE, the pro-independence Catalans, immigrants, feminists or criminals are among these enemies whose only purpose is to destroy the motherland. On the other side, the Church, the police and the army are the only institutions that fight for protecting Spain and the Spaniards from the enemies. Moreover, we also analyse the structure of the VOX networks (follower-followee, mentions and retweets) following Guerrero-Solé's (2018) works on the interactive behaviour of Spanish politicians in Twitter.

Casero-Ripollés, A., Sintés-Olivella, M., & Franch, P. (2017). The Populist Political Communication Style in Action: Podemos's Issues and Functions on Twitter During the 2016 Spanish General Election. *American Behavioral Scientist*, 61(9), 986–1001.
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Mazzoleni, G. (2014). Mediatization and political populism. In: Esser, F. and Strömbäck, J. (eds). *Mediatization of Politics*. Basingstoke: Palgrave Macmillan, pp. 42–56.

Mouffe, C. (2005). On the political. *Thinking in action*. <http://doi.org/JA 71.M6>

Taggart, P. (2000). *Populism*. Buckingham: Open University Press.

Mudde, C. (2004). The Populist Zeitgeist. *Government and Opposition*, 39(4), 542–563. <http://doi.org/10.1111/j.1477-7053.2004.00135.x>

Rooduijn, M. (2014a). The mesmerising message: The diffusion of populism in public debates in western European media. *Political Studies*, 62(4), 726–744. <http://doi.org/10.1111/1467-9248.12074>

Id: 20086

Title: "Alternative" media' Self-conceptions of left- and right-wing alternative media and their common strategic objectives

Session Type: Individual submission

Authors:

Name: André Haller

Email: andre.haller (at) uni-bamberg.de

Country: DE (Germany)

Affiliation: University of Bamberg

Abstract: In the last years a variety of partisan news sites emerged on the internet in the U.S. as well as in Europe. These pages describe themselves as “alternative” in terms of contesting established hegemonic structures in society. The Research question is whether partisan online sites on the left and on the right try to pursue traditional purposes of alternative media like criticism on the organization and content of mainstream media (Holtz-Bacha, 2015), the goal to establish a counter-hegemonic public sphere (Schweiger, 2017), non-commerciality (Bailey et al. 2008) and participatory journalism (Weichler, 1987).

To answer this question, this study investigates the self-portrayals of the most prominent left- and right-wing alternative media websites in Germany. The data contains manifestos such as self-conceptions and mission statements of the investigated sites. The categories of the analysis were constructed deductive, based on works on traditional alternative media.

The qualitative content analysis shows that almost all pages on both sides of the political spectrum share the same strategic objectives which are characteristic for traditional alternative media: 1) Media criticism, 2) the establishment of counter-hegemonic structures, 3) non-commerciality and 4) elements of participatory journalism. Particularly Gramsci's concept of hegemony (2012 - reprint) and the objective to build counter-public spheres were fundamental claims in left- and right-wing websites. The findings also show that not all traditional alternative media concepts are implemented in the investigated pages: The Compact Magazine can be seen as a "journalistic Janus Head" as it claims to be alternative for right-wing readers but also pursues economic goals (advertising, subscriptions and conference fees). The special case of Compact underlines the thesis of Scholl (2009) that alternative media formats can transform to mainstream media models.

Although political positions of the analyzed media outlets differ significantly, both alternative media camps cross ideological boundaries by sharing the same “journalistic” objectives and theoretical concepts. Although the policies of left- and right-wing alternative media producers fundamentally differ, media criticism is a “common denominator”: Critique on established media primarily aims at the accusation that alternatives are suppressed. Further expressions of media criticism concern the claim that there is censorship in the public debate and that media coverage is controlled by financial and political elites.

Recent works on extremist websites in the U.S. (Klein 2017) indicate an expansion of alternative media research towards rightist players. This explorative study can be used as a blueprint for further analysis of alternative media products. Comparative international studies seem to be promising for the study of partisan media.

Id: 20096

Title: Mapa Infoparticipa: comunicación pública, transparencia y participación ciudadana. Análisis de las webs de los ayuntamientos españoles (2018).

Session Type: Individual submission

Authors:

Name: Nuria Simelio

Email: nuria.simelio.sola (at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Francisco Javier Herrero

Email: javiherrero82 (at) usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: Alexandre Lavado

Email: alexandre.lavado (at) uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: En esta comunicación presentamos los resultados de analizar la información que ofrecen las webs de 1.574 ayuntamientos de España, en 2018, en el marco de la investigación

"Metodologías y modelos de información para el seguimiento de la acción de los responsables de los gobiernos locales y la rendición de cuentas" (CSO2015-64568-R, financiada por MINECO-FEDER). El objetivo principal del proyecto es colaborar a mejorar la información que proporcionan las webs de los ayuntamientos para facilitar la rendición de cuentas (accountability).

La información que ofrece la administración pública es un derecho básico que debe partir de la transparencia y el buen gobierno como elemento básico de las sociedades democráticas (Cameron 2004). Internet proporciona instrumentos que, combinando el e-gobierno y las políticas de transparencia, ofrecen oportunidades para crear nuevas formas de gobernanza y de participación de la ciudadanía en la definición de las políticas democráticas. (Bertot, et al. 2010). Esto se produce de forma paralela a un aumento de la concienciación de la ciudadanía que demanda una mayor transparencia de las instituciones (Villoria y Jiménez 2012).

El ámbito de esta investigación es el municipal, ya que los ayuntamientos son la administración más directa y próxima de relación entre la ciudadanía y las organizaciones públicas (Moreno Sardà et al. 2017). Se indaga si los gobiernos locales aprovechan las potencialidades de la web 2.0 y las redes sociales para ofrecer información de calidad y fomentar la e-participación, teniendo en cuenta las exigencias establecidas por la Ley española 19/2013, de 9 de diciembre, de Transparencia, Acceso a la Información Pública y Buen Gobierno.

En la metodologías, se utilizan 52 indicadores básicos agrupados en cuatro temáticas: quienes son los representantes, cómo gestionan los recursos, cómo informan y qué instrumentos ofrecen para la participación. Los resultados se publican en una plataforma (www.mapainfoparticipa.com) para que sean accesibles a cualquier persona interesada en conocer el grado de transparencia de su

ayuntamiento, información que consideramos imprescindible para facilitar la participación ciudadana en una democracia moderna y avanzada.

Las conclusiones de la investigación muestran que las webs de los ayuntamientos analizados no siempre proporcionan información suficientemente transparente y de calidad. Por tanto, la entrada en vigor de la Ley de Transparencia no ha sido suficiente para mejorar la información o el cambio de actitud por parte de los responsables políticos y técnicos de las administraciones locales. Es necesario modificar las rutinas, construir nuevas metodologías, y elaborar nuevos modelos de producir y publicar la información. Esta es la razón por la que este proyecto de investigación se orienta también a la transferencia de conocimiento.

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Id: 20138

Title: Satisfaction with and perceptions of news media performance with alienation from government and business corporations: An Ohio case study

Session Type: Individual submission

Authors:

Name: Rafsanul Hoque

Email: rhoque (at) bgsu.edu

Country: BD (Bangladesh)

Affiliation: Bowling Green State University

Abstract: News media's role as important sources of information, influence and political socialization and their impact in increasing political participation, awareness about policy issues and reducing knowledge gaps between different education groups have been shown by scholars from all over the world. Concurrently, news media have also been seen as inducer of alienation, cynicism and apathy among the people against the government, big business/financial corporations and the media themselves. In the United States, decline of media trust has been a trend since the 1970's, and the recent unhealthy relationship between the White House and the media has been the dominant picture. Media trust is important because it is not just the impact of the news media, but perceptions towards it have been shown to be linked with other areas of political and social feelings and standpoints, and fosters activity towards or against certain issues. Hence, more knowledge about peoples' satisfaction and perception towards the media and how that impact their impressions of different aspects within the social and political realm needs to be studied. The objective of this research is to understand peoples' satisfaction with and perceptions of news media performance and their relationship with alienation from government and big business corporations.

This study will conduct a secondary analysis of data to investigate peoples' perceptions of and satisfaction with news media, and then their level of alienation from the government and business/financial corporations. It will then analyze if perception and satisfaction levels towards news media predict levels of alienation from government and alienation from big corporations. It will use data gathered from 760 structured survey questionnaires collected in 2016 (n=400) and 2017 (n=360), before and after the U.S. presidential election. The data were collected among young college students in a midwestern university using quota sampling method. Perceptions of news media, alienation from government and alienation from business/financial corporations will be measured in separate indices. The dimensions of alienation include powerlessness (over the environment), meaninglessness (of life's alternatives), normlessness (of individual and societal conduct), isolation (from cultural and social institutions), cynicism and disaffection toward major institutions in our society such as the government, big business/financial corporations, and the mass media. An analysis will reveal if satisfaction towards different news media and perceptions of news media predict alienation from government and big corporations.

The five questionnaire items measuring perception of news media will be combined into an index and a reliability score (Cronbach alpha) will be computed for this index. Similarly, alienation from government and alienation from business/financial corporations will be collapsed into two separate indices and a reliability score (Cronbach alpha) will be computed for these indices.

Regression analysis will be used to examine the prediction of news media satisfaction and perception on alienation from government and alienation from big business corporations.

Id: 20179

Title: Robotic political communication in the European Union

Session Type: Individual submission

Authors:

Name: Berta García-Orosa

Email: bertago (at) gmail.com

Country: ES (Spain)

Affiliation: University of Santiago de Compostela

Name: Eva Campos Domínguez

Email: berta.garcia (at) usc.es

Country: ES (Spain)

Affiliation: University of Valladolid

Abstract: The main objective of the proposal is to present the results of a research on computer propaganda in the European Union that conditioned the results in the last electoral campaigns and consultative processes (Brazil, 2018; Brexit in United Kingdom, 2016; USA, 2016; Argentina 2015 Australia 2017). Although the automation of the production and circulation of information has been used since the 1970s for meteorological or sports information (Linden, 2017), technological, social and political innovation caused a stage of influence in today's digital society unknown until now. The theoretical framework used is centred on the field of communication (studies carried out on international computational propaganda, especially since 2016, and digital political communication) and on the political sphere (hermeneutics of political parties).

The methodology used is a bibliographic review and in-depth interviews with European deputies, parties represented in the European Union Parliament and think tanks. Some of the results are advanced:

1. The EU warns of the threat to democracy that implies that parties automatically elaborate messages adapted to the needs of each citizen from the analysis of big data manipulated even with fake news (UE, 2017; Government Office of Science, 2018) and other countries have elaborated laws regulating artificial intelligence and computational propaganda (Italy in 2014, France in 2016, United Kingdom in 2017, Spain in 2018).
2. Campaign political advisors indicate that the automation of communication will be a great danger for democracy: "It lowers the level of debates, subtracts authenticity, it is more negative than positive for the quality of the debate" or, as indicated by another of the interviewees "the voters are not improving at all, they are selling their souls to the devil: one gives all the data and receives nothing in return, because the only thing they receive is a selected information elaborated from data that they have given up a few days before".
3. Bots to manipulate online conversations, demobilize the opposition and generate false support for certain political options. Computer programmers produce frameworks, select themes and shape realities by influencing citizens' behaviours and perceptions of the world. The algorithms become infomediaries that examine the feelings and opinions of the recipients from their virtual identities and, in an automated way, construct information or opinions that satisfy their needs (Campos Domínguez, García Orosa, 2018).

4. For the last eight years, political parties and governments have spent more than five hundred million dollars on research and development in this field and robot trafficking now exceeds 1,000 million euros, 60 percent of all online traffic, almost 20 percent more than two years earlier (Condliffe, 2016).

Id: 20199

Title: Escándalo Pacogate en Chile: La correspondencia entre los marcos de los noticieros de la televisión y las opiniones en Facebook y Twitter

Session Type: Individual submission

Authors:

Name: Francisco Javier Tagle

Email: fjtagle (at) uandes.cl

Country: CL (Chile)

Affiliation: Universidad de los Andes, Santiago de Chile

Name: Juan José Guerrero

Email: JJGUERRERO (at) uandes.cl

Country: CL (Chile)

Affiliation: Universidad de los Andes, Santiago de Chile

Name: María Paz Vial

Email: mpvial1 (at) miuandes.cl

Country: CL (Chile)

Affiliation: Universidad de los Andes, Santiago de Chile

Abstract: En los últimos años en Chile ocurrieron importantes escándalos de corrupción (Thompson, 2001) que provocaron un fuerte impacto en la opinión pública. Según Transparency International (2017), el 80% de los chilenos cree que la corrupción ha aumentado mucho y que las autoridades no han hecho un buen trabajo para combatirla.

Dentro de estos escándalos de corrupción, uno muy significativo fue el ocurrido en Carabineros de Chile, una de las instituciones con mayor confianza ciudadana desde el retorno de la democracia (Latinobarómetro, 2017). El denominado caso Pacogate (2017), como lo llama la prensa en atribución a que a la policía de este país se les apoda de manera coloquial como “pacos”, no sólo sumó más de cuatro millones de dólares de desfaldo al fisco, sino que involucró a altos mandos de la institución.

Ante este panorama, el estudio de los encuadres o frames mediáticos de la corrupción cobra suma relevancia (Entman, 2012; Tagle y Claro, 2018; Zamora & Marín Albaladejo, 2010; Park, 2012), considerando tanto sus implicancias para el debate en la opinión pública como para la rendición de cuentas del poder en democracia (Christians, Glasser, McQuail, Nordenstreng, & White, 2009; Coronel, 2010; Waisbord, 2000, 2012; Tagle, 2017). Dado que los encuadres tendrían el poder para estructurar el pensamiento de la opinión pública (Cacciatore, Scheufele, & Iyengar, 2016; McCombs, 2006), es que los medios “suelen proporcionar una cierta interpretación de la corrupción que influye en la forma en que se discuten y evalúa en el debate público” (Park, 2012, p. 3).

Por otra parte, la información proporcionada por los medios sirve de contexto para los debates que se producen en las redes sociales, las que se han transformado en influyentes espacios para la discusión y promoción de la política (Ritzer & Jurgenson, 2010; Weeks, Ardèvol-Abreu, & Gil de Zúñiga, 2017; Youyou, Kosinski, & Stillwell, 2015). En este sentido, de acuerdo a Trilling (2015), existe una relación bidireccional tanto de influencia como de complementariedad entre las agendas de la televisión y de las redes sociales.

De esta manera, esta investigación se fundamenta en la siguiente hipótesis: Existe una complementariedad entre los marcos que utilizaron los principales noticieros de televisión en Chile en el escándalo de corrupción Pacogate y las opiniones vertidas en las redes sociales Facebook y Twitter sobre este mismo caso.

Se estudiaron los primeros 14 días desde que se conoció el escándalo el 6 de agosto de 2017. Para el análisis de la televisión, se seleccionaron los noticiarios centrales con mayor sintonía, los que para el periodo de estudio fueron Ahora Noticias y Teletrece de las estaciones privadas Mega y Canal 13 respectivamente (Kantar, 2017). En lo que se refiere a las opiniones vertidas en Facebook y Twitter, se utilizó una plataforma comprehensiva de captura en tiempo real de la información. Se recogieron todas las keyword que hicieron alusión al caso durante el mismo periodo que se analizó los noticieros

Id: 20202

Title: The Mediating Role of Social Media News Use on the Effects of Personality Characteristics over Democratic Engagement

Session Type: Individual submission

Authors:

Name: Brigitte Huber

Email: brigitte.huber (at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Name: Homero Gil de Zuniga

Email: homero.gil.de.zuniga (at) univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: Political participation is at the heart of democracy (Verba, Scholzman, & Brady, 1995). Accordingly, understanding what makes people engage in politics has been a key issue for political scientists and communication scholars for decades. Recently, a strand of research deals with the effects that personality traits may have on political attitudes and behavior (e.g., Bekkers, 2005; Ha, Kim, & Jo, 2013; Mondak et al., 2011). While many studies focus on effects of personality traits on political ideology, less is known about its association with political participation (for an overview, see Gerber et al., 2011a). The goal of this paper is to shed more light on this relationship, expanding existing literature in three meaningful ways:

First, as digital networks and social media have amplified the ways of engaging in politics (Ekström & Shehata, 2018), this study not only looks at offline political participation and voting, but also includes online political participatory behaviors. Second, since most of the existing scholarship focus on single-country data sets (e.g., Finland: Mattila et al., 2011; Germany: Schoen & Steinbrecher, 2013), there is a need for cross-cultural studies. We address this research gap by employing survey data from 19 countries worldwide. Third, Weinschenk (2017) calls for studies that investigate indirect ways in which personality traits shape political behavior. We do so by testing whether news use mediates the relationship between personality traits and political participation and voting.

Our results indicate that extraversion, agreeableness and openness help understand people's participation and voting behavior. Interestingly, while these traits show similar pattern for offline and online political participation, the opposite is true for voting. For instance, being extroverted is positively associated to several participatory behaviors online and off; however, it is negatively related to voting. This might be explained by the fact that extraverted people prefer political activities that include social interactions such as attending a protest with others than going alone to the booth (Mondak et al., 2010). Similarly, also agreeableness was differently associated to electoral and non-electoral participation: While less agreeableness people tend to engage more often in activities online and offline ranging from participating in demonstrations to creating an online petition, more agreeableness people show higher levels of voting. This stands to reason as agreeable people are afraid of conflicting situations – the chance to get in such a situation is way more likely in a demonstration on the street where everyone takes up position than in an electoral office. In

addition, our study delivers insights into indirect relationships between individuals' personality traits and their political participation behavior. More specific, results from mediation tests show that social media news use partially mediates the relationship between personality and participation behaviors. Again, there are differences: While social media news use positively mediates the relationship between extraversion and both offline and online political participation, it negatively mediates the relationship between extraversion and voting. We discuss these results in light of opportunities and challenges of social media for democracy.

Id: 20274

Title: [Panel] Incivilidad y negatividad en las campañas presidenciales latinoamericanas, 2016-2018, Descripción de panel

Session Type: Panel Submission

Authors:

Name: Martin Echeverria

Email: echevemartin (at) yahoo.com.mx

Country: MX (Mexico)

Affiliation: Benemérita Universidad Autónoma de Puebla

Abstract: De 2016 a 2018, en América Latina se celebraron elecciones en Brasil, Chile, Colombia, Costa Rica, Ecuador, Honduras, México, Nicaragua, Paraguay, Perú y Venezuela, algunas de ellas con vuelcos significativos en las orientaciones ideológicas de los gobiernos electos y envueltas en climas de opinión caracterizados por la polarización, el uso intensivo de las redes sociodigitales y un discurso de ruptura y anti elitismo por parte de los candidatos . A propósito de éste último, observamos grados de negatividad e incivilidad que, si bien se habían verificado en elecciones previas en otras partes del mundo, señaladamente en las norteamericanas de 2016 (Abramowitz, 2019) alcanzaron registros inusitados en esta región.

La incivilidad se define como una retórica denigrante que cercena las relaciones funcionales entre facciones políticas encontradas, en un campo, como el político, cuyo permanente desacuerdo necesita de relaciones de cortesía (Cherie & Wolf, 2012; Hill, Capella & Cho, 2015). Respecto a la negatividad como forma de comunicación política, es posible poner de manifiesto tres dimensiones bajo las cuales podemos observarla: como un tono fatalista, pesimista o catastrofista, como un estado de permanente conflicto, disputa y desacuerdo entre las partes, y como un discurso descalificador respecto a la capacidad e integridad de los actores (Esser, Engesser, Matthes & Berganza, 2018). Lo llamativo de los recientes procesos electorales es la ubicuidad de este discurso de parte de élites y ciudadanos, por lo común polarizados, y su utilización como estrategia y no sólo incidente de campaña. La inquietud de la comunidad académica respecto a las consecuencias de este estilo de campaña va desde la evidente cancelación de posibilidades de diálogo, deliberación y acuerdo entre los actores políticos, hasta el fomento de actitudes de desafección, cinismo y baja participación de la ciudadanía, espectadora central de estos sombríos intercambios (vanHeerde-Hudson, 2011; Walter, 2014) .

El objetivo de este panel es confrontar la experiencia de varios países y formatos respecto a dicho fenómeno. Para tal efecto, se reúnen trabajos de Chile, Colombia, Ecuador, Perú y México que presentan resultados o avances de investigación a propósito de objetos electorales teñidos de negatividad e incivilidad: redes sociodigitales, publicidad política, debates presidenciales y opinión pública. En última instancia, se trata de verificar tendencias, patrones y particularidades nacionales, así como distintas maneras de teorizar e investigar empíricamente dicho fenómeno.

Id: 20276

Title: ¿Por qué los candidatos atacan en campaña' Factores explicativos en la publicidad política televisiva mexicana

Session Type: Panel Submission

Authors:

Name: Martin Echeverria

Email: echevemartin (at) yahoo.com.mx

Country: MX (Mexico)

Affiliation: Benemérita Universidad Autónoma de Puebla

Abstract: Como en las comunicaciones públicas en general (Golding & Murdock, 2000), las características de contenido de la publicidad política son modulados por factores externos a las intenciones de los equipos de campaña (Kaid y Holtz-Bacha, 2006; Holtz-Bacha, 2017). En el caso de la publicidad específicamente negativa, la literatura resalta variaciones en frecuencia y tácticas a partir de factores políticos y mediáticos tales como el sistema partidista (pluri o bipartidista), la dimensión de los partidos (establecidos o nuevos), la posición de los contendientes (como puntero o rezagado), la regulación de medios, entre otros (Lau & Rovner, 2009; Salmond, 2011; Sullivan & Sapir, 2012; Walter, 2013, 2014)

El objetivo de esta ponencia es explicar la incidencia de la estrategia de ataque en spots emitidos en las elecciones presidenciales mexicanas, así como las tácticas utilizadas para atacar (el cómo lo hacen), a partir de factores correspondientes tanto al sistema político, como a la coyuntura de campaña. El corpus proviene de los spots negativos emitidos durante las últimas cuatro elecciones presidenciales mexicanas (2000, 2006, 2012 y 2018), cuyo carácter longitudinal y suficiencia de casos (N=108), permitió ejecutar regresiones logísticas binomiales para establecer predicciones respecto a las variables independientes que moldean los spots, en cuanto a rasgos tales como el tipo de ataque (directo o indirecto), el objetivo a quien se dirige el ataque (posición del adversario respecto a algún tema, antecedentes de la vida personal, desempeño anterior, etc.) las tácticas para realizar el ataque (humor, asociación negativa del adversario con personas o políticas fallidas, etc.) y el tipo de apelación de la pieza (emocional o racional).

La investigación demuestra que la reforma electoral mexicana de 2007-08 fue el principal factor inhibidor de la negatividad, cual era su cometido, seguido de la posición del partido atacante, más beligerante cuando está en la oposición que en el gobierno. No obstante, la elección particular de que se trate moldea de manera importante las características de los spots, y sugiere que, por lo menos en México, la coyuntura electoral determina en buena medida las mismas.

Id: 20281

Title: Análisis longitudinal de los frames partisano y temático en las elecciones presidenciales peruanas 2016

Session Type: Panel Submission

Authors:

Name: Sandro Macassi

Email: semacassi (at) hotmail.com

Country: PE (Peru)

Affiliation: Pontificia Universidad Católica del Perú

Abstract: La ponencia se centra en los frames noticiosos en procesos electorales. La literatura se centró en la sobre presencia de los frames de juego-estratégico en detrimento de los frames temáticos (Patterson , 1994; Jamiesson, 1992; de Vreese y Setmenco, 2002; de Vreese 2005 y Aalberg et al, 2012). Sin embargo, la atención brindada a los frames electorales que deslegitiman o atacan las propuestas e ideas de los candidatos ha recibido poca atención.

Los estudios se enfocan en cómo la negatividad tiene consecuencias contrarias a la democracia, algunos estudios encuentran que la publicidad negativa tiene un efecto en la calidad y polarización de las elecciones (Ansolabehere e Iyengar, 1997). Asimismo, la actuación de los medios en favor o en contra de un candidato puede influir en el desencanto de la democracia (Cappella y Jamieson, 1996). Sin embargo, para Craig y Rippere (2012) la negatividad, puede movilizar a los partidarios un candidato una mayor participación política.

En periodismo latinoamericano se le acusa frecuentemente de trasgredir el equilibrio informativo y dejar de lado la parcialidad. Sin embargo, no se han realizado estudios sobre el enmarcamiento partisano. Por ello el estudio no solo se centra en la adjetivación negativa del relato periodístico, sino que aborda otras dimensiones como el estímulo a la confrontación o el uso de consecuencias catastróficas en los discursos

Se desarrolla un análisis durante los 4 meses de del proceso electoral presidencial peruano del 2016. Esto es un aporte sustantivo en tanto permite conocer la evolución del uso del frame partisano (estudio longitudinal) pues la mayoría de estudios electorales se concentra en las semanas previas al día de la votación durante la “carrera de caballos”. Además, se analizan los cambios de intensidad del uso del frame partisano antes y después de los debates de primera y segunda vuelta.

El estudio comprende el análisis de 3,460 noticias de radio, televisión y prensa, con una muestra de 20 programas repartidos en 8 semanas de cobertura. Para el análisis se desarrolló un indicador de frames partisanos con un Alfa de Cronbach de .62 compuesto por 5 elementos, y un indicador de frame temático (Crombach de .75) que sirvió de contraste y comparación.

Se encuentra que el frame partisano está presente con una mayor intensidad que el frame temático, además es muy frecuente tanto en primera como en segunda vuelta. Sin embargo, durante la segunda vuelta electoral el debate electoral genera una disminución de la cantidad de noticias con frames partisanos.

Estos resultados nos muestran a los frames no solo como un fenómeno centrado en las intenciones productivas de los periodistas para generar ciertos efectos en las audiencias, como predominantemente se ha enfocado (Scheufele, 1999), sino que los procesos de producción periodística están en interacción con los procesos políticos.

Id: 20283

Title: Engaged and Uncivil' Incivilidad y engagement en la discusión de debates presidenciales en Twitter

Session Type: Panel Submission

Authors:

Name: Andrés Rosenberg

Email: aarosenb (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Name: Magdalena Saldaña

Email: magdalena.saldana (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: La incivilidad, entendida como expresiones 1) obscenas, 2) que insultan, y que 3) asignan estereotipos a personas o grupos (Chen, 2014), suele ser considerada como impedimento para el intercambio fructífero de ideas, deseable en un contexto democrático que invite a la reflexión deliberativa y respetuosa hacia el prójimo (Stroud, Van Duyn, & Peacock, 2016). Es particularmente preocupante cuando proviene de líderes políticos y se refleja en una audiencia expuesta a dichos mensajes. Es el caso de los debates presidenciales televisados, donde un acalorado contraste de opiniones suele verse reflejado en los comentarios que los televidentes van haciendo en sus redes sociales (Mutz, 2015). Una de las predilectas es Twitter, aplicación que permite mensajes cortos e instantáneos, y que a través de palabras claves (hashtags), contrasta visiones de ciudadanos que no necesariamente se conocen, pero que comparten el interés de comentar una temática determinada. Al mismo tiempo, actúa como una caja de resonancia al permitir que los mensajes de los líderes políticos u otros usuarios (influyentes o no) puedan ser masificados (retweeteados), alcanzando a una audiencia mayor.

Este estudio describe cuánta incivilidad se encuentra en Twitter dentro de un contexto de debate presidencial, y cómo se vincula con la mayor o menor participación de usuarios expuestos a estos rasgos agresivos. Para ello, se descargaron 220 mil tweets generados antes, durante y después del debate presidencial en Chile del día 6 de noviembre de 2017. Los mensajes fueron descargados desde la API de Twitter usando los programas Sifter y DiscoverText a partir del hashtag #DebateAnatel.

Un primer análisis de los datos revela que el 25% de los tweets no recibió retweets de ningún usuario. En la vereda opuesta, 200 tweets fueron compartidos más de 41 mil veces, lo que equivale a un 18% de la base de datos total. Este grupo concentra también la mayor cantidad de tweets marcados como favoritos, evidenciando una gran superposición (alrededor de un 85%) en términos de engagement. El siguiente paso corresponde a analizar una muestra de 2.000 tweets para identificar niveles de incivilidad, los tipos de incivilidad que predominan y los predictores de mayor engagement por parte de los usuarios de la red.

Id: 20285

Title: Debates presidenciales en TV: Cuando ser negativo no es negocio

Session Type: Panel Submission

Authors:

Name: William Porath

Email: wporath (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Name: Constanza Ortega-Gunkel

Email: cortega1 (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: La negatividad en las campañas electorales se encuentra en aumento en todo el mundo (Papp & Patkós, 2018; Geer, 2012) afectando también a los debates electorales en TV (Echeverría & Chong, 2013) aunque estos podrían ser una excepción. Dada la importancia que tienen estas instancias en las campañas y sus especiales características (García-Marín, 2013) es importante entender que factores limitan o favorecen la negatividad en ellos (Papp & Patkós, 2018). Para esto, y dada la pluridimensionalidad en que ha caído el concepto negatividad (Lau & Rovner, 2009; Lipsitz & Geer, 2017) se utilizará aquí el concepto de “ataque”. Asumimos así la perspectiva de la teoría funcional del discurso de campañas políticas (Benoit, 2007) que, además de proveer un marco amplio para entender las alternativas estratégicas de los mensajes electorales, ha permitido comparar diferentes países (Benoit & Benoit-Bryan, 2014; Hrbková & Zagrapan, 2014; Téllez, Muñiz, & Ramírez, 2010). En la mayoría de los casos los ataques no superan el 39% de las intervenciones, en conjunto.

La menor ocurrencia de los ataques en comparación con otra función del discurso político (las auto-aclamaciones) derivaría del supuesto de que los votantes rechazan a quienes buscan ganar elecciones dañando la reputación de un oponente (backlash) (Choi & Benoit, 2013). Sin embargo este supuesto se ve contradicho por el aumento de los ataques en otros tipos de mensajes de campaña, y por lo efectivos que estos parecen ser (Lau & Rovner, 2009). Maier & Jansen (2017) discuten tres grupos de razones que explican la racionalidad de atacar, concluyendo que candidatos opositores o que están más abajo en las encuestas son los que más probablemente atacarán (en coherencia con Choi & Benoit, 2013). Y que la personalidad de un determinado candidato también puede favorecer la inclusión de ataques.

Este estudio testea estos resultados, aprovechando la oportunidad que brindaron los debates de segunda vuelta de dos diferentes campañas presidenciales chilenas (2005 y 2017) y que permiten aislar el factor de la personalidad, puesto que en ambos participó un mismo candidato representando a la oposición de centro derecha (Sebastián Piñera, conocido por su personalidad impulsiva, pero al mismo tiempo un frío hombre de negocios). En la primera ocasión él estaba abajo en las encuestas, y en la segunda ocasión las encabezaba. En 2005, claramente atacó más que su oponente (25% contra 8%), mientras que la última campaña su comportamiento fue similar al del candidato de la

colación incumbente (en torno al 10%). Esto daría mayor peso a la explicación basada en la posición de las encuesta y rechaza a la personalidad como factor.

Pero estos resultados se discuten en virtud de otros hechos. Cuando el candidato fue más negativo finalmente perdió la elección; mientras que cuando fue menos, ganó. Esto daría la razón a la tesis de que la negatividad produce rechazo en los electores (backlash) chilenos. Esto, en el contexto de que para la elección de 2017 hubo una amplia reacción pública contraria al negativismo que domino el debate de las elecciones primarias de la coalición de centro-derecha.

Id: 20341

Title: Political communication and Twitter: the case of the presidential campaign in Colombia (2018)

Session Type: Individual submission

Authors:

Name: Sergio Alvarado Vivas

Email: salvarado (at) uniminuto.edu

Country: CO (Colombia)

Affiliation: Corporación Universitaria Minuto de Dios, Bogotá

Name: Joan Pedro-Carañana

Email: joan.pedro (at) slu.edu

Country: ES (Spain)

Affiliation: Saint Louis University, Madrid

Name: Juan Sebastián López López

Email: sebastianlopez (at) usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Universidad Santo Tomás

Abstract: The Obama effect of 2008 definitely transformed the political campaigns of the last decade in the world. Colombia was not unconscious of this phenomenon, being that since 2010 the use of digital social networks has been added to the landscape in electoral times as another scenario to position, viralize and discuss key aspects of their political proposals with their potential voters. This research focuses on the electoral battle for the presidency of Colombia 2018, with a particular emphasis on the main debates that were positioned on the public agenda of Twitter. Methodologically, it was necessary to systematically build a matrix with a sample of 620 tweets that correspond to 62 Trending Topics (TTs) that highlighted during the campaign. The analysis involved identifying the origin and context of the TTs, the users and their ideological orientations, which politicians they mentioned, the predominant topics and the tones handled in their tweets. As a result, the power relations on Twitter between the politicians of the Left, Right and Center during the campaign were elucidated. Likewise, a predominance was identified in the construction of the Twitter agenda by the mass media and one paradigmatic case of an opinion leader. There was also evidence of the notable participation of citizens in the main debates of the public agenda. Regarding the tone of the electoral contest, it was discovered that despite expecting a much more polarized campaign (as it happened in 2014), a more frequent use of complimentary, informative and conciliatory tones prevailed than negative tones such as disqualification, the complaint or the offense. Scenario that may lead to think that there was a more directed bet to highlight the qualities of the preferred candidate than to attack one of its main adversaries. In conclusion, the agenda built on Twitter reflected a certain fatigue in issues such as the peace agreement reached with the FARC and the negotiations initiated with the ELN. On the contrary, issues such as education and corruption were important nuclei of the debate. In addition, although Twitter narrated a good part of the relevant events that occurred during the race to the presidency of Colombia, it does not currently

seem to be a strong enough thermometer to predict electoral results, at least in the Colombian case. In short, the conclusive decision of the voters is made at the polls.

Id: 20380

Title: Social Media and Youth Political Engagement in Tunisia. Case Study: 'Where is the Oil' Campaign.

Session Type: Individual submission

Authors:

Name: Nouredine Miladi

Email: noureddine.miladi (at) qu.edu.qa

Country: QA (Qatar)

Affiliation: Qatar University

Abstract: Abstract

Recent scholarship suggests a correlation between social media use and social and political change. Facebook for instance has been hailed as significant tool used by protesters in Tunisia to oust the dictatorial regime of Ben Ali and the subsequent success of the 14 January 2011 revolution. Ever since uses of social media platforms such as Twitter and Facebook have grown exponentially in Tunisia. Through employing a critical discourse analysis of the campaign '#Where is the oil' this paper examines the extent to which this counter hegemonic discourse succeeded in challenging the mainstream media and provided a platform for youth political activism. By analyzing Facebook threads and Twitter feeds in this campaign, this study looks at the power of social media in maintaining a balance of power between the mainstream media apparatuses and social activists after the revolution.

Findings show that although the youth in Tunisia have been disengaged from the mainstream politics during the last few years, they, on the contrary, have managed to develop various forms of alternative political activism. Also findings reveal that social media not only have challenged the top-down view of traditional journalism which is still in the hands of strong political lobbies and business conglomerates, but it has been able to redefine the agenda of political parties and their priorities for political and economic reform.

Keywords:

Social media, Facebook, Twitter, Tunisia, political engagement, democracy

Id: 20404

Title: Accentuation or Attenuation? How Network Heterogeneity and Cross-Cutting Discussion Moderate the Effects of Selective Behaviors on Opinion Polarization

Session Type: Individual submission

Authors:

Name: Jack Lipei Tang

Email: jacktang0322 (at) gmail.com

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Name: Chris Chao Su

Email: chris.su (at) hum.ku.dk

Country: DK (Denmark)

Affiliation: University of Copenhagen

Name: Hsuan-Ting Chen

Email: htchen (at) cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: Chinese University of Hong Kong

Abstract: Scholars have strived to understand how political disagreement can help to mitigate the influence of selective exposure on opinion polarization. Discussion network heterogeneity and cross-cutting discussion are the two forms of political disagreement that have been examined, but the results are mixed. At the structural level, discussion network heterogeneity has been found to be related to dialogue openness (Campbell & Kwak, 2012), but could also lead to audience fragmentation (Lee et al., 2014). At the interpersonal level, cross-cutting discussion can lead to better understanding of opposing views (Mutz, 2002), generate greater political tolerance (Pattie & Johnston, 2008), and consequently attenuate polarized attitudes toward political issues. However, some scholars have found that cross-cutting discussion could distort the deliberative process and intensify conflict because citizens with strong pre-existing political views may be motivated to maintain their beliefs and defend their position (Valentino, Banks, Hutchings, & Davis, 2009). Much work has been devoted to elucidating the role of political disagreement in influencing opinion polarization, but the mechanism of network heterogeneity and cross-cutting discussion still remains unresolved in light of evidence supporting both accentuating and attenuating roles (Taber & Lodge, 2006; Wojcieszak, 2011; Lee et al., 2014; Kim, 2015). With the rapid diffusion of social media platforms as virtual spaces that facilitate political engagement (Kushin and Yamamoto, 2010), social media has altered the patterns of communication through affording various possibilities of self-expressing and self-controlling. Social media users can selectively approach to agreeing information, such as spreading attitude-consistent content (Shin & Thorson, 2017). They can also selectively avoid disagreeing information, such as screening out counter-attitudinal content (Zhu, Skoric, & Shen, 2017). People can decide who they want to talk with and how they would like to behave like on social media. This study intends to examine the two forms of political disagreement and their mixed effects on the associations between selective behaviors and opinion polarization.

Using two-wave panel data from the United States and focusing on different behaviors on social media, this study examines two types of online behaviors – selective approach and selective avoidance – and how they affect opinion polarization. In addition, this study investigates network heterogeneity and cross-cutting discussion in moderating the effects of selective behaviors on opinion polarization regarding the immigration issue. Results suggest that the relationship between selective behaviors and opinion polarization is weakened by the extent to which people are involved in cross-cutting discussion. Furthermore, network heterogeneity strengthens the relationship between selective behaviors and opinion polarization among those who only discuss political issues with like-minded others. The effect of both types of selective behaviors (approach and avoidance) on opinion polarization is found to be the strongest among those who reside in politically heterogeneous networks but only engage in discussions with like-minded people. This paper aims to disentangle the mixed findings by testing both structural-level and interpersonal-level political disagreement and their effects on the relationships between different types of selective behaviors on social media and opinion polarization.

Keywords: selective behaviors, network heterogeneity, cross-cutting discussion, polarization

Selected References:

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(485 words)

Id: 20411

Title: Information dissemination of extremist on Facebook

Session Type: Individual submission

Authors:

Name: Vlad Vasiliu

Email: vladv (at) yvc.ac.il

Country: IL (Israel)

Affiliation: Yezreel Valley College

Abstract: Social media has been at the forefront of information dissemination. While some of the spreadable content on social media does not make any impact, other became viral, popular or both. Nahon and Hemsley (2013) defined virality as "a social information flow process where many people simultaneously forward a specific information item, over a short period of time... and where the message spreads beyond their own [social] networks... resulting in a sharp acceleration in the number of people who are exposed to the message" (p. 24). Thus, social networks and the possibility of viral transmission of content enable the bypassing of traditional media institutions and reducing the oversight and censorship ability of gatekeepers (Weimann, 2016).

Organizations and individuals affiliated with extremist ideology utilized social media information dissemination abilities to different degrees of success (Weimann, 2015; Strensen, 2008). The current study examined the predictors of virality and popularity content of extremist ideology groups using analysis of activity metrics and content analysis.

Hypotheses asserts that the maximal rate of activity metrics and the number of followers can predict whether the content becomes viral or not (H1); and that correlations exist between information dissemination (as virality, popularity, both or none) and content features such as expression (H2), advocacy and justification (H3), use of intimidation and emotion (H4), attempt to recruit (H5), provision of useful information and support or opposition (H6).

The data for this study gathered by using a dedicated software program that scanned 15 Facebook accounts by organizations and individuals affiliated with extremist ideology. The corpus included 23, 494, 227 samples of 35, 879 posts throughout seven months. The posts were divided according to the discrepancies discussed between virality and popularity. Part of the analysis were conducted on the whole sample, the quantitative content analysis used sub-sample of 200 posts to examine the nature of the content according to the goals of the organization such as calling for activists participation in the organization, fundraising, donations, advocacy, and support of the organization videos as well as intimidation.

Hypothesis H1 was tested using logistic regression and confirmed. The rest of the hypotheses (H2-H7) were examined using a Chi-squared correlation (χ^2) test. Hypotheses H2, H3 were confirmed while hypotheses H4, H5, and H6 were refuted.

This research focuses on content disseminated by extremist organizations and extremist private individuals in the social networks. The mapping of popular and viral content and the dependencies found between their various activity metrics enabled the construction of a model for predicting how content behaves.

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Id: 20526

Title: The whys of political party professionalization: Experiences from a decade of inside information exchange with party campaign managers in Sweden

Session Type: Individual submission

Authors:

Name: Lars Nord

Email: lars.nord (at) miun.se

Country: SE (Sweden)

Affiliation: Mid Sweden University

Name: Marie Grusell

Email: marie.grusell (at) jmg.gu.se

Country: SE (Sweden)

Affiliation: University of Gothenburg

Abstract: We know how it is, but hardly why it is as it is. The general theory claiming that political party activities during election campaigns gradually have become more professionalized is supported in a number of political communication studies (Holtz-Bacha et al., 2007; Gibson & Römmele, 2009; Strömbäck, 2009; Moring et al., 2011). There are convincing empirical support for the claim that party campaigning is changed both with regard to structure and strategy of campaign. Digital campaign tools are more frequently used, experts and consultants have become more important, voter feedback is more carefully analyzed and the overall campaign strategy is related to the increasingly professionalized party campaign (Tenscher et al., 2012; Magin et al., 2016; Author, 2018).

While these developments are frequently analyzed and confirmed in both country-specific and comparative studies there are surprisingly little research on the main driving forces behind these trends, and especially so on how they are perceived by the parties themselves. Party rationales on professionalization are less explored, and party perceptions of risks and opportunities with further steps towards professionalized campaigns remain unclear. To some extent, the lack of knowledge in this area depends on restricted access to party headquarters and party unwillingness to discuss internal strategic campaign considerations in public.

This paper gives more insights in such internal party considerations in Sweden during the period 2009-2019. The group of researchers have had access to all party campaign managers during all European, national, regional and local election campaigns that have taken place during this period. After every election, party officials have been interviewed about distinctive campaign features and strategic decisions. In total, more than 50 one hour-long interviews have been conducted. Data enables deep insights in internal party preferences as well as possibilities to compare changes over time and between parties with different size and ideology. The preliminary findings indicate that party motives for 'going professional' vary for a number of reasons; such as electoral outcomes, internal opposition and intentions to follow other parties in this respect. However, final analyses of empirical data will be completed in the forthcoming months.

The Swedish political culture with a relatively high degree of openness and transparency has made the study possible. The study of course has the shortcomings of most case studies, but the rare insights offered on internal party reflections and decisions in this area should be valid for more general conclusions on professionalization developments in other mature democracies.

Keywords

Professionalization, election campaigns, party strategy, Sweden

Id: 20529

Title: It's the political economy after all: Israel as a case study of media system in transition

Session Type: Individual submission

Authors:

Name: Moshe Schwartz

Email: ms.comm.projects (at) gmail.com

Country: IL (Israel)

Affiliation: Ben-Gurion University of the Negev

Name: Hillel Nossek

Email: hnossek (at) gmail.com

Country: IL (Israel)

Affiliation: Kinneret Academic College

Abstract: This study attempts to examine the models of Hallin and Mancini (2004) through focused observation on the point of transition in which changes between models are diagnosed. We choose Israel's media Institution as a case study since it went through significant changes in a short period of time. It is also a compelling case since it went forth and back according to Peri (2015) that implemented Hallin and Mancini's models to Israel. The Israeli case is also different from east European countries which experienced a shift from communist to democratic political systems, and in some cases back to authoritarianism. By analyzing written documents reflecting the arrangements and decision-making process of the Israeli transition in the late 1980's and early 1990's, we seek to understand the implications of this transition on the normative theory. The analysis is based on the approach of historical institutionalism that analyzes the complex network of institutional arrangements (Galperin, 2004), embodied official and informal agents and provisions (March & Olsen, 1984) and struggling conflictual forces that shape laws and processes in society (Bannerman & Haggart, 2014). Institutional changes occur in particular time points, which change the existing path to a new course. These points in time can be conceptualized as "critical junctions" that can result from an exogenous crisis that changes institutional power relations (McChesney, 2009) or from institutional instability created by a combination of exogenous and endogenous factors and rooted in the period before the critical junction (Bannerman & Haggart, 2014).

Our findings show a combination of state, market and public forces in a unique socio-political situation, in which a reorganization of the economic system was required in response to changes in domestic and foreign circumstances. Despite a prevailing view that Israel implemented a liberal model, we do not believe that the political establishment in Israel did adopt a liberal worldview nor a desire to reduce involvement in the communication market. Due to path dependency, the structure of media regulation that was established in Israel is unstable and allows entry and exit into the political parallelism pattern of "politics in broadcasting" (Hallin & Mancini, 2004). As part of the role of informal patterns in shaping institutional arrangements, we identify a "walking on the threshold of legality" characteristic, on the part of both citizens and the government, that influenced the creation of change. Our main conclusions from the analysis are: (1) Research attention should be paid to junctions where a change in state and media relations takes place, in order to learn from the circumstances of their formation on the nature of the change and the type of pattern created thereafter. (2) The normative theory of media systems can be enriched by a closer analysis of the

relations between the state and the market, beyond analyzing the market characteristics offered by Hallin and Mancini. In the Israeli case, rather than the national ethos or security discourse, it was the political economy that took a prominent role in shaping the media system.

Id: 20542

Title: Protest Movements as Media Events: the Disruptive Function and Hate Speech Movement in Japan

Session Type: Individual submission

Authors:

Name: Fumie Mitani

Email: mitani.fumie (at) nihon-u.ac.jp

Country: JP (Japan)

Affiliation: Nihon University

Abstract: The media event is a ceremonial event which gathers massive audience stopping everyday life for experiencing the event (Dayan and Katz 1992: 7). The following criticisms have been added to the definition of media events. First, in the current media environment, it is difficult to acquire large-scale audiences. In other words, the "aura" that the live broadcast of the "historic" ceremony had and the "magic" that attracted many audiences were lost (Katz and Liebes 2010: 34; Dayan 2010: 28). Second, "shocking" images have come to acquire large-scale audiences. For example, the terrorist attacks on September 11, 2001, were reported in live broadcasting. The media event is supposed to contribute to praising the dominant value and fostering the atmosphere of conflict resolution on the premise of the integrative role of the ceremonial rite (Hepp and Couldry 2010: 4). Thus, it became necessary that the media event includes not only integrative "ceremonial" event but also disruptive "shocking" one.

This research focuses on the disruptive function of media events. Katz and Liebes modified the above argument and said shocking news events were also included in media events (Katz and Liebes 2010: 33). Also, as examples of "disruptive" media events, "terrorism," "natural disaster," and "war" were mentioned (ibid: 33). With regard to disruptive media events, the "disaster marathon" was named to patterned ritual coverage about natural disasters, terrorism, and war. In addition to these three, Katz and Liebes also position "protest movement" as forth type of disruptive media event. However, they didn't explain its detail although the other three events were explained (ibid: 36).

This research examines the protest movement as a disruptive media event. As a case study, it took up the protest movement over hate speech that occurred in Kawasaki-city in June 2016. A protest movement organization which operated "Demonstration for Purification!" repeatedly expressed discriminatory remarks against Korean residents in Japan. This movement was taken place a few days after the "Stop! Hate Speech" law was enforced. Fierce conflicts between participants of hate speech and counter-action by Kawasaki residents were extensively reported through television and newspapers. This research analyzes the newspaper coverage and the TBS documentary about this conflict. It also considers how the society in Japan became divided through this issue.

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Id: 20549

Title: Disagreement in Social Networks and Political Participation in ChileNo

Session Type: Individual submission

Authors:

Name: Nicolle Etchegaray

Email: netchegaray (at) gmail.com

Country: CL (Chile)

Affiliation: Universidad Diego Portales

Name: Daniela Grassau

Email: danielagrassau (at) gmail.com

Country: CL (Chile)

Affiliation: Universidad Católica de Chile

Abstract: Democratic systems require the participation of citizens, particularly the manifestation of preferences through voting in elections, since the legitimacy of authorities rests on their ability to represent majority sectors. Consequently, the sustained contraction of voter registration represents a problem that calls for the attention of both politicians and scholars (González et al, 2005; Torcal, 2003).

From the perspective of social networks analysis, numerous studies published in the last two decades have sought to understand the relationship between the level of political disagreement in the conversations to which individuals are exposed in their networks and their electoral participation (Mutz, 2002; Huckfeldt Johnson and Sprague, 2003; McClurg, 2003; Eveland, 2009; Bello, 2012).

Political dialogue between individuals with divergent political viewpoints is considered a basic component of democracy, insofar as it makes it possible to understand the existence and validity of multiple positions around political issues, as well as to legitimize those that are imposed in public life (Mill, 1859; Arendt, 1968; Mutz, 2003; Huckfeldt and Sprague, 2003).

However, some scholars argue that the democratic benefits from communication between diverse points of view are gained at the expense of actual political participation, something that Mutz (2002) called the "dark side" of disagreement. That is, as suggested by Lazarsfeld, Berelson and Gaudet (1968), and then Eliasoph (1998) and Mutz (2002, 2006), heterogeneous social networks are associated with a lower probability of electoral participation. This could be due to a greater complexity in the decision-making process given the cross-pressures, as well as to the fear of offending some member of the social network.

Other studies report less clear results. For example, McClurg (2006) says that the relationship between political participation and conversation among heterogeneous viewpoints disappears when the analysis incorporates the characteristics of a neighborhood related to one's own ideas. Leighley (1990), Rubenson (2005), and Nir (2011) find mixed and even contradictory results regarding the relationship between both variables. Similarly, Bello (2012) proposes that disagreement in mixed or heterogeneous networks does not have a statistically significant impact on political participation and that only "universal opposition" generates a significant decrease in participation.

This study uses data from the Chilean version of the Comparative National Elections Project (CNEP), a representative survey conducted during the last presidential election in 2017. The 1,600

people surveyed answered a battery of questions associated with their informal political conversation networks, among other subjects. This country represents a good case study, since its electoral participation has experienced a paradigmatic downward trend since its return to democracy. In the 1988 plebiscite, 89.1% of those over 18 voted, but in the presidential election of 2017 only 46.67% did (Serval, 2017).

Preliminary results show that political conversations between homogeneous positions is associated with higher levels of electoral participation when these conversations take place with relatives and neighbors, but that relationship is not significant when political discussion takes place between friends and co-workers. Additionally, and consistent with the literature, there is a positive and statistically significant relationship between the frequency of conversations about the election and participation in the election.

Id: 20563

Title: INTIMATE INSTAGRAM: PICTURES OF SWEDISH POLITICAL PARTY LEADERS IN THE NATIONAL ELECTION CAMPAIGN 2018

Session Type: Individual submission

Authors:

Name: Marie Grusell

Email: marie.grusell (at) jmg.gu.se

Country:

Affiliation: Göteborgs Universitet

Name: Lars Nord

Email: lars.nord (at) miun.se

Country: SE (Sweden)

Affiliation: Mid Sweden University, DEMICOM

Abstract: Today Internet and social media are becoming increasingly important for political communication. The use of social media as a form of communication channel has quickly been integrated and become an increasingly important part of political communication. This is particularly noticeable in the research literature, where there is a wide range of not only Anglo-American research, but also from other countries such as Taiwan, Romania, Australia and Brazil (Luc Chia-Shin Lin, 2015; Momoc. A. 2014; Bruns, A. & Burgess, J. 2011; Gilmore, J. 2011). The perspectives examined are mainly the content of social media such as Twitter and Facebook (Jungherr 2014; Aharony 2012; Tumasjan et al. 2010 Sweetser, & Lariscy 2008) and recipient studies of how the content is perceived (Ceron et al. 2014; Conroy & Guerrero 2012; Bennett 2012). However, studies that focus on how political parties strategically work with social media are fewer and even less studies focuses on Instagram (author 2017).

In conjunction to this, political leaders have become more important through the increased degree of personalization of politics (Bjerling 2013; Adam & Maier 2010). Personalization of politics indicates not only a stronger focus on candidates/politicians instead of parties, but also puts focus on their personal, non-political characteristics (Adam & Maier 2010). With the increasing use of use of social media (Svenskarna och internet 2018), it is reasonable to assume, that personalization of politics has progressed even more. This paper therefore aims to build on previous research and add knowledge about personalization through a social media frame.

Instagram had its breakthrough in the Swedish general election 2018. All parliamentary parties and six of nine party leaders were active on Instagram during the election campaign. Politicians is attracted to Instagram for many reasons; the ability to build a more personal relationship with the voters but perhaps most important - the possibility to control how their image is to be perceived by others. The Swedish political culture has a relatively high degree of openness and transparency which gives this study a rare insight on how party leaders chose to present themselves in a public forum.

So how do the Swedish party leaders choose to present themselves on Instagram? This paper provides insights to how the party leaders have utilized Instagram in the general election campaign 2018. Through a quantitative analysis, from three weeks before the election day, all of all the party leader's posts on Instagram will be examined through a frame of personalization of politics. The preliminary findings show a combination of professional and personal character, e.g. posts that reflects the political everyday life alternative "shows" the party leader in his/her family surroundings. However, final analyses of empirical data will be completed in the forthcoming months.

Keywords

Personalization of politics, election campaigns, party strategy, party leaders, social media, Sweden

Id: 20612

Title: The Impacts of Fake News on Taiwan's 2018 Mayoral and Magisterial Elections

Session Type: Individual submission

Authors:

Name: Tai-LI Wang

Email: tailiw (at) ntu.edu.tw

Country: TW (Taiwan)

Affiliation: Graduate Institute of Journalism at National Taiwan University

Abstract: Research Objectives

Fake news or misinformation had been a heated argument in Taiwan's 2018 mayoral and magisterial elections. Before elections, concerns were growing that Beijing's efforts to sway the island's politics had been armed with a new weapon as "Russian-style influence campaign" (Horton, 2018). In order to investigate the speculated effects of the "onslaught of misinformation" during Taiwan's election, a survey was conducted immediately right after the election held on November 24.

Theoretical Frameworks and Methodologies

Based on conspiracy theories and perspectives of selective exposure to news media, our survey consisted of four sections. First, the survey acquired consent to participate in this research. Second, the survey asked a series of demographic questions, including political affiliation before the 2018 campaign, vote in the 2018 election, education levels, gender, age, residence location and income. Third, the survey investigated voters' news consumption in this election. Fourth, the survey gave 6 false news stories circulated most rampantly in this election, and asked about respondents' recall. An online survey with randomly drawn 1068 voters was conducted via Taiwan's largest Internet survey company platform in the following two weeks of the election day. There are three reasons for choosing online survey over traditional telephone survey. Firstly, the survey required to complete in a short period of time when voters' recalls of fake news in elections still remained. Secondly, the news recall questions consisted of six long paragraphs of fake news reporting, and the news discernment questions stated another six correct and counter news statements, which made telephone survey a very challenging (if not unlikely) option. Finally, research scope involved various aspects of voters' social media uses, therefore respondents essentially needed to be Internet users.

The Main Argument and Findings

Findings confirmed that false news indeed affected voters' news judgment and voting decision. More than fifty percent of voters cast their votes without knowing the correct campaign news. Particularly, politically neutral voters were least able to judge fake news, and tended to vote for the Kuomintang candidates (e.g. KMT is one of Taiwan's two main parties and in favor of unification with China). Regarding demographic differences, female voters were more inclined to believe fake news in election periods than male voters. Younger voters (20-29 year old) had weaker discernment

of fake news, while voters with higher education and income were most able to distinguish between fake news and correct ones. Further analyses and implications of the findings will be deliberated in the final paper.

This study is one of the first empirical studies investigating fake news impacts on Taiwan's election. Hopefully, the findings could shed some light on research in this arena and inspire more discussions in the political communication research section of IAMCR.

Reference:

Horton, C (2018), Specter of Meddling by Beijing Looms over Taiwan's Election, New York Times, Nov.22.

Id: 20643

Title: Competitive authoritarianism and press-party parallelism in Turkey: A longitudinal analysis of press coverage of election campaigns

Session Type: Individual submission

Authors:

Name: Kerem Yıldırım

Email: kyildirim (at) sabanciuniv.edu

Country: TR (Turkey)

Affiliation: Sabanci University

Name: Lemi Baruh

Email: lbaruh (at) ku.edu.tr

Country: TR (Turkey)

Affiliation: Koc University Department of Media and Visual Arts

Name: Ali Çarkoğlu

Email: acarkoglu (at) ku.edu.tr

Country: TR (Turkey)

Affiliation: Koç University

Abstract: Since the AK Parti came to power in the 2002 national elections in Turkey, press freedom and media bias have become heavily debated issues. These debates mostly focused on how political pressure resulted in the (re)configuration of the press to create what some critics named as “yandaş” (a term used to describe an uncritical-partisanship of AKP and media).

This paper aims to bring a new perspective to the debates about press-party parallelism in Turkey by combining micro-level data regarding newspaper readership from national surveys with a content analysis that tracks changes in press coverage of political parties in four consecutive national election campaigns (2002, 2007, 2011, 2015). A sample of political news stories ($n = 36,167$) published in 15 newspapers, accounting for 75% of the newspaper circulation in Turkey, were content-analyzed. Utilizing survey data about the voting preferences of the readers of each newspaper, we grouped newspapers as “dominant” (i.e., pro-government), “oppositional” or “mainstream.”

Using this dataset, we explore three dimensions of press-party parallelism:

1. Voice allocated to parties was based on coding the number of times a given news story quotes political party officials and representatives.
2. Effective Number of Parties (ENP) mentioned was adopted from the Herfindahl Index, which measures competitiveness in a given sector. ENP is typically used to calculate the number of parties in a given political system. In this paper, we calculated ENP by coding the number of parties mentioned a) positively and b) negatively in a news story (e.g. a higher positive ENP score means more parties received positive coverage).

3. Favorability towards political parties: ENP is an indicator of the level of concentration in a system (in this study, the concentration of positive or negative coverage), and it does identify which party or parties benefit from this concentration in the system. In this light, we also coded the favorability of a given news story to each political party it mentions (-3 extremely negative to +3 extremely positive).

Using these dimensions, we present evidence about the extent to which the Turkish press is being consolidated in the wake of the rise of a hegemonic political system that many define as competitive authoritarianism. Our results suggest that news reporting followed suit with the rise of Ak Parti as a hegemonic party. First, within each campaign period, as we approach election day, voice given to Ak Parti representatives increase while voice given to other parties either remain stable or decline. Likewise, across the four election campaigns, voice allocated Ak Parti increases. Second, for all newspaper groups (dominant, opposition, mainstream), ENP scores indicate that the number of parties that receive a favorable or unfavorable coverage decline over election terms. Third, the concentration of favorable coverage seems to benefit Ak Parti disproportionately. Specifically, Ak Parti is the only party that gained in terms of positive coverage both during each election campaign period and across the four election campaigns.

Id: 20752

Title: News Consumption in Times of Technological and Political Upheaval: Effects of Partisanship and Public Sentiment Cues on Partisan Selective News Exposure in a Social Media Setting

Session Type: Individual submission

Authors:

Name: Cornelia Mothes

Email: cornelia.mothes (at) tu-dresden.de

Country: DE (Germany)

Affiliation: TU Dresden

Name: Jakob Ohme

Email: j.ohme (at) uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: The present study examined effects of partisanship and public sentiment cues on partisan selective news exposure in a 24-hour social media field experiment during the 2017 federal election campaign in Germany. Like in many other contemporary democracies, this campaign was shaped by populist movements that efficiently used social media to spread their ideology, instigating an ongoing debate about the threats of social media to deliberative democracy through increased partisan selective exposure. Against this backdrop, 213 German participants were asked to browse a website that closely mimicked the layout and functionality of a Facebook newsfeed. The mock newsfeed presented a random sample of 100 genuine news posts that were published by the 20 most popular German Facebook pages, both major news and entertainment pages, on the day of the survey right until study launch. Aiming at high ecological validity of the data, the contents of the posts appeared exactly as they would have in the users' actual Facebook newsfeeds and were post hoc analyzed by two coders. While the content of the posts was held constant across all participants, public sentiment cues, as a unique feature of social media sites, were randomly manipulated (no public sentiment cues vs. 'likes' only vs. additional genuine emoticons).

Based on two indicators of selective news exposure (i.e., display time of posts and number of click decisions), a series of OLS regressions was conducted, one for each type of public sentiment cue (no vs. 'likes' only vs. additional genuine emoticons). Each regression model included political affinity and voting intention as two common predictors indicating partisanship on an individual level, while additionally controlling for age, gender, education, general political interest, and dogmatism. Findings suggest that partisan selective exposure to social media news posts is contingent on the conceptualization and measurement of partisanship as a political orientation of either low party commitment (i.e., political affinity) or high party commitment (i.e., voting intention). While voting intentions triggered a rather classic confirmation bias with a clear avoidance of negative news about the favored party, political affinity caused selection patterns that appeared to be more strongly guided by informational utility considerations with a clear preference for negative news about the favored party. When public sentiment cues were present, however, these attitudinal patterns disappeared, regardless of whether news posts were accompanied by 'likes' or additional emotional reactions. These findings imply that threats of partisan social media

use to deliberative democracy may be best gauged by taking a closer look at the particular type of partisanship that promotes partisan selective exposure in a new media environment. Furthermore, today's news environments may even potentially override traditional patterns of confirmation biases and informational utility by providing additional social monitoring cues.

Id: 20806

Title: Investigative Reporting and Democratic Movement in South Korea: 1987 and 2017

Session Type: Individual submission

Authors:

Name: Jae-chul Shim

Email: jaeshim0 (at) naver.com

Country: KR (Korea, Republic Of)

Affiliation: Korea University

Name: Moon-hwan Kim

Email: kmoon2724 (at) paran.com

Country: KR (Korea, Republic Of)

Affiliation: Korea University

Abstract: We surveyed Seoul Citizens' collective memory regarding the 1987 democratic movement and compared it with the 2017 movement. For this comparison, we utilized the theoretical framework of Raymond William's structure of feeling and van Dijk's cognitive situational model in democratization discourse. Thirty years after the Korean people's uprising against the authoritarian government on June 9, 1987, Korean media's investigative reporting again revealed that the deposed South Korea President Park Geun-hye colluded with her close friend, Choi Soon-sil, for the President's post-presidency retirement funds and attempted to secure tens of millions dollars in bribes from businesses to donate to Choi's non-profit organizations.

Through this coverage and the following massive but peaceful candlelight demonstrations, the National Assembly and the Constitutional Court were pressured by public opinion to oust the first female South Korean President, Park Guen-hye, for not keeping with the Korean Constitution. From this period of political upheaval, we examined how the Korean citizens in Seoul evaluated the mass media's role in the investigative coverage of the Park government's wrongdoings and mass media's influences on people's perceptions, feelings and contextual evaluations of Park's impeachment.

We compared these investigative report findings of 2016 and 2017 with the six-month investigative reporting of Park Jong-chul, a college student who died of suffocation while he was water-tortured by policemen in 1987. In a situation similar to the Watergate scandal, the innocent college student's death emerged as a national issue, symbolizing the improprieties of an unethical government. The police brutality in 1987 became a national agenda to be solved in South Korea and led to the people's uprising for national democratic reform in 1987. Since then, South Korea has achieved a peaceful transfer of political power from the authoritarian government to a more or less democratic one. Similar to the political turmoil in 1987, the presidential impeachment of Park Geun-hye occurred in 2017.

For this comparison, we interviewed 300 citizens randomly selected from Seoul's population and asked what they remembered about President Park's wrongdoings and whether they participated in the 2016 and 2017 candlelight marches. If the subject participated in the marches, we asked why

and how she or he did participate in urging President Park to step down. We compared this survey's results with the one we already conducted about Korean citizens' uprising in 1987. We found that not many subjects remembered the details of both Park Jong-chul's death during the military regime and President Park Geun-hye's impeachment process. Nevertheless, they remembered the political situation of the 1980s under military government and President Park's wrongdoings and administrative mismanagements under her presidency. From these findings, we discussed the usefulness of Raymond Williams' concept of the "structure of feeling" for the comparative analysis of South Korea's democratic movements. We also discussed the theoretical and methodological implications of the contextual analysis of van Dijk's cognitive situational model to the historical periods of Koreans' civil uprisings in 1987 and 2017.

Id: 21039

Title: La transparencia de los programas electorales de los partidos políticos españoles: cómo transmitir confianza sin parecer ficción

Session Type: Individual submission

Authors:

Name: Beatriz Martínez Isidoro

Email: bc.martinez (at) ucm.es

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: La presente comunicación es un estudio que tiene un doble objetivo: en primer lugar, determinar qué información o datos deberían acompañar a las propuestas que componen los programas electores de los partidos políticos españoles, para garantizar al electorado el cumplimiento de dichas propuestas. El segundo objetivo del estudio es comprobar si los programas electorales de los partidos políticos que actualmente tienen representación en el Congreso de los Diputados durante la XII Legislatura, incluyen o facilitan esta información como garantía de sus propuestas y promesas electorales.

La teoría de este estudio está basada en dos metodologías: el sistema de análisis de la transparencia de los partidos políticos españoles, desarrollado por Fundación Compromiso y Transparencia, y publicado anualmente desde 2011 en el informe “Transparencia, el mejor eslogan”; y el “decálogo de un buen programa electoral” realizado por Fundación Transforma España sobre las características que debe cumplir un programa electoral para ser considerado bueno, entendiendo que este documento debe servir como un contrato social entre los partidos y la ciudadanía.

En concreto, este estudio se centra en comprobar los mecanismos de rendición de cuentas que los partidos políticos españoles tienen con respecto a sus promesas electorales, basado en el análisis de la información facilitada por los propios partidos políticos a través de sus páginas webs, ya que este es el medio más sencillo, económico y accesible para cualquier ciudadano.

La conclusión a la que llega este estudio es que actualmente las propuestas electorales que realizan los partidos no van acompañadas de información suficiente y considerada adecuada para permitir que los votantes tomen decisiones bien informados durante la campaña electoral. Esto quiere decir que la ciudadanía no puede comprobar la viabilidad real de las propuestas realizadas y tampoco se hace pública la información necesaria durante y al finalizar las legislaturas, para comprobar el grado de cumplimiento de los partidos con respecto a sus programas electorales, que presentaron para ser votados.

Finalmente, el estudio permite establecer una serie de directrices generales para elaborar programas electorales considerados “fiables o de confianza”, como una alternativa a los actuales programas de los partidos políticos españoles, que no establecen ningún mecanismo de rendición de cuentas, hecho que incide en la desafección política de la sociedad española.

Id: 21050

Title: the digital performativity of populism: the case of charismatic leaders on Twitter

Session Type: Individual submission

Authors:

Name: Angelos Kissas

Email: ak2182 (at) cam.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Cambridge

Abstract: It is hard to overlook the recent mushrooming of populist political parties, movements, and especially leaders; from Donald Trump in the US, to Jeremy Corbyn in the UK, to Viktor Orban in Hungary, among many others. It is even harder to explain the dramatic rise of this dense but variegated populism. Quite popular are some macroscopic politico-economic explanations that treat populism as symptom or syndrome of deeper structural inefficiencies and failures in our societies (see Cox, 2018; Kaletsky, 2017; Montier & Pilkington, 2017).

This article attempts a different take on populism which could be said to amount to an inversion of such explanations. Its point of departure is that explaining the structural failures of a politico-economic system does not suffice for understanding why supporters of populism feel and think that the system is not working and how they come to feel and think so. As Inglehart's and Norris' (2016) recent anatomy of the populist vote in thirty-one European countries demonstrates, anti-progressivist and anti-cosmopolitanist/multiculturalist values and sentiments are strongly associated with the populist vote regardless of voters' socio-economic background. Taking these findings a step further, I wish to argue that populism should not be treated as symptom of a given politico-economic reality but as enactment-making of the politico-economic realities that we are invited to live and act upon in certain ways (instead of others).

These enactments circulate our public spheres, nowadays, through the media, primarily digital media, to such a degree that researchers talk about an 'elective affinity' (Gerbaudo, 2018) between populism and social media (see also Engesser, Fawzi & Larsson, 2017; Groshek & Koc-Michalska, 2017) or an organic bond between populism and mediatized politics, in general (Higgins, 2017; Moffitt, 2016). In this article, I explore this bond through what I call the digital performativity of populism: a repertoire of digital media practices-performances whereby 'the people' is enacted as a concrete political subject with its own moral qualities and social demands. I focus, particularly, on the charismatic leader as a distinct mode of this performativity, the authentic persona, proposing an analysis of authenticity as an affective quality of media performativity which is intertextually (semantically-symbolically) invested with certain forms of agency, or an ideological politics (Wahl-Jorgensen, 2019).

Therefore, contra to performative-discursive paradigms that want populism a non-ideological performance (Aslanidis, 2016; Moffitt, 2016), this article advocates an approach to populism as performative ideology and uses it to critically understand what is, perhaps, the major concern in the study of populism: whether and when, under what mediatic conditions, populism is democratic or undemocratic. To this end, I present two specific yet paradigmatic examples (case-studies) of digitally performed charisma: Donald Trump's defiant and Jeremy Corbyn's ordinary persona on Twitter. As I see them, the former embodies a resenting politics of national palingenesis which along with its xenophobic outburst, insidiously, serves the neoliberal agenda, while the latter

embodies a melancholic politics of moral vindication which condemns neoliberalism but fails to address the xenophobic implications of its own Eurosceptic origins. What this analysis seeks to demonstrate is that the (un)democratic potential of populism is not normatively predetermined but contingent upon the ideological dynamics of media performativity.

Id: 21064

Title: Politics, Gender and Media in the International Arena

Session Type: Individual submission

Authors:

Name: Yossi David

Email: davidyossi4 (at) gmail.com

Country: DE (Germany)

Affiliation: Johannes Gutenberg University Mainz

Abstract: This study explores the manner in which the use of gendered stereotypes to describe political leaders can shape emotions and attitudes toward these leaders' countries. By so doing, the study aims to contribute a new theoretical perspective on the importance of gender in the international arena. The gendering of groups is the construction and representation of groups as masculine or feminine. Instances of this form of gendering include American generals characterizing the occupation of Kuwait as an ongoing "rape" to justify American military involvement in the 1991 Gulf War; Vladimir Putin stating that Donald Trump is "not my bride, and I am not his groom"; and the Israeli media using a dating metaphor to represent Israel's rejection of a Hamas-proposed ceasefire as "playing hard to get." Based on my previous research on the role of groups gendering in predicting attitudes and emotions in the political arena, this study examines the extent to which gendering affects emotions and attitudes toward groups. Using an online experiment designed and conducted in Israel and Germany, the study explores the effects of the use of gendered stereotypes for shaping public opinion. It adopts a gender theory perspective of gender as a process and social construct, adding an experimental paradigm to explore the effects of gendering in the international arena. The findings will contribute new analytical perspectives in gender and media studies—examining the role of gender as a process—using an experimental paradigm to explore the effects of gender as a construct rather than as an identity.

Id: 21126

Title: ESTRATEGIAS DE COMUNICACIÓN DE LOS LOBBIES EN LA UNIÓN EUROPEA

Session Type: Individual submission

Authors:

Name: Antonio Castillo Esparcia

Email: acastilloe (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Ana Castillo Díaz

Email: anacastillo (at) uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Abstract: Los primeros estudios sobre el papel de los grupos de interés en las instituciones europeas ya resaltaban su importancia y el crecimiento de su actividad (Andersen y Eliassen, 1991; y Barron y Hultén, 2014). En este sentido, el registro de grupos de interés de la Unión Europea ha ido aumentando desde su creación llegando a una alta cifra en las diferentes categorías.

El papel de los grupos de interés y de los lobbies han sido resaltado por numerosos autores como una actividad esencial en el proceso democrático (Wittenberg y Whittenberg, 1989; Almond, 1958; Bentley, 1908; Binderkrantz y Rasmussen, 2015). En este sentido, el sistema político participa de procesos de conversión, es decir, los procedimientos que transforman el flujo de las demandas sociales hacia el sistema político, en una corriente de extracción, regulación y distribución en el proceso de participación de las organizaciones sociales en la implementación de políticas públicas.

Este texto analiza la presencia de los grupos de interés en el registro oficial de la Unión Europea para conseguir conocer qué tipologías de lobbies está más representadas, analizar los países que mayor presencia poseen en el registro y estudiar qué estrategias de comunicación utilizan en sus actividades en las instituciones europeas.

En la actualidad, en el registro se encuentran inscritas 11909 organizaciones lideradas por el sector empresarial (5977), el de las Organizaciones no Gubernamentales (3163) y el sector profesional (1196), que siguen la línea de presencia señalada por diversos estudios (Dür y Mateo, 2012; Gaber, 2013; Greenwood y Rnit, 1994; Hays, 1991).

Se observan las fichas de registro de los lobbies para ver el tipo de actividad que desempeñan, los recursos personales y económicos que disponen en su actividad de lobby y las estrategias comunicativas (proactivas, reactivas) que realizan en su labor. La muestra se selecciona de manera estratificada a partir del grado de presencia de lobbies en cada uno de los países que pertenecen a la Unión Europea.

Conocer el mapa y tipo de influencia de los grupos de interés con las instituciones públicas permiten saber el tipo de relación, ya que las investigaciones nos muestran una variedad de acceso

relacionado directamente con las características de las diferentes tipologías de lobbies (Bacheller, 1977; Barron, 2011; Berhagen, 2014; Chari y Hillebrand, 2011; Coen, 2007).

Esto nos permite realizar un mapa de los grupos de interés que mayor presencia han mantenido y, por tanto, poseen una estabilidad en la participación en los procesos de elaboración legislativa (Chari y Hillebrand, 2011; Bernhagen, Dür y Marshall, 2015; Binderkrants y Rasmuseen, 2015 y Bouwen, 2002).

Id: 21136

Title: Cross-Cutting Exposure, Cross-Cutting Attention, and Cross-Cutting Discussion: Dimensions of Cross-Cutting Experience on Social Media and Political Participation

Session Type: Individual submission

Authors:

Name: Jihyang Choi

Email: choi20 (at) ewha.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Abstract: Cross-cutting exposure—exposure to fellow citizens whose political views differ from one’s own—has frequently been branded with infamy for depressing political participation. However, the relationship between exposure to political disagreement and political participation needs to be revisited amid the dramatic changes in the communication environment. Individuals’ experience related to dissonant information within online social networks is likely to vary. As online space facilitates both “selective scanning” and “elaboration,” people can either disregard disagreeable voices or be very attentive to voices from the other side. At the same time, the quality of actual discussion with opposing parties might differ individually, since online forums facilitate both civil and uncivil, as well as both deliberative and non-deliberative discussion. In other words, the substance of the online cross-cutting experience has become distinctive from that in the offline space, thus allowing people to experience political disagreement in a wide variety of ways. However, many studies thus far have ignored the meaningful layers in citizens’ cross-cutting experience.

Thus, the study aims to re-conceptualize cross-cutting exposure by proposing an alternative concept of “cross-cutting experience” and to clarify its effects on political participation. The present study empirically identified that, in the social media environment, people’s cross-cutting experience is multidimensional and specifically comprised of automatic cross-cutting exposure, cross-cutting attention, and cross-cutting discussion. These differing experiences yield distinctive influences on people’s political behaviors: those who discuss with fellow citizens holding dissenting political views were more likely to participate in political activities, while those who were simply exposed to or pay attention to politically dissonant information did not show any noticeable tendency to participate in more political activities.

The study offers a clue to understanding as to why the abundant previous studies have yielded very convoluted findings regarding the link between cross-cutting exposure and political participation, by revealing a more detailed mechanism of the relationships. In doing so, the researchers re-illuminate the role of cross-cutting exposure, which has suffered a stigma of demobilizing political participation. Ultimately, the study suggests theoretical and practical solutions for connecting the ideals of deliberative democracy and participatory democracy in the rapidly changing communication environment. For this study, the researchers employed a two-wave panel survey data collected during the 2016 U.S. presidential election campaign, in which political disagreement on key national issues and political polarization were very conspicuous among the citizens.

Id: 21249

Title: The role of the Macedonian opinion leaders in online and social media before the Referendum on changing the constitutional name of the Republic of Macedonia

Session Type: Individual submission

Authors:

Name: Eleonora Serafimovska

Email: eleonora (at) isppi.ukim.edu.mk

Country: MK (Macedonia, The Former Yugoslav Republic Of)

Affiliation: University Ss. Cyril and Methodius, Institute for Sociological, Political and Juridical Research

Name: Marijana Markovikj

Email: marijana (at) isppi.ukim.edu.mk

Country: MK (Macedonia, The Former Yugoslav Republic Of)

Affiliation: University Ss. Cyril and Methodius, Institute for Sociological, Political and Juridical Research

Abstract: The referendum on changing the constitutional name of Republic of Macedonia was held on September 30, 2018. Twenty days before the designated date, the official campaign for the referendum began, although the campaign from all relevant entities began immediately after the signing of the Prespa Agreement, an international agreement signed between the heads of diplomacy of the Republic of Macedonia and the Republic of Greece on June 17, 2018.

The change of the constitutional name of the state was related to the declaration of "for" or "against" EU and NATO membership, and the question on the referendum was: "Are you for membership in EU and NATO by accepting the Agreement between the Republic of Macedonia and the Republic of Greece? This essentially put the citizens of Macedonia by deciding on the name change in a position to vote "for" or "against" joining international institutions in which the name of the state is not part of the requirement for membership.

This research objective is recognition of opinion leaders in Macedonia in the online and social media in Macedonian language and what and how they speak/argue about the name issue during the critical period, June to September: from signing of the Prespa Agreement by day of the referendum. In communication theory (two-step flow theory of communication specifically), opinion leaders are individuals who are influential members of the society, group or community that other people believe in, follow them in the media field or even address them for opinion or advice. In this research Opinion Leaders (OLs) are defined as journalists or experts (not politicians) from different fields who give their opinions on the referendum in online and social media in the critical period and seek to direct citizen's opinion and attitudes. Journalists, members of the largest professional organization Association of Journalists of Macedonia, identified the members of the group on Opinion Leaders used in the research.

As a research tool content analysis is applied. Subject of content analysis are the texts of the identified OLs that are published in online and social media (depending in which of them OLs were active) during the critical period. OLs and their texts are categorized into three categories: "for", "against" and "boycott" of the referendum, and the attempt to answer on the following research questions will be made: In which three categories are the majority of the published texts?; Does the

change of the name appear as the main or secondary theme? With which other topics and themes the name change is followed? To which segment of population the authors (OLs) address their messages?; What kind of words are used and how much they are emotionally charged?, and Which basic motives are trying to be caused?

Key words: Referendum on name change, Republic of Macedonia, Prespa Agreement, Online and social media, Opinion leaders.

Id: 21487

Title: Difusión de fake news en redes sociales: ¿compartimentos estancos o espacios dialógicos' El caso Martin Luther King y Quim Torra / Dissemination of fake news in social networks: closed spaces or dialogical spaces' The Martin Luther King and Quim Torra cas

Session Type: Individual submission

Authors:

Name: Julen Orbegozo-Terradillos

Email: julen.orbegozo (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country / Universidad del País Vasco

Name: Jordi Morales i Grass

Email: jordi.morales (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country / Universidad del País Vasco

Name: Ainara Larrondo-Ureta

Email: ainara.larrondo (at) ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country / Universidad del País Vasco

Abstract: La expansión de fake news en la era de internet con el objetivo de influir en la opinión pública preocupa cada vez más a instituciones públicas y privadas de todo el mundo. De hecho, el concepto de las fake news ha inundado la esfera de lo público y ha entrado de lleno en el debate político (Navarro, 2018). Por sus impactos negativos a nivel social e individual (Shu, Sliva, Wang, Tang, & Liu, 2017) este fenómeno ha impactado en el corazón de las sociedades democráticas trastocando el normal desarrollo de los procesos electorales, la reputación de la clase política, Estados y empresas, así como la credibilidad de los medios de comunicación (Ríos, 2017).

Los estudios científicos coinciden a la hora de señalar la enorme capacidad de difusión de la ‘red de redes’ de las noticias falsas, aunque, existe cierta controversia o desconocimiento a la hora de medir científicamente su influencia real (Nyhan 2018, Lazer et al. 2018). Sobre esta cuestión, ciertos estudios como el de Guess, Nyhan y Reifler (2018) demuestran que la endogamia de las interacciones podría conllevar a que el consumo de fake news sea preminentemente “intracomunidad”. Asimismo, al contrario de lo que pueda parecer, son los humanos quienes contribuyen en mayor medida que los bots a la viralización de contenido falso (Vosoughi, Roy, Aral, 2018). En todo caso, este campo de investigación académica requiere de muchas respuestas que puedan aportar información a este fenómeno.

En este trabajo analizaremos el proceso de difusión de un caso particular sucedido en el contexto del conflicto entre España y Cataluña: la noticia falsa difundida por el medio digital “El Confidencial”, según la cual el Instituto Martin Luther King (EEUU) había solicitado al President de la Generalitat, Quim Torra, que dejara de referirse a su figura en sus discursos. El director de la institución, Clayborne Carson, desmintió la información a través de su blog y corrigió al periodista

del citado medio de comunicación. Sin embargo, la polémica saltó inmediatamente a Twitter, y muchos medios de comunicación y miles de usuarios difundieron tanto la falsa noticia y los desmentidos posteriores.

El estudio de caso se examina con técnicas de análisis de datos masivos (big data) en redes sociales capturados y elaborados a partir de la herramienta Twitter Capture and Analysis Toolset (DMI-TCAT) y aplicando un algoritmo de detección comunitaria. Se consigue así conocer cómo la información incorrecta y las correcciones posteriores se difunden de manera desigual a lo largo de una red altamente politizada, en la que diferentes grupos de usuarios están expuestos a diferentes “versiones” de la información difundida (RQ1). Se analizan así 27.648 actores y 76.815 conexiones. Además, se discute la utilidad de la Red Social y el Análisis de Big Data en la detección de propagación de noticias falsas y su eventual mitigación. El estudio corrobora la hipótesis de que la exposición de la información viene determinada por relaciones virtuales ideológicamente mediadas, y que las noticias falsas tienen éxito cuando están anidadas en estructuras de ideas y visiones del mundo previamente establecidas.

Id: 21534

Title: Celebrity politics across cultures: Image choices of the heads of government in Spain and India

Session Type: Individual submission

Authors:

Name: DEEPTI GANAPATHY

Email: [deepthi.ganapathy \(at\) nmims.edu](mailto:deepthi.ganapathy@nmims.edu)

Country: IN (India)

Affiliation: School of Business Management, NMIMS Bangalore

Name: Celina Navarro

Email: [celina.navarro \(at\) uab.cat](mailto:celina.navarro@uab.cat)

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: Recent work in political communication has emphasized ways in which political expression on social media can foster deeper engagement in democratic life (Boulianne, 2015; Vaccari et al., 2015). Political communication on social networks has been well-researched and supported by studies of participatory culture especially among young people. Political actors seek to engage with their electorate through these platforms. These dynamics of political expression can be explored through visual data on the popular social network of Instagram.

With social networks and particularly the international rise of the image-oriented platform, politicians are able to select how they visually present themselves online to the citizens. This is part of the celebrity politics that is at the centre of the political strategy (Lalancette & Raynauld, 2017). This paper aims to analyze how we can apply this concept of digital celebrity politics in two countries with different socio-cultural contexts. Spain, a southern-European country, and India, a South Asian country. Our objective is to delve into the differences but more importantly the similarities of the image choices of the heads of government of the two countries. For instance, international events in the agenda of the two heads of government such as the G20 summit in November 2018 in Argentina, included in the time period of our analysis, will be key to showcase the different or common approach of celebrity politics.

With these objectives, a visual qualitative and quantitative content analysis of the posts published on the official Instagram accounts of the Spanish president Pedro Sánchez and the Indian Prime Minister Narendra Modi will be studied. The period analyzed comprises six months from September 2018 until February 2019. The results will focus on the issues that the heads of government portray in the images shared on Instagram, the kind of people that they associate with and the stages of performance, public or private, that they show. This will introduce the perspective if the differences in culture and social needs of the two countries influence on how they visually portray themselves online.

Id: 21554

Title: Effects of traditional and socio-digital media on political trust

Session Type: Individual submission

Authors:

Name: Evelia Mani

Email: evelia.mani (at) gmail.com

Country: MX (Mexico)

Affiliation: Autonomus University of Puebla

Abstract: Political trust is essential for the functionality of a democratic regime, and a downward asset in Western countries. The media have been confirmed theoretically and empirically as an important source of influence in it, although studies do not usually consider socio-digital networks as relevant channels of information consumption, where the circulation of false, misleading or propaganda information could negatively affect the political confidence.

This work compares the effect of attention to traditional media and socio-digital media on the trust that citizens place in political institutions, considering the differences between both environments in relation to their level of professionalization. Secondly, it updates the available empirical knowledge about the effects of media attention on political trust in the specific case of Mexico, an academically unexplored scenario regarding these concerns and emblematic of an acute, almost endemic distrust towards the political system, product of a semi-authoritarian regime of more than 70 years that was decomposing until culminating in a democratic transition, and successive corruption scandals occurred in the last five years, at the highest level. Both components make pertinent and current research about the role of the media in this feature of Mexican political culture.

To clarify the weight of socio-digital media compared to traditional media, hierarchical multiple linear regression models are performed on a survey applied nationally in Mexico during the recent presidential election of 2018. The findings indicate that the lack of trust towards institutions and political objects is a generalized attitude that is sharpened in those with greater media visibility. Evidence was also found in favor of a virtuous conception of media effects, with a positive prevalence of television as the main means of influencing political trust and the scarce participation of socio-digital networks in this phenomenon.

Id: 21570

Title: Terrorismo internacional e islam en Estados Unidos: un análisis de las Estrategias de Seguridad Nacional de Clinton, Bush, Obama y Trump

Session Type: Individual submission

Authors:

Name: Ana Córdoba

Email: ana.cordoba (at) unisabana.edu.co

Country: CO (Colombia)

Affiliation: Universidad de La Sabana

Name: Marcela Durán

Email: marcela.duran1 (at) unisabana.edu.co

Country: CO (Colombia)

Affiliation: Universidad de La Sabana

Abstract: Finalizada la Guerra Fría, hubo quienes se atrevieron a afirmar que con el desgaste del comunismo, el Islam era la nueva amenaza contra los principios occidentales (Huntington, 1993; Sciolino, 1996; Falacci, 2001), afirmación respaldada muchas veces por medios y políticos que no dudaban en culpar a musulmanes –y no islamistas- como los autores de atentados y amenazas alrededor del mundo. En Estados Unidos, el 11 de septiembre de 2001, terminó por posicionar y blindar esa imagen generalizada y reduccionista a la vez, donde para muchos el fundamentalismo equivalía a islam, sujetando a esta religión a un puñado de reglas y estereotipos sobre la fe, su fundador y sus fieles (Said, 2005) y vinculándola a acciones de fanatismo, violencia y resistencia (Castellanos, 2007).

La equiparación de conceptos y la sencillez de lenguaje facilitan el discurso político, en especial cuando el objetivo de los gobiernos es exponer la guerra como “un drama de opuestos, bien y mal, «nosotros» y «ellos», victoria o derrota” (Fisk, 2006). Desde aquel histórico 11-S, y a lo largo de estos años, el terrorismo islámico ha sido un elemento esencial en el discurso estadounidense y en concreto en su Estrategia de Seguridad Nacional (ESN).

La presente investigación procura analizar el lenguaje y la argumentación presentes en las ESN publicadas por los últimos cuatro presidentes norteamericanos: Clinton, Bush, Obama y Trump, identificando elementos y características relacionadas con el Islam, así como con sus vertientes políticas y radicales. ¿Ha sido el Islam verdaderamente una amenaza para la seguridad nacional? ¿Las ESN se comportan de manera generalizada? ¿Se tratan de discursos simplistas que alimentan las malinterpretaciones y por consiguiente el miedo, el odio y hasta una probable islamofobia en la población? ¿Los gobernantes utilizan narrativas reduccionistas del Islam para favorecer y legitimar sus acciones en el marco de una “Guerra contra el Terror”? ¿Qué transformaciones ha habido en el discurso a lo largo del último cuarto de siglo? Estas son algunas preguntas que se pretenden responder en este trabajo.

Id: 21580

Title: Politainment televisivo en el entorno de la posverdad. El caso español (1995-2019).

Session Type: Individual submission

Authors:

Name: Salome Berrocal Gonzalo

Email: salomeb (at) hmca.uva.es

Country: ES (Spain)

Affiliation: Associate Professor in Political Communication. University of Valladolid (Spain)

Name: Ana González Neira

Email: na.gneira (at) udc.es

Country: ES (Spain)

Affiliation: Associate Professor in Journalism. University of A Coruña

Name: Patricia Zamora Martínez

Email: patricia.zamora (at) uva.es

Country: ES (Spain)

Affiliation: Graduate Teaching Assistant in Journalism. University of Valladolid

Name: Raquel Quevedo Redondo

Email: raquel.quevedo.redondo (at) uva.es

Country: ES (Spain)

Affiliation: Adjunct Professor in Journalism. University of Valladolid

Abstract: Este trabajo tiene como objeto de estudio el politainment o entretenimiento político con el fin de hacer una contribución tanto teórica como empírica a la investigación de este fenómeno.

En cuanto a la aportación teórica, el estudio realiza una revisión conceptual del término politainment en las democracias occidentales (Van Zoonen, 1998; Patterson, 2000; Hamilton, 2004; Nieland; 2008 ; Sayre & King, 2010; Schultz, 2012; Berrocal, 2016, 2017) así como de los estilemas predominantes en el género, su presencia en los medios de comunicación, en particular en la televisión (Brants, 1998, 2008; Delli Carpini & Williamns, 2001; Thussu 2007) y sus repercusiones en la opinión pública (Nieland, 2008; Sayre & King, 2010; Schultz, 2012). Este fenómeno adquiere gran importancia en el contexto actual de posverdad donde prima la apelación a las emociones y a los sentimientos, ya que en el politainment predomina la “celebrificación de los políticos” (Oliva, Pérez-Latorre; & Besalú, 2015), la relevancia informativa de lo anecdótico (Holtz-Bacha, 2003; Missika, 2006; Kellner, 2010), el sentimentalismo y la dramatización (Carrillo, 2013) y el predominio de la sátira o el humor (Mutz & Chanin, 2004; Moy, Xenos & Hess, 2006), lo que contribuye a simplificar la complejidad de la política y favorece una opinión pública en la que predomina el conocimiento superficial dadas las dificultades para obtener una información seria y rigurosa.

El estado de la cuestión se complementa con la investigación empírica del caso español, que presenta las conclusiones de un análisis de contenido realizado sobre la muestra total de programas

televisivos de politainment emitidos en el periodo 1995-2019, para dar respuesta a preguntas tales como: qué formatos adopta el politainment, qué estilemas lo definen, qué cadenas televisivas propician su emisión, qué audiencia respalda estos programas, cuál ha sido su evolución en España y qué presencia tienen durante la campaña electoral. Precisamente, los resultados obtenidos hasta la fecha indican que es el periodo electoral cuando se incrementan el número de emisiones que contribuyen a la política espectáculo, por lo que resulta de especial interés incorporar a la investigación el análisis de los programas de politainment que puedan surgir con motivo de las Elecciones Municipales y Elecciones al Parlamento Europeo, que se celebrarán en España el 26 de mayo de 2019, con el objeto de examinar su contribución a la simplificación de la política y conocer el seguimiento que estos programas tienen entre la audiencia.

Id: 21700

Title: How can I trust you' Diminishing disinformation strategies against the electoral authority in the Mexican 2018 presidential election

Session Type: Individual submission

Authors:

Name: Julio Juárez-Gámiz

Email: jjuares (at) unam.mx

Country: MX (Mexico)

Affiliation: Associate researcher at the Centro de Investigaciones Interdisciplinarias en Ciencias y Humanidades at UNAM

Abstract: After decades of one-party rule sustained by a charade electoral system until 1988, Mexican modern democratic history has been built upon the basis of distrust. Every presidential election ends with claims of fraud and inequality as the political explanation behind electoral results. Not surprisingly, the electoral system and its laws have been subject to structural periodic reforms every federal election. This has had a positive impact on the professionalization of electoral bodies and processes. Illustrative examples of this are one of the most accurate and comprehensive voters' registry worldwide, monitoring systems to distribute and verify political parties TV and radio advertising, platforms devised for overseeing campaign expenditure on real time, and mastering an intricate process for capacitating thousands of citizens every election to serve as polling station officers. The sole institutional responsibility nationwide for making this possible relies on the National Electoral Institute (INE in Spanish).

However, despite serving as a United Nations and a Council of Europe electoral assistance ally, unverified rumors and conspiracy theories against INE constitute a recurrent topic every election. It takes a few trending topics on Tweeter, some Facebook fake posts, a viral WhatsApp message, or a homemade YouTube video to question and dent INE's credibility by strengthening the fraud narrative. Tales of obscure algorithms changing results overnight, electoral IDs not valid for voting, ballots apparently being manipulated by polling station officers, and a long list of disinformation materials find fertile soil across Mexico's well established fraud narrative in traditional media and social networks alike.

Usually disinformation strategies target voters in order to promote or discredit a political movement or candidate. However, in Latin American countries like Mexico where the central electoral authority has a highly visible role throughout the electoral process, the elections' organizer is a target itself for questioning electoral integrity and, eventually, the results' credibility as a whole. The Mexican paradox is evident: according to Latinobarómetro, Mexico has one of the lowest regional levels of approval for democracy despite having one of the most sophisticated electoral systems in the region. The challenge for INE as the protagonist of a highly centralized electoral system is twofold. How to communicate a complex technical chain of procedures and measures designed to eradicate fraud across the whole organizational process amid a hostile environment towards the electoral authority? And, how to respond effectively to invalidate disinformation strategies put forward by different actors during the electoral process without affecting freedom of speech or endangering privacy?

The work offers a detailed analysis of INE's communication strategy during the organization of the 2018 presidential election. It takes into account different actions taken by the electoral authority in order to counteract disinformation strategies in traditional media like radio, television and print media and also across digital platforms like Facebook and Twitter. The research critically analyses INE's lessons learned from the electoral process in 2018 as well as the main challenges and opportunities ahead for preserving electoral integrity in the Latin American region.

Id: 21706

Title: POLARIZACIÓN POLÍTICA A TRAVÉS DE TWITTER: POSICIONAMIENTO EN LA RED SOBRE EL PROCESO INDEPENDENTISTA CATALÁN

Session Type: Individual submission

Authors:

Name: Juan Antonio Guevara

Email: juanguev (at) ucm.es

Country:

Affiliation: Universidad Complutense de Madrid

Name: Jose Manuel Robles

Email: jmrobles (at) ucm.es

Country:

Affiliation: Universidad Complutense de Madrid

Name: Mirko Antino

Email: m.antino (at) psi.ucm.es

Country:

Affiliation: Universidad Complutense de Madrid

Name: Daniel Velez

Email: danielvelezserrano (at) mat.ucm.es

Country:

Affiliation: Universidad Complutense de Madrid

Name: Daniel Gómez

Email: dagomez (at) estad.ucm.es

Country:

Affiliation: Universidad Complutense de Madrid

Name: Rafael Caballero

Email: rafacr (at) ucm.es

Country:

Affiliation: Universidad Complutense de Madrid

Abstract: El uso de redes sociales en el ámbito de Internet se ha convertido en una parte crucial de la sociedad, donde los usuarios crean nuevas realidades digitales en las que poder comunicarse y expresar su opinión, interactuando así con el resto de usuarios de la red. En este nuevo escenario, algunos autores hablan de una opinión pública más amplia e inclusiva, así como la presencia de fenómenos como la polarización política en la red, la cual, gracias a las nuevas oportunidades que ofrece este contexto, el estudio del desarrollo y formación de la polarización política se ha vuelto más ambicioso que nunca.

Debido a esta digitalización de la realidad, sirviéndonos de la plataforma Twitter, con el fin de acceder a la polarización política reflejada en los mensajes de los usuarios, y con el fin de

categorizar los mismos como detractores, neutros o favorables hacia la independencia de Cataluña, nos servimos de la metodología machine learning. Con la aplicación de un análisis de sentimiento sobre una primera muestra de los tweets, clasificándolos como, en una primera instancia, si pertenecen a nuestro objeto de estudio o no, y posteriormente su posicionamiento (favorable, detractor o neutral) hacia la independencia catalana, se entrenan diferentes clasificadores de aprendizaje automático con el fin de conseguir un modelo que replique el análisis de sentimiento realizado y poder aplicarlo a la totalidad de la población de mensajes en Twitter durante el proceso de independencia.

De esta forma, los objetivos de este trabajo se resumen en el estudio del proceso de polarización política, pudiendo ser centrífuga (los usuarios tienden a expresar opiniones en orden de diferenciarse con el exogrupo, creando un posicionamiento de naturaleza exclusiva), o centrípeta (ambos grupos presentan una actitud conciliadora caracterizada por la emisión de mensajes de orden inclusivo y entendimiento), así como la valencia de la misma, durante el proceso independentista catalán. Además, Caballero, Naveso, Pérez-Núñez y Robles (en revisión), concluyeron que el estudio de la polarización en las redes muestra una capacidad predictiva sobre los resultados electorales del objeto político estudiado.

Id: 21749

Title: Buzz mediático en la elección presidencial de México 2018: el dilema entre cantidad y calidad informativa.

Session Type: Individual submission

Authors:

Name: Marco Arellano-Toledo

Email: marellano7 (at) yahoo.com.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: Las campañas electorales son procesos de gran envergadura que evidencian la disputa de proyectos políticos e ideológicos. Los mecanismos para comunicar las ideas centrales y la necesidad que tienen los contendientes para mostrar diferencias significativas entre ellos, convierten a las campañas en un pujante fenómeno informativo. En contextos de competencia electoral democrática, como es el caso de México, los competidores tienen acceso gratuito, garantizado y equitativo a radio y televisión para realizar pautas publicitarias, además, la propia autoridad electoral monitorea que los tiempos que los noticieros dedican al tratamiento informativo tengan un sentido equitativo. En lo que respecta al circuito digital, la falta de regulación posibilita que los candidatos pauten publicidad, atiborren de contenidos informativos, abanderando guerras sucias a través de bots, rumores y con deslealtad informativa. Por su parte, la autoridad electoral difunde mensajes publicitarios sobre las etapas del proceso electoral, los derechos y obligaciones de la ciudadanía, con el objetivo de potenciar su educación cívica, a fin de que pueda emitir un voto libre e informado.

El abundante y groso torrente informativo que consume un ciudadano durante una campaña presidencial indica que asistimos a una nueva relación en la construcción del proceso informativo entre emisores y receptores. Su articulación, basamento y formas de asimilación hoy están en un proceso vertiginoso, de cambio sustantivo. Por el momento lo único que se conoce, son sus consecuencias. La sobresaturación de información conlleva como riesgo más característico la calidad de sus contenidos, la imprecisión de sus fuentes, la presentación de juicios de valor sin sustento. Existe un desconcierto generalizado en el que tenemos acceso a más información, pero cada vez nos cuesta más trabajo procesarla, analizarla y entenderla. Hoy en día se peca de “gula” informativa, se consume mucha información, pero se digiere poca.

Este trabajo tiene como objetivo diagramar los esfuerzos comunicacionales de los cuatro candidatos presidenciales y la autoridad electoral, a fin de caracterizar cómo se nutrieron los circuitos informativos por los que la ciudadanía asimiló la campaña; se cuantificará y analizará en términos de contenidos, cuatro outputs informativos: la emisión de spots publicitarios en televisión; el volumen de información generado en los principales noticieros de televisión (a partir de un monitoreo que realiza la Universidad Nacional Autónoma de México); la emisión de mensajes y contenido informativo en las cuentas oficiales de twitter y, el contenido de la primera plana de dos periódicos nacionales ideológicamente divergentes a lo largo de los 90 días que duró la campaña.

¿Cuentan los ciudadanos con opciones informativas de calidad para ejercer un voto informado? O, por el contrario, ¿la vasta información que se genera en una campaña distorsiona el proceso informativo afectando la construcción de afinidades políticas y por ende el proceso democrático? Asumiendo que existe una saturación informativa que inunda el ecosistema de medios, los resultados de este trabajo buscan dimensionar el volumen de información a la que estuvo expuesta la ciudadanía en la campaña presidencial de 2018 y cómo dicha abundancia tuvo como contrapartida la calidad y claridad de la misma.

Id: 21798

Title: Online news media, fake news, partisanship and the 2019 Nigerian presidential elections.

Session Type: Individual submission

Authors:

Name: Adeyanju Apejoye

Email: A.Apejoye (at) edu.salford.ac.uk

Country: GB (United Kingdom)

Affiliation: PhD Research student, School of Arts and Media University of Salford, Manchester, United Kingdom

Abstract: The pervasiveness of the internet especially the online news media within the sphere of human communication and the relative ease at which information is gathered, processed and disseminated has raised concern about the truthfulness and objectivity of an information and how such information shapes a democratic process (Allcott & Gentzkow, 2017; Jang & Kim, 2018). Similarly, the online media space has become proliferated with several information dissemination platforms so much so that determining the accuracy of an information is gradually becoming difficult (Shellenbarger, 2016). Likewise, the embedded algorithms on the various online news media and social media platforms have increased readers' polarisation and partisanship within the online space on the one hand (Druckman, Levendusky, & McLain, 2018), and unmoderated news sites that encourage anonymity and incivility on the other (Mustafaraj & Metaxas, 2017) to the extent that it has become a tool for politicking, blackmailing and mudslinging (McMahon, 2018). This paper focusses on the phenomenon of fake news within the online news media space and has as its main objective the interrogation of how fake news influence and affect the election process in Nigeria from contestations among the various political actors during campaigns to the actual elections in Nigeria. The paper adopted agenda-setting theory as the theoretical lens for investigating the research problem. Also, the study adopted a survey and content analysis methods. For the content analysis part of the research, twelve news stories including news photos and videos together with 632 comments around the news stories were analysed using thematic analysis method. Also, one hundred and twenty-three respondents completed the questionnaire. Preliminary findings revealed that most of the readers are not aware that the news they read is fake. In addition, the readers do not have adequate knowledge on how to differentiate between fake and real news, and the fake news postings are influenced by online media partisanship along political party line.

Keywords: Fake news, Online news media, Partisanship, Election

Id: 21846

Title: Soundbites and emotional appeals: How technology and social media are changing political rhetoric ' The Portuguese case

Session Type: Individual submission

Authors:

Name: Francisca Amorim

Email: franciscagoncalvesamorim (at) sapo.pt

Country: PT (Portugal)

Affiliation: University of Beira Interior - LabCom. IFP

Abstract: The rhetorical and political communication paradigm in the world changed. The way politics, but also journalists, communicate with citizens has undergone a visible and audible transformation in the past decades, which is perceptible by the fact that discourse shrunk and became even more emotional. That way, two rhetorical strategies stand out in the current communication scenario: soundbites and emotional appeals. The intensification of its use coincides with the grow of social media and the technological innovation, so that soundbites and emotional appeals arise in response to advances in media and communication technology on society. How this transformation occurred, with what discursive characteristics and with what impact for information and citizens enlightenment are the main objectives of this work.

The presence of soundbites and emotions in politics was particularly evident in the Portuguese context during the campaign for the 2015 legislative elections. This moment of great national interest was taken as a case study, in order to know and better understand these ways of communicating. Intending to go beyond the negative connotations of the common language attributed to it, a rhetorical analysis of the soundbites of the leading candidates for the Portuguese legislative elections was carried out. The analysis intended to verify their strategic and argumentative characteristics focusing on the pathos - one of the three means of persuasion of Aristotle (along with ethos and logos).

The impact of technology and social media in political rhetoric and communication is undoubtedly. Given the communicative context that we are experiencing today, the study concludes that the configuration of political rhetoric in the form of short, catchy and affective appealing phrases was inevitable. Soundbite corresponds to an intentional option to give visibility to certain aspects, hiding and silencing others, which is deliberated both in the political and media decision-making process. In this sense, it is our intention to reflect on the challenges posed by the persuasive (in)visibility of soundbite and the discursive power of emotions for citizens.

Nowadays, political rhetoric is a nearly invisible, simplified and more emotional than rational rhetoric that found in the brevity and complexity of soundbite the best strategy to adapt to the 21st century media and social scene. Our research shows that the political rhetoric of soundbites and emotional appeals is a very effective rhetoric. By not fulfilling the canons of traditional rhetoric it does not seem rhetorical. Therefore, it requires a citizen increasingly conscious and attentive to the manipulation of what does not seem to manipulate him.

This study is the result of an investigation already carried out in a master's degree, which is currently been deepened at the doctoral level.

Id: 21857

Title: The Development of Contemporary Media Populism in Japan: An Analysis of Media Discourse on "Reform"

Session Type: Individual submission

Authors:

Name: Shuzo Yamakoshi

Email: shuzo (at) mediacom.keio.ac.jp

Country: JP (Japan)

Affiliation: Keio University

Abstract: This research discusses on the role of the mainstream media on the development of populism in Japan.

As a result of the "Trump phenomenon" and "Brexit," there is increasing interest in the effect of SNS on populism. But critical media studies should not reduce dynamics of media populism to the social media, and the causes of populism to contemporary issues in Western society such as "anti-globalism" or "anti-immigration."

This research analyzes how antagonistic and populist political communication has been constructed over the past 20 years in Japan; first, contemporary populism in Japan has been established as a discourse of neo-liberal "reform," and second, this discourse has been formed by "liberal" news media as a style of "criticism" to conservative regime.

In order to clarify these two features, this research employs an analytical framework depending on concepts of discourse developed in theories of radical democracy. This discourse theory has been used in research fields such as critical discourse studies and critical media politics. By referring to analytical concepts such as "antagonism" and "political logics" in discourse theory, this research makes clear the process of the formation of discourse on "reform" with logics of populism.

In this research, news articles and editorials of the Asahi Shimbun are analyzed. The Asahi is a leading liberal newspaper with the second largest circulation in Japan. The period of analysis is from the mid-1990s to the mid-2000s.

Since the 1990s, Japanese society has experienced stagnation called the "lost decade." In this situation, "reform" as a political symbol won a legitimacy. Liberal media has formed the discourse of "reform." This discourse insisted that the "lost decade" was caused by the "post-war system" of politics and the economy, and therefore, it is necessary to break down the vested interests of Japanese conservative forces and promote neo-liberal reform.

The discourse of "reform" developed a narrative of good-evil dualism and a poetic justice story (logic of antagonism). In other words, the populist logic that criticizes politics and society was formed by news media including liberal media.

The discourse of this "reform" came to be appropriated by the conservative forces. Koizumi administration (2001-2006: Liberal Democratic Party) utilized this logic to develop populist politics (theatrical politics). The important point is that the logic of this populist antagonism has been widely shared since then. As a result, not only mainstream liberal media, but also various political actors and social media also began to deploy this kind of logic. Liberal media gradually came to be attacked by populists as "enemies" by this logic. In other words, this discourse has become the basic form of Japanese political communication of digital media environment today.

This research shows some suggestions for renewal of journalism through 'genealogy' of populist political communication.

Id: 21920

Title: Social media use, self-censorship, and political expression: a moderated mediation analysis

Session Type: Individual submission

Authors:

Name: Putri Limilia

Email: p.limilia (at) unpad.ac.id

Country: ID (Indonesia)

Affiliation: Padjadjaran University

Abstract: Present study believes that social media is the appropriate medium to express opinion or idea. Since user did not need a permission to do it. However, this condition may lead to polarization and hate speech. In Indonesia, government tried to solve this problem with "Electronic Transaction Law". Some experts did not agree with this solution since it give a side effect such as people will afraid to express their opinion in social media. Therefore, this research tries to examine the mediating role of self-censorship in the relationship between social media use and political expression, the moderating effect of gender toward social media use and self-censorship relations, the relationship among self-censorship and political expression. Authors deploy spiral of silence theory in exploring the relationship among variables. The theory argues that the fear of isolation would predict individual decision about whether they want to speak up or keep silent. The present study also found that social media usage's motive, observation on communication climate, feedback, and diversity exposure will also affect it. Furthermore, it will also affect self-censorship. Therefore, authors used several variables such as social media observations as independent variable (IV), gender as moderator variable, self-censorship as mediation variable, and political expression as dependent variable (DV). Data was collected from college student (N=189) through survey design. In order to measure the variables, authors use measurement from Hayes et al (Self-censorship), Kwon et al (observation on communication climate), and Zuniga et al (political expression). The results indicate that there is the mediating effect of self-censorship in relationship between social media and political expression although it is not significant. There is a moderating effect of gender in relationship between social media use and self-censorship. Its effect varied among gender. The political expression can be predicted from social media use and self-expression. These results are consistent with prior research which stated that observation on communication climate, self-censorship, feedback, and diversity will predict political expression. Moreover, these results also indicate that the spiral of silence still relevance in social media context.

Keywords: social media use, self-censorship, political expression, spiral of silent, quantitative method

Id: 21962

Title: Investigating a News Overload on Social Media and Users' Coping Strategies

Session Type: Individual submission

Authors:

Name: Zhieh Lor

Email: jiaeeh_13 (at) naver.com

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Abstract: With the accelerated emergence of social media sites (SNS) and their growing importance in facilitating the speed and content of news consumption, people are increasingly becoming handicapped capacity processors in a mediated environment. This analogy becomes even more prevalent when considering the rapid rate of news production and consumption, along with its curation through numerous news algorithms. This study attempts to clarify the role of news overload within the theoretical framework of the limited capacity model of motivated mediated message processing (LC4MP, Lang, 2000), which emphasizes the inherent limitations of cognitive processes in a mediated environment. The evidence from this study suggests that allocation of mental resources in the human processing system is conducted at a rate commensurate with message density and complexity. Findings reveal that stimuli will thereby be ignored or unattended to when demands exceed capabilities, resulting in effects such as social network fatigue and negative emotional reactions to social network activities, including tiredness, stress, and severe redundancy (e. g. the repetition of useless message exposure). Such effects of cognitive overload in an individual's physiological and behavioral responses suggest that there may be significant performance breakdowns while using SNS platforms for news, which have the potential to powerfully affect subsequent political knowledge formation. Our results demonstrate substantive implications for the relationship between the use of SNS for news dissemination and civic knowledge formation.

In addition, this study specifies coping mechanisms such as “unfollowing,” “blocking,” and “delaying” that people commonly utilize when confronted with excessive news. These findings are contextualized within current literature by clarifying the relationship between cognitive (over)load and management while using social media for news consumption. These mechanisms become particularly urgent when considering the fact that a healthy democracy and civil engagement requires equal access to information—something that is elided with coping strategies such as news avoidance. Finally, we offer promising directions for future research in the domains of SNS news circulation and consumption.

Id: 22091

Title: Global news flow: What countries are the Russian media talking about'

Session Type: Individual submission

Authors:

Name: Anastasia Kazun

Email: adkazun (at) hse.ru

Country: RU (Russian Federation)

Affiliation: National Research University Higher School of Economics

Abstract: International news construct images of enemies and friends. This can redirect the attention of the population from domestic social problems to foreign policy. According to the rally around the flag theory, external threats and crises lead to the consolidation of society and the growth of support for the national leader. In this paper we apply the global news flow theory to explain what countries discussed in Russian media and why. We study the mentions of 193 countries in the reports of the most quoted Russian TV channels, print newspapers and online resources for 2017. Since the Russian media have limited independence, coverage of the countries will be analyzed in different types of media – government-controlled (TV channels), relatively independent (newspapers) and independent (online resources). The data was collected using the Factiva database, containing texts of newspaper articles and transcripts of news television programs. In total, 26269 mentions of foreign countries in television news, 39171 articles in print newspapers and 31367 news in online resources were analyzed. The influence of geographic and economic factors and intercountry relations on the number of information messages about countries in Russian media is demonstrated. The high role of the economic factors in the coverage of international news was revealed. Some differences in the agendas of Russian television, press and news websites are concluded. Models that explain attention to foreign countries have a much greater explanatory power in the case of the press than regarding television. Observed differences may relate to greater control of Russia's government over television news, which makes the political relations of countries more meaningful than their economic characteristics. Although a significant number of studies carried out on materials of Europe and the USA suggest that the agendas of different types of media are similar, Russian data demonstrate the opposite. In addition, the paper pointed out the extremely high attention of Russian media to the US, which exceeds even the number of references to own country.

Id: 22092

Title: The use of affective communication by right-wing parties on Twitter during election campaigns: The case of German State Elections in Bavaria and Hesse in 2018

Session Type: Individual submission

Authors:

Name: Vivien Benert

Email: v.benert (at) fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Abstract: The communication strategies of populists and right-wing parties such as the German Alternative für Deutschland (AfD) have recently received considerable attention in communication science (Heinisch, Holtz-Bacha & Mazzoleni, 2017). Especially social media have been argued to be a driver of the dissemination of fake news and hate speech, which in turn have been linked to populist parties and their communication strategies during election campaigns. These changes in the affective dynamics and modes of (political) communication in digital media environments can lead to what has been described as dissonant public spheres (Pfetsch, 2018). Due to technological changes and an increasing number of actors (e.g. non-professionals, social bots) in political communication on social media, dissonance in the public sphere increases, making political deliberation more difficult. At the same time, the importance of social media, especially Twitter, as an important tool for political actors during election campaigns has been emphasized (Jungherr, 2016).

From a dissonant public sphere perspective, affective dynamics of the contents of issue publics are important with regard to the quality of discussions and deliberation in public spheres. This is especially true for election campaigns. This study therefore focusses on affective communication in Twitter discourses about the German state elections in Bavaria and Hesse in 2018. Since retweets are an important element of information dissemination and thus affect polarization and attention dynamics to content on Twitter, the questions of who retweets whom and resulting communication strategies are of special interest during election campaigns. The research question is: How does the use of affective and emotional communication of the right-wing party AfD differ from other actors' communication in Twitter retweet networks about the German state elections in 2018?

To answer this question, social network analysis will be combined with co-occurrence analysis of words to gain insights into the structure of the retweet networks and the use of (affective) language of important actors on Twitter. The data includes all tweets containing the official hashtags for the two elections (#ltwby, #ltwhe) from the election weeks in October 2018, respectively. Data was retrieved via the Twitter Search API and the R-package rtweet resulting in a total of N=300,141 tweets. The importance of specific actors will be evaluated using measures from network theory (degrees, betweenness). Community detection will be used to identify clusters of densely connected nodes in the networks, depicting what can be interpreted as communicative coalitions.

Preliminary results indicate that the AfD gets most of the attention in terms of hashtags, mentions, and retweets. Thus, a closer investigation of network structures and language used by different actors seems promising to further understand the communication strategies applied by populist actors on Twitter. Data analysis will be finished in April 2019.

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Id: 22104

Title: Global News Flow in G-20: Attention to Countries vs Attention to Leaders

Session Type: Individual submission

Authors:

Name: Anton Kazun

Email: kazun.anton (at) gmail.com

Country: RU (Russian Federation)

Affiliation: National Research University Higher School of Economics

Abstract: The paper analyzes the global news flow in the G-20 countries in 2017-2018. For the analysis we use the global news database Dow Jones Factiva, which includes nearly 33,000 media from 159 countries of the world. We compiled a list of 3 leading print media for each of the G-20 countries (120 sources) and coded the number of mentions of all G-20 countries in each of them. The similar database was created for mentions of national leaders in all G-20 countries. Based on the created matrices with mutual mentions of the G-20 countries and their leaders, we build networks: in the center of the network there are countries or leaders that are more often mentioned in leading foreign print media, and on the periphery those who are less often mentioned in the media. Existing literature (Golan, 2008; Guo & Vargo, 2017; Kim & Barnett, 1996; Segev, 2015; Wu, 2000; Wu, 2007) generally indicates that the global news flow could be generally explained with economic factors (GDP, trade etc.). We show that the situation is more complicated: interest to some countries could be largely explained with economic factors, while the interest to other countries depend on political factors (for example, participation in international conflicts, level of democracy etc.). The network analysis revealed the presence of asymmetry in the number of mentions of countries and the number of mentions of their leaders. If the attention to a country (or its position in the network) depend to a significant extend on political factors, then the name of the leader will have a relatively higher centrality on the network than the name of the country. Conversely, the leaders of countries whose mentions could be generally explained by economic factors are less frequently mentioned in foreign media. Thus, comparing the attention to the country and to its leader, it is possible to draw conclusions about the factors which explain high or low interest to the country.

Id: 22139

Title: Changes in election campaign strategies. Party or media driven'

Session Type: Individual submission

Authors:

Name: Kajsa Falasca

Email: kajsa.falasca (at) miun.se

Country: SE (Sweden)

Affiliation: Mid Sweden University

Abstract: During election campaigns, political parties are primarily vote-seeking. This means we can expect them to design their election campaign strategies in order to be as effective as possible in attracting the support from the electorate. Over time, the media have become increasingly influential and the perceived need to communicate through the media is especially important in election campaigns (Strömbäck, 2008). The process of mediatization of politics is defined as a process where media is not only becoming more important for political information for the electorate but also has spill-over effects on how political actors more or less reactively or proactively adapt to the media and their own needs to communicate through the media (Strömbäck and Esser, 2017). However, the influence of mediatization on election campaign strategies cannot be taken for granted. If and to what extent mediatization effects political parties and their campaign strategies must ultimately be regarded as an empirical question requiring empirical research. In this paper, we investigate what the main driving forces behind the changes or developments of political parties' election campaign strategies are. We derive and evaluate expectations from two competing theories. First, party change theory (e.g. Harmel and Janda 1994) holds that parties change as a consequence of party specific events such as electoral failure, shift in party leadership or change in dominant faction in party. To validate this perspective, we expect parties' campaign strategies to change asynchronously, that is, in different ways dependent on party specific events and characteristics. Second, mediatization theory argues that a media logic increasingly is determining the actions by political actors. From this perspective, therefore, we would expect parties to adapt synchronically. In other words, we would primarily expect to find patterns of similar changes independent of party characteristics. In order to evaluate the hypotheses this study is based on systematically collected data from interviews and surveys with party secretaries from each of the political parties represented in the Swedish national Parliament at the time. The empirical material covers the 2010, 2014 and 2018 Swedish national election campaigns, which allows us investigate developments over time and within the same national context.

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Id: 22175

Title: Interaction among newsmedia, politics and public sector organizations in Italy

Session Type: Individual submission

Authors:

Name: Francesca Rizzuto

Email: francesca.rizzuto (at) unipa.it

Country: IT (Italy)

Affiliation: University of Palermo

Name: Lucia D'Ambrosi

Email: Lucia.dambrosi (at) unimc.it

Country: IT (Italy)

Affiliation: University of Macerata

Name: Gea Ducci

Email: Gea.ducci (at) uniurb.it

Country: IT (Italy)

Affiliation: University of Urbino Carlo Bo

Name: Alessandro Lovari

Email: alelovari (at) gmail.com

Country: IT (Italy)

Affiliation: University of Cagliari

Abstract: Interaction among newsmedia, politics and public sector organizations in Italy (Francesca Rizzuto, Associate Professor University of Palermo, Lucia D'Ambrosi, Assistant Professor University of Macerata, Gea Ducci, Associate Professor University of Urbino Carlo Bo, Alessandro Lovari, Assistant Professor University of Cagliari)

The paper will present different perspectives of the problematic relationship among newsmedia, politics and public sector organizations in Italy in order to underline the permanence of some traditional features as well as the emergence of a new style of interaction, connected to the success of infotainment and to the pervasive use of social media, which brought about a redefinition of the role of political journalism. As a matter of fact the contemporary communication circuit among institutional sources, political actors, journalists and citizens outlines a new information ecosystem, a framework in which there is a changed perception of the meaning of journalism (Zelizer 2004; Morcellini, 2011).

The attention will be focused on two fundamental topics, highlighted by the most recent scientific debate: on the one hand, the corpus of studies that identified the peculiarities of Italian information system, often presented as an anomaly among Western countries (Forgacs, 2000; Murialdi, 2006). On the other hand, on the current problematic configuration of the interaction between public organizations and social media and its impact on the participation of citizens to democratic life (Ducci 2017; Faccioli 2013; D'Ambrosi 2012; Mazzoleni, 1998).

Hallin and Mancini (2004) included Italian journalism in the Mediterranean or pluralist-polarized model: according to them, in Italy, as in other Southern European countries, there is a peculiar relationship between the media and politics because capitalism and democracy developed later than other contexts. This slow transition to political democracy produced the tendency to consider media as instruments of political mobilization and to use them not to inform but to participate to politics (Bennett, Segerberg, 2013).

In this perspective, therefore, the characteristics of the political system would have strongly influenced the evolution of the newsmedia and their high degree of political parallelism. This anomalous proximity-proximity between journalists and politics has given rise to a sclerosis of the information circuit from politics to citizens, with the exclusion of the latter as active actors of the democratic dynamics. At the same time public institutions have not played an active role in involving citizens and promoting a wider democratic debate.

More recently, the presence of social media made possible a radical change in the interaction among newsmedia, politics and public institutions (Rizzuto, 2018; Sorrentino 2008; Lovari, 2013).

Moreover, with digitization and social media, Italian public sector organizations started to actively enter the communication circuit, with their press offices and official social media platform, bypassing traditional newsmedia and reaching directly citizens and their strategic publics. The article will investigate the Italian case study, identifying the main factors that have created these hybrid flows and complex dynamics related to the interaction of these social actors in the contemporary communication ecologies.

Id: 22355

Title: The venting, taming and channelling of outrage online: background communication dynamics of an ad-hoc protest against animal cruelty

Session Type: Individual submission

Authors:

Name: Benjamin Loveluck

Email: benjamin.loveluck (at) telecom-paristech.fr

Country: FR (France)

Affiliation: Telecom ParisTech

Abstract: On the 31st of May 2017, a stray cat was discovered dead and mutilated in Draguignan, France, a town of 40,000 inhabitants. The event was reported the very next day in the local newspaper Var Matin but also many national outlets, with gruesome details of “torture” and a “massacre” committed by a “gang of young people”. Intense outrage sparked the immediate setting up of Facebook groups, along with the creation of an online petition on Change.org asking that “justice be done”. The petition quickly gained traction and eventually reached over 265,000 signatures – thus becoming one of the ten most successful petitions on Change.org for France in 2017.

With no resolution of the crime in sight, the movement grew steadily with demonstrations organized in Draguignan, Marseille and Paris, along with other forms of protest. A suspect was finally arrested by the end of July, and a different narrative emerged – much less dramatic than the one which initially precipitated the outrage. During that period however, passionate activity unfolded online and took a diversity of forms:

- expressing grief for the martyred cat, which became an icon for the movement;
- carrying out investigations and assessing information in order to establish the facts and make sense of the many rumours and unfounded accusations which were (sometimes intentionally) spread;
- calling for action, with an active minority pushing for the suspects to be found and punished directly, while others advocated more routinized forms of protest.

This contribution aims at understanding the internal communication dynamics of these events and the ‘connective action’ associated with expressive forms of public engagement (Bennett & Segerberg 2012). The study focuses on the social media ‘backstage practices’ (Treré 2015) of an emotionally-charged protest movement. It explores the emergence of a collective identity (Gerbaudo and Treré 2015) and highlights the ‘messy’ and uncertain nature of such ad-hoc mobilisations by addressing three related issues. The first one is the expression of outrage as driver of an ‘affective public’ (Papacharissi 2014), and how it relates to the collective definition of the boundaries of legitimate political action, sometimes verging on a form of parallel policing and digital vigilantism (Loveluck 2016; Trottier 2017). The second is an assessment of how information is discussed and deemed trustworthy (or not) within a group engaged in such collective actions. The third is an appraisal of the role played by informal ‘leaders’ online (Poell et al. 2016) as highly contested yet essential figures for organizing and setting limits to the discussions.

The research is based on a digital ethnography (Markham & Baym 2009; Hine 2008) and mixed methods approach combining several types of empirical material: 1) online observation and archiving of webpages, Facebook groups and online petitioning platform Change.org; 2) collection and analysis of quantitative data from the platforms where possible, particularly Facebook pages scraped at regular intervals via the Netvizz application (Rieder 2013); 3) semi-directed interviews of key actors such as Facebook page admins and Change.org representatives. The scale of the issue and the short time frame until its resolution (4 months) enabled the collection of comprehensive data and detailed analysis.

Id: 22361

Title: The combination of disruptive and institutional tactics as a key to get favorable media treatment. The case of the organizations 15-M and PAH in Spain

Session Type: Individual submission

Authors:

Name: Eva Espinar-Ruiz
Email: Eva.Espinar (at) ua.es
Country: ES (Spain)
Affiliation: University of Alicante

Name: Amador Iranzo
Email: iranzo (at) uji.es
Country: ES (Spain)
Affiliation: Universitat Jaume I

Abstract: In general, social movements have a limited capacity in influencing media thematic agenda and the interpretative frame that will prevail in covering protest events. In fact, social movements are compelled to compete with other actors in the definition of the specific frames that will become dominant (Albizu, 2016). In such a competition, they not only aim to receive broad coverage (standing) and to convey their own approach to the issue (preferred framing), but also, as Gamson & Wolfsfeld (1993) affirm, to receive positive coverage (sympathy). Sympathy thus refers to the tone with which the social movement and its actors are covered.

Most of the research developed in the field of mainstream news media's portrayal of social movements totally or partially supports the so called 'protest paradigm' (Chan & Lee, 1984). According to this paradigm, protests and social movements are usually covered in a negative way. Among the characteristics of this media treatment, McLeod & Detenber (1999) highlight the following: use of narrative structures that emphasize violence, reliance on official sources and official definitions, representation of activists as minority groups, and the use of other techniques that involve the marginalization of activists. However, the media treatment of social movements does not always fit within the protest paradigm (Edgerly, Toft, & Veden, 2011; Shahin, Zheng, Sturm, & Fadnis, 2016; Veneti, Poulakidakos, & Theologou, 2012). Consequently, the question to be answered is: What causes a social movement or an act of protest to receive favorable media treatment or more adapted to its objectives? In the quest for a response, different movements and protests have been analyzed and comparative research has been promoted, without getting a unanimous agreement.

This papers aims to collaborate with new data to this debate. Thus, our main purpose is to develop a comparative analysis of the news media treatment of two Spanish social movements: the 15-M movement (or Indignados movement) and the Platform of People Affected by Mortgages (Plataforma de Afectados por la Hipoteca). The media portrayal of the 15-M has been the subject of several studies. However, the comparative approach has been quite absent, despite its potential to offer relevant information about the factors that may influence the media treatment of social movements and the possibilities of getting a more positive coverage. From this comparative perspective, a mainly quantitative content analysis has been applied on a sample of news about the 15-M and the PAH published in the digital editions of five of the most popular Spanish mass media.

The results question the main premises of the protest paradigm, given the mostly positive or neutral treatment received by both movements. Both the PAH and the 15-M take advantage of the structures of opportunities that open with the financial crisis of 2008. However, the journalistic coverage of the PAH is significantly more favorable compared to the 15-M, which is derived from the PAH's combination of both disruptive (to attract the media) and institutional (to get positive treatment) tactics. This combination is reinforced through the PAH's strategy of communication.

Id: 22461

Title: Selective Avoidance and Disconnection on Social Media During Political Turmoil: A Study of the 2018 Catalan Crisis

Session Type: Individual submission

Authors:

Name: Manuel Goyanes

Email: mgoyanes (at) hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Laura de Grado

Email: 100332341 (at) alumnos.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Marko Skoric

Email: mskoric (at) cityu.edu.hk

Country: HK (Hong Kong)

Affiliation: City University of Hong Kong

Abstract: This study examines the role played by social media during the political crisis triggered by the Catalan Referendum of Independence held on October 1st, 2018. The referendum was denounced by the Spanish government which swiftly deployed judicial and police resources to quell the rebellion and re-establish the Spanish legal order in Catalonia. Many Catalan citizens, led by the independentist parties, took the streets to protest the government's moves against independence. The protests were extensively covered in both national and international news media and caused a flurry of activity in the social media sphere. Our study seeks to shed more light on Catalan citizens' engagement on social media, testing the assumption that these platforms provide robust public forums for political expression, discussion and deliberation during the times of political turmoil. More specifically, we examine what citizens did not do on social media, who they avoided and/or unfriended, as well as the implications of such social media behaviors for political polarization in Spain.

Our findings, based on 45 interviews with Catalan citizens, show that despite strong political partisanship, Catalans show marginal inclinations to discuss political issues online and consequently develop what we term a teflonic social media behavior. This form of self-presentation strategy on social media may involve self-censorship, segmentation of content by platform, and selective avoidance of topics for discussion (Pitcan, Marwick, & boyd, 2018). By implementing these personal tactics, they avoid commenting and sharing political information about the Catalan conflict, due to inappropriateness, sterility, or tediousness. As for political polarization, it is articulated through reciprocal discourses of alterity, "us" against "them" (i.e. independentist vs. unionist) by which Catalan citizens legitimate or challenge the narrative of the independentist process ("El Procés"). Political discussions on social media are mainly triggered by obvious lies or fake news that both sides of the political spectrum understand should be challenged or countered based on their own opinions or real-life experiences. Our participants report that despite that the fact

that the independence movement has undeniably heightened social and political conflict, the unfriend button on social media was only used when specific norms of uncivility were breached (see Schwarz & Shani, 2016, for similar findings in Israel). Verbal aggression, calls for violence, and blind insistence on certain issues (repeatedly expressed) were the typical triggers for tie dissolution on social media, rather than the mere exposure to dissonant views and opinions. We argue that the perceptions of the dramatic social consequences of the independence process reported by national media are challenged by individual narratives of Catalans, in a context where the independentist bubble is losing breath due to its media and social ubiquity.

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Id: 22697

Title: Tweeting to Influence Policy or Populism? A comparative analysis of France, Portugal and Spain

Session Type: Individual submission

Authors:

Name: Susana Salgado

Email: susanapsalgado (at) gmail.com

Country: PT (Portugal)

Affiliation: Universidade de Lisboa, Instituto de Ciências Sociais

Abstract: This paper presents the results of an analysis intended to assess whether different types of actors (e.g., politicians, political parties, journalists, pundits, interest groups, citizens) in France, Portugal and Spain are using Twitter to discuss and influence policy. The main RQ is as follows: Is Twitter just a means for spreading populism, or it is also being used to influence policy direction and policy decision-making in a substantive manner?

The paper addresses specifically the character and tone of online political speech and debate, and indirectly the risks of polarization in political discussions that may result from online discussions. It investigates whether online political discussions on issues and policy are strengthening new forms of democratic participation and citizen engagement, or if they are on the contrary polarising positions and disseminating populist agendas and approaches to problems (e.g. over-simplification of issues, etc.).

The rationale behind the choice of these three countries signals the intention of studying cases with different types of populist politicians and political parties, which have also different levels of electoral success. This allows examining whether the electoral success of populist political actors impacts on the characteristics of online messages on issues.

The methodological approach is based on content analysis (human and automated) of tweets. The analysis looks for patterns in the prevalence of references, discussions, and proposals of policy in tweets, as well as the prevalence of populism and antagonism. It classifies the tone of messages and investigates specific expressions of antagonism, hate and insult; and analyses populist rhetoric through specific elements that have been linked to populism in extant literature, such as: reference to ‘the people’ and/or expression of closeness and belonging to the people; anti-elitism (addressed to any type of elite); anti-system and anti-establishment; division between “us and them”; other expressions of dichotomous views (e.g., good vs. bad, right vs. wrong; evil vs. pure, etc.); blame frame; and other expressions of blame shifting and scapegoating.

This paper is part of ongoing research included in research project ‘Politics, Policy and Populism in the New Media’ funded by the Portuguese Foundation for Science and Technology - FCT (2015-2020; Reference: IF/01451/2014/CP1239/CT0004).

Id: 22767

Title: The Construction of Charisma and Populist Appeal: Modi and Xi Jinping in Comparative Analysis

Session Type: Individual submission

Authors:

Name: Swati Maheshwari

Email: swati.maheshwari (at) gmail.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Wai Han Lo

Email: janetlo85 (at) gmail.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Political scientists conceptualize populist politics as a political strategy whereby a leader claims to be the people's sole true representative reaching voters directly bypassing established intermediary organizations (Wayland 1999, 381) and as such, the populist actor him/herself becomes the crucial element (Ernst, Engesser, Buchel, Blassnig, Esser, 2017). Not surprisingly, one of the key constitutive elements of populist movements is a focus on a charismatic, often, narcissistic and intolerant party "leadership" (van Kessel, 2011; Wayland, 1999; Heinich 2008; Linden, 2008). Political scientists define charisma as a distinct type of legitimate leadership that is personal and aims at the radical transformation of an established institutional order (Pappas, 2011). While the construction of charisma has been a subject of analysis in political communication, salience of the media's role in manufacturing charisma, particularly, in this age of "mediatized populisms" (Chakravartty and Roy, 2017) has been underexplored.

This paper illuminates the similarities and differences in the use of media to construct a personal appeal by the leaders of the world's two most populous countries - India and China – across different political systems. Both Chinese President Xi Jinping and Indian Prime Minister Modi have carefully crafted and drawn on personal appeal to consolidate their hold over authority. Xi Jinping has been described as China's first populist president (Babones, 2017) as he has projected himself as both as the affable "Xi Dada" unleashing the popular anti-corruption crackdown while burnishing his strongman credentials through the "rule of fear". (Chang and Ren, 2017). The incumbent leader, Modi's historic parliamentary majority was ascribed to his charismatic personality. The Modi's "charismatic" leadership is attributed to have fashioned a new hegemonic bloc by reconstituting the voting public pulling together contradictory strands of tradition and modernity, capitalists and the working class, upper and lower castes, rewriting electoral success (Sinha, 2017; Chakravartty and Roy, 2017).

Both the states have significantly differing political systems but their political leaders bear a striking similarity in their embrace of digital technologies at the heart of propaganda, public opinion and social control work (Creemers, 2016). A discourse analysis of Modi's Twitter account and the nearest Chinese equivalent, a public Weibo account of People's Daily about Xi, titled Xue Xi Wei Pi Tai will be undertaken over a six month period preceding their elections to examine the manufacture of charismatic appeal and personal image and the constitutive elements of it. The

research seeks to examine and outline strategies adopted by populist leaders like Modi and Xi Jinping, who have always exerted tight control over media coverage of themselves (Ohm, 2015), used to manufacture political charisma adopting the Weberian idea of it being socially and politically constructed (Keller, 1999).

Given the inextricable link between charisma and populism, analyzing the process by which political charisma is constructed is crucial to our understanding of the mechanisms of populist politics (Gurov and Zankina, 2013) and its implications for deepening authoritarianism across political systems.

Id: 22846

Title: Government, Journalism and Hostile Media: The Press Seen Through Donald Trump's Twitter account

Session Type: Individual submission

Authors:

Name: Giulia Sbaraini Fontes

Email: giuliasfontes (at) gmail.com

Country: BR (Brazil)

Affiliation: PhD candidate in Political Science at Federal University of Paraná, Brazil

Name: Paulo Ferracioli

Email: ferracioli.paulo (at) gmail.com

Country: BR (Brazil)

Affiliation: PhD candidate in Political Science at Federal University of Paraná, Brazil

Abstract: In addition to the emergence of new communication tools and suffering from public mistrust, Western Journalism has faced another challenge in the recent past: explicit opposition by members of the political elite. This is not a new phenomenon. It is well known that authoritarian and populist leaders seek to consolidate themselves in power by marginalizing important actors for democracy - such as the communication companies (Levinitsky and Ziblatt, 2017). Literature in the area of Political Science (Inglehart and Norris, 2016) points out that one of the representatives of this type of behavior is US President Donald Trump, who has already pronounced statements saying that "80% of the media" is enemy of the American citizens (Patterson, 2017) and has harassed reporters from companies with which he does not sympathize as well. In this context, Trump's use of his accounts on social networks, especially on Twitter (BOSSETTA, 2018), is an essential tool for him to disseminate his views among voters - often performing attacks on media outlets such as CNN and The New York Times, classifying their content as fake news. It is, therefore, the crystallization of the hostile media phenomenon by a political agent, in the manner described by Mattes, Maurer and Arendt (2017). In this context, this paper intends to deepen the understanding of the relationship between populist leaders and media companies, as well as the hostile media phenomenon in the case of political agents, focusing on Trump's attacks towards US media. To do so, the research does a Content Analysis (Bauer, 2002; Krippendorff, 2004) of the tweets published by the president during the 2016 election campaign and his first two years at the office (2017 and 2018). The study will allow the development of a typology of attacks, identifying 1) how much they represent in comparison to Trump's total posts on Twitter; 2) which are the most attacked companies; 3) which themes are the most recurrent in this type of post; and 4) what arguments the president uses to disqualify journalistic content that bothers him. As this is an exploratory research, the study does not offer a working hypothesis, but it seeks to contribute to the literature of the area by providing a typification of the attacks and giving more details about the case under analysis. The current stage of the research is the data collection, with forecast of a finished paper by April 2019.

Keywords: Donald Trump; Twitter; populism; hostile media.

Id: 22907

Title: The post-truth in the conversation of Spanish-speaking public space. An analysis of #Posverdad on Twitter

Session Type: Individual submission

Authors:

Name: José Luis Terrón Blanco

Email: Joseluis.terron (at) uab.cat

Country: ES (Spain)

Affiliation: Universidad Autónoma de Barcelona

Name: Luisa Martínez-García

Email: luisa.martinez (at) uab.cat

Country: ES (Spain)

Affiliation: Universidad Autónoma de Barcelona

Abstract: The public sphere of Habermas (1962) has been collapsed by Internet and social networks. We went from a mediatized public reality to a public reality altered by Internet users and the new technologies. To a reality in which the bots are the new producers of social referents and in which the prosumers have a symbolic interference. This incorporation enhances, among other things, the dissociation between the affirmations and the facts. The cognitive bias currently covers the post-truth understood as "a form of ideological supremacy, whereby its practitioners are trying to compel someone to believe in something whether there is good evidence for it or not. And this is a recipe for political domination" (McIntyre, Lee, 2018: 13). The US presidential election of 2016 and the Brexit catapulted into the public sphere the discussion of post-truth, fakenews and "alternative facts" (or lies).

The objective of this research is to analyze Twitter as a conversation tool for peripheral public spaces. Specifically, we will analyze what and how Twitter is spoken about post-truth and what concepts and themes are associated. There are numerous studies that reveal the inextricable relationship between post-truth, political communication, political parties and elections (Gross, 2017, Rose, 2017, Ott, 2017, Sismondo, 2017, Tsipursky, 2017) from an Anglo-Saxon point of view. But little do we know what happens with this concept in the Spanish-speaking public space. The object of analysis is the hashtag #Posverdad used in Twitter from November 1, 2018 to February 7, 2019. In total we analyzed 753 tweets using the methodology Social Network Analysis (SNA) with Phyton. Basically, we have focused on the measurement of centrality, density and clustering coefficient.

The results of SNA of #Posverdad on Twitter reveal that this is directly related to the concept of Fakenews (in English) and to pedagogy; to a lesser extent, but equally important, with technology and creativity. Although timidly the debate on post-truth and the American president Donald Trump leaked into the discussion in the peripheral Spanish-speaking public space. The geographical areas from where it is supposedly discussed about post-truth is mostly Spain, in second and third place Argentina and Mexico. Other countries with significant results are Colombia, Chile and Peru.

One of the limitations of our research is to analyze Twitter as a public space due to the difficulties to verify the identity of profiles and duplicity among other things. But nevertheless, our analysis provides knowledge on the use of digital tools as dynamizes of peripheral public spaces of conversation and specifically on how the Spanish-speaking community does not directly relate #Posverdad to the political sphere. Instead, in some way, it appeals to literacy to fight with this new form of political domination and cognitive dissociation.

Id: 22930

Title: Comunicación política y valor público: Una propuesta para evaluar las acciones gubernamentales de Participación Ciudadana y Transparencia

Session Type: Individual submission

Authors:

Name: Mariana Herrera Capriz

Email: marianah (at) ucm.es

Country: ES (Spain)

Affiliation: PhD student, Facultad de Ciencias de la Información, Universidad Complutense de Madrid

Abstract: En septiembre de 2011, la Asamblea General de la ONU, aprobó la Declaración para un Gobierno Abierto para desarrollar iniciativas que promuevan la transparencia sobre las actividades gubernamentales, empoderen a los ciudadanos y fomenten la participación mediante las nuevas tecnologías.

Sin embargo, años después de la firma de este acuerdo, se puede afirmar en conclusión común con la literatura, que los gobiernos no están aprovechando al máximo la tecnología y las posibilidades de interacción que ésta brinda para alcanzar la llamada “gobernanza colaborativa”, en la que la sociedad actúa mediante la “sabiduría colectiva” (Calderón y Lorenzo 2010, Cruz 2015; Ramírez-Alujas, 2011; Canel, 2018)

Este paper analiza la capacidad que tienen las acciones gubernamentales de empoderar a la sociedad con sus prácticas de transparencia y gobierno abierto desde la corriente de estudios llamada Valor Público. Perspectiva que ha sido sugerida para evaluar la capacidad de las administraciones públicas para orientar su desarrollo tecnológico a los objetivos de participación y colaboración (Criado y Rojas, 2013: 23; OECD, 2010; Mergel, 2012; Harrison et al., 2012). Pero es todavía muy escasa la investigación que elabora y aplica marcos de evaluación de valor público a acciones gubernamentales específicas en este campo.

La creación de valor público implica colaborar con los públicos; para que esto suceda, las organizaciones públicas han de otorgar a la sociedad espacio en la gestión pública. La comunicación puede actuar ayudando a los gobiernos a escuchar, a contemplar la experiencia de la sociedad, y a brindar capacidad de participación (Moore, 2013; Concha y Naser, 2011, Canel, 2018).

Esta investigación se apoya en una investigación previa que manifiesta que las fórmulas de evaluación de la transparencia que se suelen aplicar a los gobiernos municipales no llegan a captar algunos aspectos que caracterizan al valor público. La investigación analiza 15 Ayuntamientos de la Comunidad de Madrid, y plasma que hay ayuntamientos que poseen información vasta y valiosa, pero no la proporcionan en condiciones para que sea entendida por los públicos; y hay ayuntamientos que proporcionan la información completa exigida, pero sus ciudadanos no participan activamente de la información (Herrera, 2018).

A partir del modelo creado por (Harrison et al., 2012) que identifica mecanismos en dónde acciones como la transparencia, colaboración y participación no son fines en sí sino medios para lograr construir Valor Público; este paper explora la relación para evaluar las variables que contemplan la comunicación de la Transparencia (Usabilidad/Funcionalidad, Comprensión, Veracidad/Actualización, Localización/Filtrado, Estructura/Visualización e Integración, (Herrera, 2018; Martínez, 2015, Sandoval y Gil-García, 2009) y los indicadores de impacto de acción gubernamental que sugieren Harrison et al. (2012) en su modelo para el análisis del valor público que generan las acciones gubernamentales en red de transparencia y participación.

Con apoyo en datos de gobiernos municipales, el paper sugiere qué es lo que hace que unas prácticas gubernamentales de transparencia y gobierno abierto logren que la sociedad se empodere, participe y se involucre; y sugiere un modelo de evaluación que tiene como fin último generar valor público para todos los sectores involucrados.

Id: 22953

Title: Migration in an electoral context: the case of Italian media discourse in the 2018 parliamentary campaign

Session Type: Individual submission

Authors:

Name: Catalina Meirosu

Email: meirosucatalina (at) gmail.com

Country: RO (Romania)

Affiliation: University of Bucharest

Abstract: In Italy, the discourse on migrants has increased in the context of the Italian parliamentary elections in March 2018 when the electoral programmes of the anti-system parties were focused especially on stopping migratory flows. During the electoral campaign, the populist public discourse of the North League and Five Star Movement parties has been characterized by a solid anti-migratory rhetoric that increased the distinction between ‘we’ and ‘them’ (Antonsich, 2015) through slogans such as “Italians first”, “Stop the Invasion”. In this paper we analyse how media -through diverse positioning, including those of politicians- situates migration and especially labour (intra-EU) migration in an electoral context. Hence, the research focuses on specific ways in which media re-brought some key topics related to migration in the electoral context which had been previously covered by the Italian press. Considering these premises, the research answers two related research questions: "What types of representations of migrants (in particular of Romanian migrants) are built in the Italian press, taking into account the context of Italian elections?" and "To what extent, by representing migrants, the media makes use of a public memory that include sensitive topics about migrants and labour migration (past representations and contexts) to build claims and types of responsibilities? By relying on these research questions, our claim is that the election context could be understood as a site of discursive struggles in which public issues (such as migration) are reframed by various public actors (especially by politicians and media) and thus, instrumentalized. Therefore, the 2018 parliamentary elections represent a key context of public debate on migration which should be seen within the broader Italian media dynamics. Based on an interdisciplinary analytical framework that links transnationalism (Portes et al., 1999; Boccagni, 2012) and media and migration studies (Balabanova, Balch, 2010, Belmonte et al., 2012), this paper focuses on opinion articles from two Italian daily general-interest newspapers: La Repubblica (centre-left political stance) and Il Giornale (one of the most popular among the right-wing national newspapers). A multi-method research design is developed, covering the month of February 2018 when the debate on elections has begun to get even more intense. In this period, the public discourse culminated with the attack of the former League candidate Luca Traini on migrants that brought back to public attention the increasingly xenophobic and anti-migratory rhetoric. In this regard, content analysis is used, on the one hand, to identify the extent to which the migration and more precisely labour migration is a topic of debate in the Italian press during the electoral campaign of 2018 and, on the other hand, what type of migration is covered by the Italian press (labour migration, refugee crisis etc). Complementary, tools from Critical Discourse Analysis (Fairclough, 2003; Wodak, 2010) is used to highlight media discursive practices of representing migrants especially in terms of building forms of engagement through normative statements and moral assessments (Beciu et al., 2018), inclusion/exclusion and prevailing ways of being and acting.

Key words: Italian elections, labour migration, media discourse, media representation, public debate, transnationalism.

Id: 23054

Title: Clasificación de sentimientos en Twitter desde la noción de cultura política: una revisión discursiva en el escenario electoral de Colombia

Session Type: Individual submission

Authors:

Name: Ysabel Briceño Romero

Email: ybriceno (at) unab.edu.co

Country: CO (Colombia)

Affiliation: Universidad Autónoma de Bucaramanga

Name: Liliana Calderón-Benavides

Email: mcalderon (at) unab.edu.co

Country: CO (Colombia)

Affiliation: Universidad Autónoma de Bucaramanga

Name: Miguel Eugenio Jurado-García

Email: mjurado850 (at) unab.edu.co

Country: CO (Colombia)

Affiliation: Universidad Autónoma de Bucaramanga

Abstract: En la ponencia se comunicarán los primeros avances conceptuales y metodológicos de una propuesta de clasificación de sentimientos en contenidos derivados de Twitter, desde la noción de cultura política como una expresión de la opinión pública asociada a actores, estructuras y procesos del sistema democrático. La investigación está centrada en el desarrollo y reflexión de rutas posibles para el reconocimiento discursivo de contenidos derivados de los hashtags o etiquetas Twitter, como unidades temáticas controladas.

Con la incorporación de la noción “cultura política” a la clasificación discursiva en redes sociales proponemos una adaptación de conceptos aplicados en encuestas de opinión pública en América Latina sobre el apoyo político o la desafección política del ciudadano.

La investigación transita por la aplicación y verificación de técnicas para la clasificación de sentimientos, centrada en los usuarios de Twitter como emisores de contenido, hasta la anotación manual y entrenamiento de un modelo de clasificación de mensajes originados en un contexto de campaña electoral presidencial. En esta experiencia se han documentado fases de reflexión y sistematización de ideas para fortalecer el aparato conceptual que la ha ocupado, así como también el desarrollo de un protocolo metodológico. Proponemos un enfoque interdisciplinario que sea enriquecido con criterios de revisión del discurso y la pragmática del lenguaje, adaptando categorías relacionadas con cultura política, más allá de las opciones incorporadas desde el área de procesamiento de lenguaje natural para la clasificación automática de sentimientos en el ámbito de lo positivo, negativo o neutral en el discurso.

Los contenidos derivados de la red social Twitter fueron descargados en el contexto del proceso de elecciones presidenciales del año 2018 en Colombia. El dataset obtenido consta de los contenidos

encerrados temáticamente en cinco etiquetas o hashtags originados en Twitter por los debates presidenciales, promovidos por empresas mediáticas, universidades y organizaciones empresariales, y transmitidos en momentos diferentes durante la primera vuelta de estas elecciones, por canales diversos, tradicionales y emergentes (televisión comercial, Youtube, y streaming por redes académicas). El total de tuits susceptibles al análisis fue de 6241.

Para el desarrollo de este trabajo se propuso realizar una clasificación discursiva desde cinco categorías adaptadas, en la llamada entidad o centro del mensaje: cultura Colombia, ejercicio democrático, instituciones democráticas, actores políticos, e ideología, a cuya anotación se les cruzó la valoración del sentimiento (negativo, positivo o neutro). Un subconjunto de los tuits descargados originalmente fue clasificado por un equipo de clasificadores, quienes dado un tuit, asignaron un valor a cada categoría propuesta. En este momento los resultados están siendo procesados para detectar grados de coincidencia en la anotación, entre los grupos de clasificadores, desde metodologías ya trabajadas en experiencias de clasificación de sentimientos.

Como contribución, consideramos que al reconocer los flujos y tendencias discursivas que emergen en las conversaciones de Twitter en temas nacionales con impacto social significativo, podría aportarse en la identificación de un capital social en la nueva conformación de opinión pública en entornos digitales, en medio de escenarios trascendentales para América Latina. La interpretación centrada en unidades temáticas de Twitter, expresadas en hashtags, nos propone la continuación de una línea recientemente abierta en la revisión de la opinión pública en esta red social.

Id: 23086

Title: Political communication for empowering citizens: The role of citizen engagement on growth. A comparative analysis of 14 Northern and Southern European countries

Session Type: Individual submission

Authors:

Name: Paloma Piqueiras Conlledo

Email: ppiqueiras (at) ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: María José Canel Crespo

Email: mjcanel (at) ucm.es

Country: ES (Spain)

Affiliation: Complutense University of Madrid

Name: Vilma Luoma-aho

Email: vilma.luoma-aho (at) jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Abstract: Many countries are facing a number of socio-economic challenges and social risks, particularly in a period of public sector austerity. At the same time, public managers are increasingly involved in collaborative relationships with citizens to design, implement and evaluate public services. In this sense, scholars have extolled the virtues of public deliberation as a fundamental component of a responsible and responsive democracy (Carpini et al., 2004; Carpini, 2009; Dahlgren, 2005). Literature documents the positive outcomes of public participation arising from the direct involvement of citizens (Adams and Hess 2001; Head, 2008; Yang & Pandey 2011; Barrett y Brunton-Smith, 2014; Brandsen y Honingh, 2015). In fact, a "committed citizen" has been defined as that who participates in public activities (Adler and Goggin, 2005; Ekman y Amna, 2012; Kahne et al., 2012, among others).

However, so far few studies have been able to measure the benefits that a participatory society has for the economy of a country. This paper aims to assess the impact that citizen engagement has on tangible growth and provides suggestions to improve public sector communication with citizens. Building on theory of intangible assets as applied to the public sector (Canel & Luoma-aho, 2015, 2018), this paper explores the relationship between engagement—conceptualized as an intangible asset built through communication—and tangible growth (wealth), and it uses international comparisons (Northern European countries are compared to Southern ones, 14 countries on the whole) to examine the global impact of engaged citizens.

The methodology entailed the following steps: 1) Variables that may express Citizen Engagement were identified. Apart from literature review, two sets of data were analyzed. Firstly, data from the World Bank were used for valuable indicators on economic growth at the macro level of countries. Secondly, data from the European Social Survey and Eurobarometer were used to elaborate indicators of intangible assets based on citizens attitudes and behaviours; 2) Factor analyses were conducted to examine whether there are components that explain Citizen Engagement; 3) A linear

regression model was built to compute how different factors of Citizen Engagement shape economic growth (Gross Domestic Product [GDP] per capita is the dependent variable). Data from 14 countries was used.

Present research: 1) Shows that political engagement behaves different from public engagement; 2) Shows a positive and direct relation between the intangible asset Citizen Engagement and tangible wealth; 3) Suggests a regression model that allows for exploring causal relationships as also for predictions, and so it will assist in the elaboration of governmental public policies of citizen participation; 4) provides comparative data on citizen engagement and its influence on growth from 14 Northern and Southern European countries.

Based on findings, this paper determines the relevance of citizen participation and provides suggestions to improve public sector communication with citizens.

Id: 23133

Title: Encouraging Myself: Expression Effects and Political Efficacy

Session Type: Individual submission

Authors:

Name: Meyer Levy

Email: mlevy3 (at) nd.edu

Country: US (United States)

Affiliation: University of Notre Dame

Abstract: Online discussion has revolutionized the means by which individuals communicate and discuss politics. Nowadays, the political conversation has largely moved to online discussion forums and video hosting websites. This fact is so plain as to have produced massive censorship and manipulation efforts by states around the world. However, the mechanisms underlying this revolution are still unclear. Although a number of studies have examined the effects of online discussion on the political behavior and orientation of individuals, they have done so from within a relatively narrow theoretical perspective.. From the mainstream view, media effects are one-directional; only the recipient can be influenced by some communication (Pingree, 2007; Shah, 2016). However, it is likely that not just the recipient, but also the sender of the message themselves, are affected by political communication (Pingree, 2007).

This paper intends to explore this possibility by analyzing the impact of sender effect upon feelings of political efficacy. In order to do so, I use data drawn from a survey administered to users of Reddit, a popular discussion forum which covers a variety of interests ranging from sports to local and national politics. In exchange for a chance to win a raffle prize, survey respondents are encouraged to provide their usernames, which are then used to collect their posting history.

In order to estimate the effect of political posting on one's sense of political efficacy, I intend to use propensity score matching to compare "treated" respondents to "untreated" respondents. In this case, the treated group will be respondents who completed the survey after posting, and the untreated respondents will be those who completed the survey prior to posting. In order to control for differences between these two groups, I plan to match respondents based on behavior such as average number of posts a day and average post length as well as demographic factors such as age, education, and income. I will then compare treated and untreated respondents in terms of their overall sense of political efficacy, as reported in their survey responses.

This methodological approach has a number of advantages. First, and most importantly, the unprompted posting history of individual respondents provides for an estimate of the relationship between posting and attitudes that can be generalized beyond this study in particular. Second, the means of data collection --- surveys combined with data scraping --- produces a more holistic picture of both the individual and their behavior, allowing for better statistical controls and thus theoretically appropriate comparisons.

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Id: 23142

Title: Mainstream media coverage of the far-right: A Comparative Analysis of News Coverage in Italy and the UK

Session Type: Individual submission

Authors:

Name: Cinzia Padovani

Email: padovani (at) siu.edu

Country: GB (United Kingdom)

Affiliation: University of Loughborough

Abstract: This paper contributes to the ongoing discussion on far-right populisms by focusing on “mainstream” media coverage of a selection of far-right groups and social movements in Italy and in the UK, both established democracies but with different journalistic traditions and histories of far-right politics. This research adds to the existing literature in three ways: 1) by focusing on “mainstream” media coverage longitudinally, thus paying attention to variations and continuities of coverage over time; 2) by adopting a comparative dimension, comparing and contrasting two different media systems; 3) by focusing on coverage of small groups and movements, rather than the traditional attention to parties and electoral politics.

Theoretical Framework and Literature Review:

The literature on far-right populism has been dominated by the concept of “mediated populism” (Mazzoleni 2008), according to which hyper-commercialized media systems have been necessary conditions for the contemporary rise of far-right populisms. The concept of “mediated populism” is highly connected to that of “mediatisation of politics”, a process through which political communication has become progressively defined by “media logics”, with an emphasis on the personalization of political communication (Mazzoleni, 2015).

The theory of “mediatisation” has been revised and critiqued in various further studies. For instance, in their analysis of British news coverage of the United Kingdom Independence Party (UKIP), Deacon and Wring (2016) have found little evidence that mediatisation, and in particular, “media logic”, have played to the advantage of this particular party and concluded that the increase in attention to UKIP, since the mid 2010s, was mostly due to “the ‘political logic’ of [the party’s] continued electoral advances, changes in communication policy, and a reorientation in the public relations strategies of the party and its opponents” (169).

My research adds to this body of literature by focusing on coverage of movements and groups, thus contributing to a better understanding of what happens at the fringe of political reporting.

Research Questions:

- How have mainstream news media covered far-right social movements historically in the two countries?

- Are there differences in coverage due to media organizations' political and ideological leaning? If so, what are those and how have they changed over time?
- Are there different patterns of coverage in the two national contexts? What are they (if any)?

Methodology:

Content analysis as well as textual analysis of a selection of news sources

Conclusions:

This paper discusses the results of an analysis of news sources with comparative and longitudinal lenses. The intent is to highlight patterns and changes over time in order to better understand the role of mainstream media in the rise of far-right politics in the two countries.

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Id: 23154

Title: Viejos, nuevos medios y Democracia 2.0

Session Type: Panel Submission

Authors:

Name: Michael Hoechsmann

Email: mhoechsm (at) lakeheadu.ca

Country: CA (Canada)

Affiliation: Universidad de Lakehead, Ontario

Abstract: La Democracia 2.0 plantea subrepticamente complejas preguntas relacionadas con la dinámica de la construcción social del conocimiento, conectadas con la necesidad epistemológica de una (re)consideración amplia, profunda, deliberativa y dialéctica del mismo concepto de democracia. La Democracia 2.0 cuestiona las epistemologías normativas, abre un camino hacia una pluralidad de formas (alternativas) de conocimiento, y genera construcciones sociales divergentes, incluyendo aquellas que facilitan la participación ciudadana en relación con las diversas plataformas e intersecciones que enmarcan los medios sociales y las redes.

Los medios 2.0 nos conectan a espacios que se entrelazan en un número casi interminable de nodos sociales. En conjunto, estas estructuras materiales y redes virtuales constituyen una nueva modernidad (una nueva estructuración de las concepciones del mundo) que está respaldada por una nueva racionalidad, esencialmente mediatizada y comunicacional. Esta transformación nos lleva desde la noción social del «vivir juntos» al hecho de «comunicarnos juntos». En esencia, estamos mutando desde la existencia humana del homo sapiens (el ser humano que sabe) a un homo communicare (el ser humano que se comunica). La razón ya no tiene el mando (es el declive del cogito ergo sum de Descartes) y de forma creciente, la comunicación (communico ergo sum) es lo que cuenta. Ser es comunicarse; tener es comunicarse; hacer es comunicarse; hablar es comunicarse.

Con tantos creadores mediáticos empoderados en acción, pero pocos anclajes epistemológicos compartidos, todavía estamos deliberando sobre si los medios 2.0 mejorarán nuestras vidas democráticas. No obstante, algo está sucediendo a nivel mundial: la gente en general, y los jóvenes en particular, parecen estar rechazando la democracia normativa y representativa, y los gobiernos reaccionarios están empujando a la población a las calles y a generar movimientos activistas en las redes sociales y fuera de ellas. Occupy Wall Street, los movimientos ecologistas, los movimientos por la paz, los movimientos antirracistas, las acciones contra la pobreza y muchos otros proyectos similares están vivos, aunque las fuerzas hegemónicas desean hacerlos parecer facciones aisladas y trivializables.

Las redes sociales pueden tener un impacto beneficioso en la movilización de estas fuerzas contrahegemónicas.

Pero a la vez, también tienen el potencial de desatar una visión reaccionaria del mundo, como observamos en el regreso de los discursos abiertamente racistas y sexistas en Norteamérica y en otros lugares, incluido el resurgimiento de un movimiento neonazi en Estados Unidos que está apoyado por grandes medios tradicionales y alimentado por la gran cámara de eco que ofrecen las

redes sociales. Movimientos reaccionarios, racistas y excesivamente violentos que vilipendian al «otro» han sido movilizados y nutridos con discursos unidimensionales que circulan en Twitter y en una miríada de redes/plataformas de intercambio y organización. La funcionalidad de las redes permite un diálogo interminable con aquellos que uno nunca imaginaría que existen, interacciones que pueden ser una poderosa fuerza democratizadora tanto como un factor potencialmente debilitante.

Id: 23170

Title: Reporting from the Whites of their Eyes: How Whiteness as Neoliberalism Promotes Racism in the News Coverage of "All Lives Matter"

Session Type: Individual submission

Authors:

Name: sang kil

Email: sang.kil (at) sjsu.edu

Country: US (United States)

Affiliation: san jose state university

Abstract: This study evaluates how “all lives matter” (ALM) advances whiteness in the news. Critical race theory’s critique of liberalism’s embrace of race neutral racism is applied to journalistic practice of objectivity. Racialized reporting is considered “fair” through the race neutral journalistic practice of objectivity that mystifies the Whiteness of the news industry. Neoliberalism, a project of liberalism, creates structural racism that impacts society and the newsroom, where regulatory changes help to vertically integrate the media market. This media oligarchy threatens democratic principles, distorts racial reality, and advances Whiteness and its supremacy. I use Critical Discourse Analysis to examine the ALM slogan as a referential strategy that relates to other “lives matter” groups in terms of a dichotomous in-group (implicit) and out-group (explicit) relationship in the New York Times, Washington Post, Chicago Tribune, and the Los Angeles Times to illustrate the subtle and not so subtle ways that White supremacy appears unchallenged in mainstream news media reporting. ALM’s three discursive strategies in relation are: 1) co-optation of Black social justice work, 2) fear of Black Power or “blue”/police power, and 3) ALM=White Power. First, the news coverage treats ALM and “black lives matter” (BLM) as interchangeable slogans and overlooks the race consciousness of juxtaposing ALM and BLM by the color-conscious protestors, thereby communicating the co-optation of BLM’s intellectual justice work by ALM that further marginalizes Black by insisting that all lives are and treated equal. Second, the dangerous conflation of ALM, BLM and “police lives matter” (PLM) shows how these three groups are initially treated equally by the news, until they are not, resulting in the diminishment of BLM and its political purpose, where PLM undermines BLM’s efforts to publicly expose the historic and enduring link between whiteness and law enforcement. Third, ALM implicitly means “white lives matter” (WLM) that stands for white supremacy or helps to legitimate WLM. ALM here implicitly means WLM, given the Jim Crow/apartheid optics of Trump’s white men supporters chanting ALM while criminally attacking and choking a Black man at a presidential campaign rally. In addition, the news communicated uncritically and broadly that WLM is not racist, when in actuality, WLM is a hate group tracked by the Southern Poverty Law Center who monitors and litigates against hate groups. Theoretical significance reflects that Whiteness as neoliberalism owns all, is all, and flattens all differences. Recommendations for resistance is color-conscious, intersectional journalism.

Id: 23384

Title: Participación política y movilizaciones juveniles en México en el escenario posterior al #YoSoy132

Session Type: Individual submission

Authors:

Name: Maricela Portillo

Email: maricela.portillo (at) ibero.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana

Abstract: En este trabajo presentamos los resultados de una investigación más amplia que analiza la repercusión que el movimiento #YoSoy132 tuvo entre los jóvenes mexicanos que han sido marcados generacionalmente, ya sea porque tuvieron su primera experiencia de participación política en ese momento (Primavera de 2012) o porque se fueron involucrando posteriormente en las distintas movilizaciones que se dieron en México en los siguientes años. Modonessi (2017) caracteriza al periodo entre 2012 y 2014 en México, como un ciclo de movilización juvenil y estudiantil que fue sedimentándose a nivel experiencial en una camada de activistas y militantes y dio luz a formas específicas de politización generacional. Las derivas de este movimiento formarían parte de un mismo proceso sociopolítico (González Contreras, 2017). El recorrido que estos jóvenes activistas han seguido durante este ciclo de movilizaciones que inició en 2012 nos permite afirmar que el #YoSoy132 tuvo un fuerte impacto generacional en términos de la cultura política juvenil mexicana (Portillo, 2015, 2018). Compartimos la perspectiva teórica de Reguillo (2017) sobre la incomodidad interpretativa que más que definiciones de las expresiones políticas juveniles intenta avanzar en su comprensión. Así pues en este trabajo, nos cuestionamos específicamente por 1) las acciones colectivas juveniles posteriores al #YoSoy132 y 2) la articulación con las formas de participación política de los miembros más jóvenes de esta generación. Asumimos que “las generaciones no son estructuras compactas, sino sólo referentes simbólicos que identifican vagamente a los agentes socializados en unas mismas coordenadas temporales” (Portillo, et. al., 2012). Así pues, nuestro estudio incorporó un diseño metodológico cualitativo que nos permitió adentrarnos en la dimensión subjetiva de los sujetos (Orozco y González, 2011). Para ello, se llevaron a cabo 20 entrevistas a profundidad con jóvenes mexicanos que participaron en diversas acciones colectivas ocurridas durante 2015-2017 para explorar la conexión generacional (Mannheim, 1993) en relación al ciclo de movilizaciones juveniles previas (2012- 2014). Asimismo realizamos 240 entrevistas semiestructuradas durante los meses abril-mayo de 2018 entre jóvenes de entre 18 y 24 años en la Ciudad de México para identificar interés por la política expresado en sus temas de interés, conversaciones y formas de participación. Los resultados confirman nuestra hipótesis respecto de una reconfiguración de las formas de organización y participación de esta generación de jóvenes mexicanos que ocurre a partir del movimiento #YoSoy132 y que apuesta por nuevas formas de nombrar, ejercer y relacionarse con la política.

Id: 23397

Title: Crafting Political Images on Facebook and Twitter: Analysis of Public Relations Strategy of Pakistani Politicians

Session Type: Individual submission

Authors:

Name: Savera Shami

Email: saverashami (at) gmail.com

Country: PK (Pakistan)

Affiliation: Institute of Communication Studies, University of the Punjab, Lahore.

Abstract: Social media has become an “integral part of public discourse and communication in the contemporary society” (Muntean, 2015, p. 6) and present an entirely new perspective at how people engage with each other. It is argued that advancement in new information and communication technologies has restructured the current political communication strategies (Kurt & Karaduman, 2012). Moreover, the significance of social media has been mainly established in politics due to the use of social networking sites (Facebook) and micro-blogging services (Twitter) which are believed to have the potential of positively influencing the political participation, as quoted by Stieglitz and Dang-Xuan (2012). Most political actors actively use social media to develop their public relations and project and promote their political ideology and preferences. In fact, social media has provided new opportunities to politicians, such as personalized communication and commodification of self, politicians shape and dictate the content, they create their own identity, cultivate their relationship with their audience and manage their reputation on their own without depending on any public relation expert. Social media provides complete freedom of expression, the politicians are now the producers of their own content, they produce information and citizens consume that information. Ideally, it should be done in a positive and respectful manner but it has been observed that the prevailing situation is quite opposite, social media is being used more as a propaganda tool to defame and insult others, in a struggle to prove themselves (politicians) right and others wrong, they completely overlook the basic social norms and values. The negativity being spread by politicians through social media can weaken democracy, which would destroy the society.

In this scenario, it is imperative to see how strategically and effectively politicians are using Facebook and Twitter for political communication and managing their reputation.

Therefore, this study is intended to explore the public relations strategy of the politicians of Pakistan that what kind of language style do the politicians employ in their posts and tweets and which tactic do they use more for building their image on Facebook and Twitter? In this research, the quantitative content analysis method was used. The data from Facebook pages and Twitter handle of 34 politicians was collected. The total number of Facebook posts and tweets examined was 3243.

According to the findings the politicians were busy in praising themselves and criticizing their opponent on Facebook and Twitter. They were using appreciative language for themselves and critical language for their opponent. The use of insulting language at both the platforms was almost the same. Interestingly, they were using Facebook to promote their positive image whereas Twitter was used more to build negative image of their opponent. On the basis of the results, it could be established that though the political actors are using social media to achieve their political agendas but they are ignoring the quality of relationship they are cultivating with the audience.

Keywords: Politicians, Social Media, Image building, Public Relations, Pakistan

Id: 23404

Title: Rumores y falsas noticias o fake news en Venezuela: "¡Están reclutando a nuestros niños!"

Session Type: Individual submission

Authors:

Name: Maria Fernanda Madriz

Email: madrizmfm (at) gmail.com

Country: VE (Venezuela)

Affiliation: Universidad Central de Venezuela, Instituto de Investigaciones de la Comunicación.

Abstract: En esta ponencia se exponen y discuten los resultados de una investigación sobre modalidades, plataformas, ciclos y formatos de difusión de rumores y falsas noticias en Venezuela; su impacto sobre el clima de agitación, violencia e incertidumbre política que vive el país, así como su influencia sobre la toma de decisiones de los ciudadanos a propósito de los asuntos públicos.

Sus objetivos fueron:

1. Monitorear, identificar, acopiar, registrar, seleccionar y analizar el corpus de mensajes sospechosos que circuló a través de los medios sociales venezolanos (Whatsapp, Twitter y Facebook), entre el 28 de enero y el 2 de febrero de 2019.
2. Establecer, luego del análisis crítico del discurso aplicado a los mensajes seleccionados, si éstos correspondían a información verificable o si, por el contrario, eran fake news.
3. Con base en la evidencia lingüística y de discurso encontrada, establecer si los mensajes identificados como fakes formaban parte de campañas de desinformación diseñadas por equipos profesionales.

La metodología utilizada corresponde a un diseño propio (Madriz 2017, 2018) que acoge los principios de la "Red Internacional de Verificación de Información (IFCN)" del Instituto Poynter y suma los aportes de varias ONG's dedicadas a la verificación y chequeo del discurso público y de mensajes informativos propagados a través de medios sociales (Chequeamos Argentina, 2018; Verificado México, 2018; El poder de Elegir Colombia, 2018).

La metodología se aplicó al corpus de mensajes propagados por 53 chats de whatsapp entre el 28 de enero y el 2 de febrero, y al corpus de mensajes publicados en el mismo lapso en Twitter y Facebook referidos a los temas identificados como relevantes en los chats.

Realizado el análisis, pudo constatarse que:

1. Se identificaron dos ciclos de propagación de mensajes sospechosos que resultaron ser fakes news, especialmente, archivos de audio o voces.
2. El primero cubrió el lapso entre el 28 y el 31 de enero y viralizó el tema sobre el reclutamiento forzoso de menores de edad.
2. El segundo cubrió el lapso entre el 30 de enero y el 31 de febrero y viralizó el tema sobre la inminente intervención militar en territorio venezolano, de una fuerza multinacional dirigida por los Estados Unidos desde la frontera con Colombia.
3. Ambos ciclos correspondieron a campañas diseñadas profesionalmente y lograron impactos sobre el pathos colectivo. El primero, inhibió la asistencia de jóvenes a una actividad de calle convocada por la oposición para el 30 de enero, ante el temor de resultar enlistados. La segunda, generó frustración en un sector representativo de la población que esperó un desenlace definitivo a la crisis venezolana la noche del domingo 2 de febrero.

4. La investigación no permitió establecer el origen de las campañas pero, el diseño discursivo de los mensajes y el impacto de la propagación sobre la ciudadanía opositora, sugieren autoría de equipos vinculados al régimen político en el poder.

Id: 23425

Title: How real is the perceived media bias' Selective exposure of audience to partisan media.

Session Type: Individual submission

Authors:

Name: Fawad Baig

Email: fawadbaig123 (at) yahoo.com

Country: DE (Germany)

Affiliation: Technical University of Dresden, Germany.

Name: Sehrish Mushtaq

Email: mushtaqsehrish (at) yahoo.com

Country: DE (Germany)

Affiliation: Technical University of Dresden, Germany.

Abstract: Literature about partisan media content and selective exposure among the audience is abundant; yet inconclusive about the direction of their association. Many studies in Western context do confirm selective exposure of the media audiences based on their political affinity (Stroud, 2011, 2017; Van Kempen, 2007). Partisan audience perceive their selected news media less biased than the general media (Barnidge et al., 2017). In this study, the relationship between political leanings of newspaper readers and their selection of specific newspapers is determined. It mainly aims to find association of selective exposure to any newspaper with its real and perceived media bias. For this purpose, multi-method approach involving content analysis and survey is adopted. Content analysis of news stories and editorials published in three national dailies of Pakistan including Jang, Nawaiwaqt and Dawn is being done to determine the real bias in their coverage to three mainstream political parties Pakistan Muslim League - Nawaz (PML-N), Pakistan Tehreek-e-Insaf (PTI) and Pakistan Peoples Party (PPP). Thirty-six most important political events were selected which happened from January 01, 2011 to December 31, 2017. All news items related to PPP, PML-N and PTI were collected which were published on the front pages of three national dailies on the same and the next day of the happening of each political event. Relevant editorials of these days were also selected. A survey of the readers (N = 802) of three national newspapers was also conducted about their voting preference in the 2018 general elections, frequency of newspaper reading, and perceived bias of their preferred newspapers. Survey results showed a statistically significant but weak association between the political affinity of the participants and their selection of newspapers. Choices of newspaper readers in Pakistan seem hybrid, as results of our survey both confirmed and rejected the selective exposure. Supporters of PTI and PPP prefer reading daily Jang, even though they reported the coverage of Jang to their respective parties as unfavorable, while the supporters of PML-N read newspapers either favorable or neutral toward their party. Based on the results of both survey and content analysis, we will not compare real and perceived media bias but also attempt to give possible explanations for the hybrid selectivity of newspaper readers.

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Id: 23453

Title: Analyzing Twitter Discourse Among Publics and Pro-Democracy Movements to Locate Novel Political Communication Structures in the Democratic Republic of Congo

Session Type: Individual submission

Authors:

Name: NAKIA MATTHIAS

Email: nmatthia (at) ramapo.edu

Country: US (United States)

Affiliation: Ramapo College of New Jersey

Abstract: Anticipation of the run-up to the Democratic Republic of Congo's (DRC) 2018 presidential election was fraught with a history of public distrust, resistance, and international calls for regime change evidenced via news reports and social media activity. In support of democratic elections Congolese nationals and local pro-democracy movements took to the streets and Web 2.0 platforms to circumvent the censorship and repression of the Congolese government. Actors harnessed traditional media and computer-mediated communication to publicize experiences, facilitate information, counter misinformation, and wage political discourse with the aim of securing the country's long awaited presidential election.

Given the dearth of academic research on interactions among human communication, traditional media, and new media in the DRC's democratic processes there is a need for inquiry that explores how Congolese publics and political movements coalesce media and communication in service of progressing political participation, supporting informational legitimacy, and curating the social artifacts of political change.

This study examines Twitter communication among the DRC's resident nationals and diasporas relative to the 'Kabila Must Go', 'La Lucha', and 'Lamuka Coalition' pro-democracy political movements. Chadwick's (2013) Hybrid Media System and Adaptive Structuration Theory (DeSanctis & Poole, 1994) are drawn on as means to identify how traditional and new media facilitate communicative acts expressed via Twitter, as well as how such acts comprise a novel communication structure among pro-democracy political movements and Congolese publics.

Grounded Theory Ethnography provides the framework for observing and articulating the mediated communicative structure that Congolese Twitter interactants use and reproduce in their efforts to progress a democratic presidential vote in the DRC. Netlytic text and social networks analyzer facilitates the collection of hashtag-specific twitter content, while Atlas. Ti aids the inspection of meaning structures in Twitter discourse associated with the DRC's 'Kabila Must Go', 'La Lucha', and 'Lamuka' hashtags.

Findings indicate that tweet contents represent a communicative structure for: (1) Negotiating local political solutions and grievances, (2) projecting corporeal, verbal, and textual acts of resistance (3) signifying co-presence and active participation (4) legitimizing pro-democracy issues, processes, and information, (5) managing misinformation and fake news proliferation, (6) and

internationalization of presidential politics among Congolese and non-Congolese actors beyond the country's territorial domain.

This study bears implications for engaging and developing citizen-driven communication in support of democratic political processes, as well as informing journalistic and newsmaking practice in politically fragile states during regime change. It also offers a view to the enduring efficacy of human communication and traditional media within social media initiatives that support political transformation.

Finally, this inquiry addresses knowledge gaps in the study of the nexus between public protest, political communication, and social media in the DRC.

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Id: 23465

Title: Lógica mediática en la prensa mexicana. Análisis longitudinal 1994-2018

Session Type: Individual submission

Authors:

Name: Martin Echeverria

Email: echevemartin (at) yahoo.com.mx

Country: MX (Mexico)

Affiliation: Benemérita Universidad Autónoma de Puebla

Name: Carlos Ahuactzin

Email: carlos_ahua (at) hotmail.com

Country: MX (Mexico)

Affiliation: Benemérita Universidad Autónoma de Puebla

Abstract: Como una gramática que estructura los contenidos periodísticos bajo rasgos de simplificación, dramatización, espectacularización y personalización, entre otros, la lógica mediática ha ido colonizando los espacios de periodismo político y desplazando a la lógica política de sus contenidos, por lo menos en los últimos 20 años (Altheide, 2004; Esser & Strömbäck, 2009; Esser, 2013). Ello ocurre a medida que la política misma se mediatiza, y las presiones de rentabilidad de las industrias mediáticas, bajo un modelo conducido por el mercado, agudizan la mercantilización de los productos informativos (Cohen, 2002; Iyengar, Norpoth, & Hahn, 2004; Nord & Strömbäck, 2014; Takens, van Atteveldt, van Hoof, & Kleinnijenhuis, 2013b). Puesto que ambas condiciones se presentan en México, particularmente a partir de la transición democrática (García, 2013; Hernández, 2010), elaboramos un análisis de contenido para detectar las distintas dimensiones que indican la presencia, en mayor o menor medida, de dicha lógica: encuadre estratégico, encuadre episódico, negatividad, personalización, simplificación e interpretación abierta (de Vreese, Esser & Hoppman, 2017). Éstas fueron analizadas en los periodos de campaña presidencial de los años 1994, 2000, 2006, 2012 y 2018, momentos en donde se pone de relieve dichos fenómenos, en cinco periódicos de referencia (N=1,348). Los resultados muestran un escenario mixto en donde la lógica política fue desplazada por la mediática fuertemente a partir del año 2000, pero prácticamente se ha mantenido estable a partir de dicha fecha, como lo muestran las distintas dimensiones medidas. Tan sólo hay fluctuaciones mínimas en la negatividad, específicamente en las variables de tonalidad, competencia (aguda en 2006) y conflictividad (incrementada en 2012). Explicamos este hallazgo por la naturaleza de la prensa de referencia en México, híbrida en igual medida respecto a su modelo cívico y sus imperativos mercantiles (Hugues, 2006; Márquez, 2014).

Id: 23530

Title: Actores de la discusión política colombiana en Twitter, acercamiento empírico

Session Type: Individual submission

Authors:

Name: Lida Tabares Higueta

Email: ximena.tabares (at) upb.edu.co

Country: CO (Colombia)

Affiliation: PhD student in Political and Social Sciences at the National Autonomous University of Mexico. Mexico. Professor at the Faculty of Social Communication - Journalism at the Universidad Pontificia Bolivariana, Medellín - Colombia

Abstract: El rol de convocatoria de Twitter en movimientos como Occupy Wall Street, la revolución de los jóvenes en Egipto en 2011 y las protestas en Turquía en 2013 señalados por Tufekci (2017), son una muestra del poder de los usuarios en esa red para llamar la atención sobre problemas políticos que los afectan y que de otra forma no estarían en la agenda informativa de los medios. Colombia no es ajena a ese proceso. En este país suramericano publicaciones en Twitter que han sido viralizadas han generado el despido o renuncia de funcionarios del gobierno y empresas privadas, y han exigido la revisión de posturas del Congreso y de varios políticos frente a temas de interés nacional.

Entender esas dinámicas de interacción y ver si contribuyen a la continuidad del conflicto en el país es el propósito de la tesis “Discurso político en Twitter en Colombia como factor alimentador del conflicto”, adelantada por la autora en el Doctorado en Ciencias Políticas y Sociales de la Universidad Nacional Autónoma de México. El primer paso para cumplir ese propósito era la identificación de los actores de la discusión política en Twitter en Colombia, para lo que se efectuó un análisis empírico empleando Twitonomy y Gephi, cuyos resultados se presentan en esta ponencia.

Para ello se partió de la observación inicial de 81 cuentas emisoras de los mensajes más controvertidos en Twitter durante los meses de junio, julio y agosto de 2018, que fueron revisadas en la aplicación Twitonomy para identificar los 10 usuarios a los que cada cuenta más retuitea, a los que más les responde y a los que más mencionan.

El cruce de estos datos en todos los actores permitió identificar otras 75 cuentas recurrentes, que son clave en la discusión política colombiana en Twitter. Entre ellos resaltan políticos, medios de comunicación, periodistas, columnistas, sociedad civil, entidades del Estado, entidades no gubernamentales y ciudadanos.

Para identificar más claramente las conexiones entre las cuentas, los datos de interacción de los 156 actores fueron revisados en dos procesos: 1) usando el sistema de análisis de redes Gephi y 2) a través de una base de datos creada en Microsoft Excel.

El cruce de la información permitió observar los distintos sectores políticos presentes en la discusión; como algunos tienen prácticas endogámicas en su interacción y que la mayoría de los actores asumen un papel de emisores, pues tienen bajos índices de respuesta a los usuarios.

Id: 23542

Title: 'Fake news' and myth: How the British EU coverage undermined the democratic function of the news media.

Session Type: Individual submission

Authors:



Name: Imke Henkel

Email: ihenkel (at) lincoln.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Lincoln

Abstract: Lies by political actors, disinformation in news stories, as well as biased and misleading reporting had a significant impact on the Brexit vote in the 2016 British referendum on EU membership. For instance, an Ipsos Mori poll published on 16th June 2016 found that 78% of respondents had heard about the – false – claim that the British government sent £350m a week to the EU which could be better spent on the National Health Service; 42% believed this claim to be true although it had been disputed by the UK Statistics Authority. An Ipsos Mori poll published a week later on 22nd June 2016, just a day before the referendum, found that 9% of respondents named the NHS as the most important issue in the referendum campaign.

My paper argues that what has been described as “post-truth politics” (Higgins, 2016)  the persistence of lies despite their debunking and without condemnation  reflects the corruption of the public discourse to which the British EU coverage has contributed since decades. Since the late 1980s, the British press has been notoriously reporting a uniquely distorted image of European affairs and institutions (see e.g. Steele & Kettle, 2002). Stories such as the alleged ban of bent bananas have been documented and debunked as “Euromyths” by the European Commission between 1992 and 2017. However, the false stories proved immune against fact checking and eventually were revived by the Leave campaign (e.g., Johnson, 2016). Using Critical Discourse Analysis, I find that the “Euromyths” news stories (N=465) undermine critical fact-checking because they partake in two conflicting orders of discourse (Fairclough, 1992): the journalistic discourse is counteracted by a conversational discourse that implies a communality between the (British) reporter and the (British) audience against an elitist EU. This narrative structure can be read as myth in Roland Barthes’ sense: a “second-order semiological system” (1972, 223) which in this case constructs a populist myth (the pure British people against the corrupt EU elite [Mudde, 2004]) to undermine critical fact-checking.

In a second step I investigate how this populist myth of the plucky and witty British people standing up against an elite EU bully reappeared in “fake news” during the British EU referendum campaign. Drawing on Chadwick’s (2017) theory of the “hybrid media system” I analyse editorials, political speeches, and social media postings during the Brexit campaign.

Much of the growing literature on disinformation focuses either on what makes people believe in false information and lies (e.g. Jerit & Barabas, 2012; Flynn, Nyhan, & Reifler, 2017), or, on the other hand, how “fake news” spread on different media channels particularly online and through social media (e.g. Chadwick, Vaccari, & O’Loughlin, 2018; Vosoughi, Roy, & Aral, 2018). Instead, I argue that a linguistic analysis of news stories can help explain how disinformation achieves to be persuasive, and, importantly, continues to be persuasive even after the falsehoods have been exposed, and thus compromises the democratic function of the news media.

Id: 23579

Title: A battle of identities. Mass media and the rural-urban divide in American politics

Session Type: Individual submission

Authors:

Name: David Coppini

Email: david.coppini (at) du.edu

Country: US (United States)

Affiliation: University of Denver (Assistant Professor)

Name: Daniel Estes

Email: daniel.estes (at) du.edu

Country: US (United States)

Affiliation: University of Denver (Graduate student)

Abstract: Americans are increasingly divided along the lines of significant social identities, such as party affiliation, race, ethnicity, and socio-economic status. Social identities become ways in which citizens organize themselves in in-groups and out-groups (Green, Palmquist & Schickler, 2004; Mason, 2015). Citizens increasingly tend to dislike people who hold different points of views (Iyengar & Westwood, 2015) and tend to live in politically and socially homogenous neighborhoods (Hill, 2005). An emerging divide in American politics is the one between urban and rural areas. Urban areas tend to be increasingly liberal and vote for Democratic candidates, while rural areas tend to be conservative and vote for Republican candidates (McKee, 2008). This divide was more evident than ever in the 2016 Presidential election. In this election, rural counties across the nation overwhelmingly supported the Republican candidate Donald Trump (Badger, Bui & Pierce, 2016). Existing research shows that citizens rely on social identities connected to place and local community to make political decisions (Cramer, 2016). In addition, citizens in rural and urban areas have strong misperceptions of each other. On one hand, people who live in rural areas are seen as poorly educated, extremely conservative, and intolerant (Baird, 2014; Massey, 2017). On the other hand, citizens who live in urban areas are often perceived as elitist and privileged (Cramer, 2016). Research is less clear on how individuals develop strong identities connected to their local community and on how these identities shape misperceptions toward Americans who live in different areas of the country. In particular, the role of mass media in these processes remains understudied.

To address these gaps in the literature, the first section of the study focuses on the following research questions: RQ1: How do American mass media cover people who live in rural and urban areas?

This section uses a content analysis to analyze media coverage of rural and urban citizens. The analysis focuses on ten publications chosen to represent different outlets across the political spectrum (NYT, Washington Post, Wall Street Journal, CNN, FOX News, MSNBC, Huffington Post, Breitbart, ABC News, USA Today), with eighteen articles considered for each publication, from 2016 to 2018. Themes that emerge for representations of rural Americans are: dislike towards urban elites, feeling of abandonment and despair, anger about income gaps, dislike towards immigrants and minority groups. Themes than emerge for representations of urban Americans are:

distrust of people who live in rural areas, more educated, lifestyle of drinking and leisure, discontent for hierarchical social structure and no place for middle and lower classes.

The second section of the study focuses on the following research question:

RQ2: How do mass media representations of urban and rural Americans influence attitudes towards these two groups?

This section uses an adult sample of the American population (N=700), with quotas for gender, age, education, income and geographical location. Results focus on how mass media representations of urban and rural Americans influence perceptions that individuals have of these two groups, reinforcing and exacerbating stereotypes towards members of these groups.

Id: 23688

Title: Political Elites and the Discourse of Fake News

Session Type: Individual submission

Authors:

Name: Scott Wright

Email: scott.wright (at) unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Name: Andrea Carson

Email: a.carson (at) latrobe.edu.au

Country: AU (Australia)

Affiliation: La Trobe University

Name: Kate Farhall

Email: katherine.farhall (at) rmit.edu.au

Country: AU (Australia)

Affiliation: RMIT University

Name: Andrew Gibbons

Email: agibbons (at) austin.utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

Name: William Lukamto

Email: w.lukamto (at) student.unimelb.edu.au

Country: AU (Australia)

Affiliation: University of Melbourne

Abstract: In the immediate aftermath of the 2016 US Federal Election, and with allegations that the circulation of fake news stories online may have influenced the result (Allcot & Gentzkow, 2017; Silverman and Singer-Vine, 2016), President Trump appropriated and weaponized what we describe as a ‘discourse of fake news’. The discourse of fake news was initially used to undermine the concerns about fake news during the campaign, and then to attack and discredit news media and political rivals. President Trump’s first Tweet to specifically mention ‘fake news’ was sent in December 2016, and he used the phrase over 160 times in the next 12 months. This was exemplified in Trump’s first press conference as president-elect in January 2017 when he famously shouted “you are fake news!” at a CNN reporter, from whom he refused to take questions. Wardle & Derakhshan (2017, p. 5) argue that the discourse of fake news has been “appropriated by politicians around the world”. However, there has been a surprisingly limited amount of research on whether and how politicians have adopted a discourse of fake news.

This article addresses this gap by investigating whether Australian politicians adopt fake news discourse to delegitimize opponents. Data are gathered from five political communications fora

over the six-month period after Trump's election: parliamentary debates, Facebook, Twitter, press, and politicians' websites. We find fake news discourse is predominantly the domain of conservatives. Frequent users employ fake news discourse to delegitimize the media first, and their political opponents second. Politicians' use of fake news discourse is repeated and amplified by news media. Worryingly, its premise is rarely contested. We argue this has negative consequences for public debate and trust in Australia's media and political institutions.

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Post-Socialist and Post-Authoritarian Communication Working Group

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

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

Id: 20077

Title: Political Parallelism in Transitional Media Systems: The Case of Libya

Session Type: Individual submission

Authors:

Name: Carola Richter

Email: carola.richter(at) fu-berlin.de

Country: DE (Germany)

Affiliation: Freie University Berlin Institute for Media and Communication Studies

Name: Anja Wollenberg

Email: wollenberg(at) mict-international.org

Country: DE (Germany)

Affiliation: Media in Cooperation and Transition

Abstract: Among the media systems in emerging democracies in the Middle East and North Africa, political parallelism has become a widespread feature. Hallin and Mancini (2017: 157) name four main ways in which political parallelism may manifest itself: Typically, there are structural ties between media and political organizations, as well as a tendency of media personnel (managers, owners, journalists) to be affiliated to certain political actors. Furthermore, journalistic role orientations and practices tend to differ in systems with political parallelism and in those without. Finally, media audiences may also be partisan. While in Hallin and Mancini's work political parallelism has been attributed mainly to the Southern European countries indicating a stage yet to be overcome, according to Voltmer (2013) in transitional societies political parallelism can be seen as an unavoidable and even necessary phenomenon to stimulate political competition and participation as elements of democratic systems. Yet, consequences of unregulated media pluralism can also be polarization and even hatred among societal groups. Mitigating media could be a means to avoid the trap of polarization.

Against this background, this presentation will examine in what ways political parallelism is shaping Libya's newly liberated media system. Based on an analysis of financial sources, political affiliations and rhetoric strategies of all media outlets currently operating in this fractured country (N=172, comprising TV, radio, newspapers, news agencies, online portals) we will show that the structures of the Libyan media system indeed reflect the anatomy of the political conflict.

From the viewpoint of 'path dependency' (Voltmer, 2012), the political parallelism as we find it in Libya today appears, to quite some degree, as an historical extension of media instrumentalization in line with media practice during the time of the Qadhafi regime. However, while Qadhafi's modus of media control was patronizing, repressive and exclusive, today the very high number of media players, the lack of state control and the openness of the media system result in a vibrant, yet highly polarized media landscape – in particular in the TV sector. The Libyan media system has thus become what Price and Stremlau (2012) called a 'market for loyalties'.

At the same time the analysis sheds light on a large number of small local radio stations that do not follow the pattern of political parallelism but instead seem to adopt a public service mission. We conclude that this kind of media, if invigorated and developed, could help overcome the Libyan polarization and strengthen the nation-building process from underneath.

Hallin DC and Mancini P (2017) Ten Years After Comparing Media Systems. What Have We Learned? *Political Communication* 34(2): 155–171.

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Id: 20091

Title: The Kurdish media system in Northern Syria/Rojava

Session Type: Individual submission

Authors:

Name: Kerem Schamberger

Email: kerem.schamberger(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig-Maximilians-University

Abstract: Following discussions on how to analyze different media systems (e.g. Hallin & Mancini, 2005; Blum 2005; Meyen, 2018) and bridging some of the topics to be discussed at the Post-Socialist and Post-Authoritarian Communication Working Group in Madrid (e.g. new political and media actors in transitional societies, preferred media, media structures and journalism cultures in transition) this paper takes a look at the newly formed media structures in the Kurdish dominated regions of Northern Syria, which the Kurds call Rojava.

The Syrian war shapes the everyday working conditions of Kurdish journalists and the existence of media itself. But in those areas that have been liberated from the so called “Islamic State” and also freed from the authoritarian regime of Damascus, in the midst of conflict and destruction, a new form of media system has been developing since 2012. What does this system exactly look like? Who are the actors? What are the influences of political and economic structures, traditions, cultural values and religious beliefs onto media in Northern Syria? To answer these questions, this paper provides insights into a research trip to Northern Syria in 2018, which has been as part of a larger research project on Kurdish media. The study is based on material that was collected and analysed by means of method triangulation (documentary analysis, experts, category conducted coding).

The theoretical basis is that of the actor-structure-dynamic developed by the German sociologist Uwe Schimank (2007). It examines the interaction between individual action and social structures. Three types of social structures are important here: structures of constellation (resources, etc.), of expectation (laws, agreements, etc.) and of interpretation (e.g. journalistic beliefs, self-image). These structures restrict and, at the same time, enable the actions of actors. Schimank’s complex theory provides the basis for a category system that structures the qualitative research process and allows intersubjective understanding.

This paper is based on 20 interviews with journalists from various media, civil servants, military personal and a representative of the regional journalists' association, which were conducted during a four-week stay in Northern Syria between March and April 2018. The interviewees were chosen according to the category system and the factor reachability. Research was added by field observation in editorial offices, for example in the news agency ANHA, and the collecting of documents.

This paper shows that beyond the logic of profit and the ideal of objectivity, mostly young Kurdish journalists (especially women) produce media that take sides in favor of the societal change, which takes place in Rojava. They see themselves as actors of change in the broader context of creating a

new society that includes all types of ethnicities and religions, and takes a specific anti-capitalist position. From the theoretical perspective of Schimank, the destruction of established structures formed by the authoritarian Assad-regime in the past decades, makes it possible for the Kurdish actors to establish new structures in the media sector.

Id: 20472

Title: A Historical Investigation of the Journalistic Communications between China and Russia

Session Type: Individual submission

Authors:

Name: lerong jia

Email: jialerong(at) hotmail.com

Country: CN (China)

Affiliation: Communication University of China

Abstract: The communications between Chinese and Russian journalism can be traced back to when the Communist International sent its representatives to found the Communist Party of China in 1920. During that period of time, the Bolshevik method of running newspapers came to be introduced to China. Thereafter, when the communistic party of China waged its revolution against Kuomintang (Literally: Chinese Nationalist Party) and the Japanese invaders from 1928 till 1949, Lenin's news thoughts were further transformed into the organizational system of the Communist Party journalism. After the People's Republic of China was founded in 1949, China formed an "leaning to one side" diplomatic relations with the Soviet Union, so that the communications between Chinese-Russia journalism reached the most extensive and expansive level. The communications at that time included the Book and periodical translations, personnel exchanges, news system managements, higher education and etc. Although Sino-Soviet relations broke in the 1960s, the theory and system of the Soviet journalism have already been deeply rooted in the Chinese journalism, and its impact still exists today. In the 21st century, thanks to the renewed closeness of Sino-Russian relations, the communications between the media industries of the two countries have been reviving once again. .

If we say that the journalistic communications before the Sino-Soviet split is more about China's unilateral study of the Soviet Union journalism and is based on close inter-party relations and ideological consensus, then the current Sino-Russian media Communications and cooperation have been based on a normally and pragmatically international relationship.

This article gives a retrospect of the communications between the two countries' journalism from a historical perspective and finds out that the nature of journalistic communications vary in accordance with the relational changes between the two parties and two countries. The motivations driving such journalistic communications are not stem from the journalistic industry itself, but are from the political powers. Although today the journalistic communications between the two countries have involved growingly abundant content nowadays and the media hold more active position than before, the communications mainly happen between the official media and the governments still play the leading roles. But since China and Russia currently still share quite a few political interests and Russia is one of the important countries along the "one belt, one road" route, we can expect this current communicating model between the two countries will be reserved for a long period of time.

Id: 20596

Title: The role of media in a 'post-populist' dynamic: The case of Venezuela under Maduro's regime

Session Type: Individual submission

Authors:

Name: Virpi Salojärvi

Email: virpi.salojarvi(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Abstract: Recently, an ideational approach to populism has gained recognition among many scholars (e.g. Mudde 2017). It emphasizes a division between "the elite" and "the people" in the rhetoric and politics of populists. Yet, this Manichean division is not enough because it is not able to grasp some essential aspects of populist movements such as affects, demands and formation collective memory, which are needed to understand the events of Venezuela in the post-Chávez era (2013-).

In this paper, the idea of populism as a process is a central theme. Populism is not a static state, but something that evolves and takes on different forms. It is furthermore one of the core ideas of political logic (Laclau, 2005), so it is not something that can be discussed as either existing or not existing, but rather how (Palonen, 2018), how much (Gürhanli, 2018), and when (Moffit, 2016). Thus, the aim in this paper is to analyze and theorize different aspects of populism and what is their significance in politics of President Maduro.

Using Laclau's (2005) theory, populism may be defined as constructing the very unity of the in-group, the "us" or "the people". The media may be seen as an essential part of this, since the media plays a part in constructing the unity, a collective identity among a part of a population (Sonwalkar, 2005). Populism may also be described as a rhetorical-performative phenomenon (Palonen & Saresma, 2017; Palonen, 2018), which is produced visually, verbally and spatially. To transmit these ideas, media in its many forms is useful.

One of the most extreme examples of current populist polarization and its consequences is Venezuela under the presidency of Maduro. President Maduro has aimed at continuing Chávez's movement. However, this has not been an easy task, since while Chávez was able to transmit an image of a charismatic leader that had a strong vision and connection with the people, Maduro lacks the ability to create the same impression, which is one of the preconditions of a successful populist movement (Palonen & Saresma, 2017: 16). Little by little, the government of Venezuela has become authoritarian, labeling its political competitors and many alternative actors in society, including the private media and some journalists, as its enemies – to the point where the whole society is now divided between "the good" and "the bad" (cf. Bisbal, 2009).

The paper approaches the topic from the perspective of Laclaudian theory and on the base of author's previous research on Venezuela. The author argues that affect is an essential element in populism and in the absence of vital media affect (Palonen & Saresma, 2017) Maduro was not able

to carry out populist politics, and had to resort to different measures of control in order to stay in power. Hence, the label of "post-populism" is more accurate than calling it populism because even though his government maintained the antagonist us/them division, some important elements of populism were absent.

Id: 20602

Title: Vanished topographies, contested memories: Negotiating multi-ethnic past in the post-socialist Polish cityscape

Session Type: Individual submission

Authors:

Name: Kinga Polynczuk-Alenius

Email: kinga.polynczuk(at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Abstract: This paper deals with the post-socialist topography of a Polish city. With its roots in urban communication, and in the ontology of Foucauldian discourse analysis, this paper approaches a cityscape as a site where the discourses of power/knowledge are materially articulated. In particular, it explores how the memory of the multi-ethnic past of the city is negotiated in the context of its present-day ethnic homogeneity and rapid modernisation. In so doing, it examines what subject positions are offered to the current city dwellers, and how the past inhabitants are constructed as objects of knowledge, by racist and nationalist discourses articulated in the cityscape.

The paper zooms in on Białystok, the largest city in the north-east Poland. Currently considered a hotbed of racism and nationalism, the city has a multi-ethnic, most notably Jewish, past. In 1897, Jews constituted as much as 76 per cent of the population, effectively making Białystok a Jewish city, which in the interwar period was incorporated into the restored Poland. Most of Białystok's Jews perished in the Holocaust and, following WW2, the material traces of their presence began to fade from the devastated cityscape, methodically replaced by the communist brand of nationalism. In line with the communist policies of national unity, the process of emptying the cityscape out of Jewish presence was accompanied by the mnemonical peripheralisation of the multi-ethnic past. In the aftermath of the democratic transition, and particularly the EU accession, Białystok started rapidly to modernise. This process includes not only infrastructural development, but also the 'rediscovering' of 'multicultural' heritage that has become the centrepiece of city branding strategy.

In this paper, I seek to trouble the sugar-coated narrative in which Białystok figures as a place of happy coexistence of, and peaceful encounters among, the ethnically, culturally, religiously and linguistically diverse population. I do so by presenting historical evidence to the contrary as well as arguing that the present-day cityscape of Białystok is permeated by symbolic violence against minorities. I ethnographically study the spaces included in the Jewish Heritage Trail to show how they are purposefully disconnected from the everyday life of the city, hidden away like a shameful secret, 'exorcised' of their Jewishness, or erased from the urban topography altogether. I also analyse mediated discussions (online and offline local media, Facebook groups) triggered by the spaces previously associated with the Jewish inhabitants to demonstrate the persistence of anti-Jewish prejudice among the current population. I conclude that the skin-deep remembrance of Jews in Białystok serves to construct a modern local identity but only so long as it functions within the limits of the Polish national self-definition and does not challenge the Polish ownership of the city.

Id: 20622

Title: Fake News and Its Tragic Consequences: Odessa Tragedy of 2014

Session Type: Individual submission

Authors:

Name: Olga Baysha

Email: olga.baysha(at) colorado.edu

Country: RU (Russian Federation)

Affiliation: Higher School of Economics

Abstract: In his recent book *The Discursive-Material Knot*, Nico Carpentier identifies three nodal points of antagonistic discourse: homogenization of the self as opposed to the enemy, the radical difference of the enemy, and the need for destruction of the enemy. The latter appears when the self and the other are imagined to be irreconcilably at odds, and the enemy is presented as inferior. In the extreme cases, this radical othering leads to a dehumanization and demonization of the other, which makes the destruction of the enemy easier. Using as a case study of post-Maidan social confrontation in Ukraine and Odessa tragedy of 2014, I analyze how fake media representations of the conflict contributed to its radicalization to the extreme.

Odessa tragedy happened on May 2, 2014, when a fire during street clashes between pro-Maidan and anti-Maidan forces killed 48 anti-Maidan activists and left more than 200 with burns and other injuries. Chased by pro-Maidan radicals, anti-Maidan protesters sought shelter in the House of Trade Unions; there, they were attacked with Molotov cocktails, which caused the fire. Many of those holding anti-Maidan views still believe that the mass killing was done on purpose, prompted by and in line with promises to kill ‘koloradi’ – a derogatory meme used to denote anti-Maidan protesters – spread by pro-Maidan media on the eve of the tragedy.

The purpose of my analysis was to trace whether the coverage of Odessa events by Ukrainian media sustained the type of antagonistic discourse described by Carpentier and contributed to the radicalization of the conflict. Driven by this research question, I analyzed discursively (using Carpentier’s method) media representation of the development of Odessa conflict before and after May 2, 2014; overall, 254 news pieces by 9 Ukrainian news outlets were analyzed.

As my analysis shows, the sign ‘anti-Maidan’ was usually linked to such signifiers as ‘terrorists’, ‘katsapi’ (a derogatory term to refer to Russians), ‘(pro-Russian) separatists’, ‘traitors’, and the like. In other words, the empty signifier ‘anti-Maidan’ came to denote the Ukrainian condition, constituting its radical outside. The major trend of media coverage before and after the tragedy was to present anti-Maidan protesters in Odessa as non-Ukrainians (‘Russian hireling/tourists’).

The link between ‘anti-Maidan’ and an anti-Ukrainian stance was sedimented to such an extent by May 2014 that many authors of the discursive constructions I have analyzed were absolutely confident that the majority of those who had been trapped in the burning Odessa building were not Ukrainians. Later, it became clear that all the victims held Ukrainian citizenship and all but two lived in the city of Odessa or its region. As I argue in the conclusive part of the paper, it is this fake representation of the events by Ukrainian media that radicalized the conflict and developed it to its

extreme, when the need for destruction of compatriots imagined as "the enemy" came to be seen as "normal."

Id: 20807

Title: Foundation funding for news startups in hybrid regimes ' The Case of Russia and Hungary

Session Type: Individual submission

Authors:

Name: Krisztian Simon

Email: ks2948(at) columbia.edu

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Abstract: The research looks at the role of foreign support for the independent news startups of two hybrid regimes in the former Eastern bloc: Hungary and Russia. Two countries, where the respective governments have in the last few years launched campaigns against NGOs as well as independent media outlets, and restricted their access to some of their previous sources of funding. I analyze the situation of Hungarian and Russian news outlets through the lens of the theory of the political economy of the media, with an emphasis on the emerging literature on media capture. The research asks the following question(s): Under what conditions can independent startups accept grants from foreign donors – and how does the country context influence the viability of this form of funding?

The political repressions affecting the media outlets in question are not independent of the economic challenges of our times. In the last decades, one of the major changes effecting the global media landscape, and with it the economics of the media, has been the growth of internet penetration and the emergence of an online media landscape. In this context, the importance of providing subsidies for the (privately owned) news media has been highlighted by a number of scholars (McChesney 2011, Murschetz 2013, McChesney 2016) – which, however, in the countries in question is not freely available. The role of philanthropic funding has been widely discussed in media studies (Feldman 2007, Guensberg 2008, Westphal 2009, Browne 2010), and grants are seen as a source of news that is ignored by the market, be it on international development (Bunce 2016, Schiffrin 2017) or investigative journalism (Nisbet et al., 2018) – and they play a particularly important role in the case of newly launched media in need of startup capital. Yet the literature only focuses on a small segment of countries: mainly Western democracies with their local donors, and developing countries in the global South, where the funding is part of the international community's development efforts. Therefore, my paper aims to examine the role of foundation funding (and other forms of non-investment forms of foreign funding) in two middle-income hybrid democracies, where the government is hostile towards independent media, and the (overwhelmingly) foreign foundations providing grants to them.

Through interviews with journalists and editors in both countries (I have conducted 20 semi-structured interviews in each country, with an average length of 80 minutes), I examine the extent and role of foreign assistance in the media systems in question – I ask them about their roles as journalists, the threats and pressures they perceive or experience during their work, the functioning of the media market, the sources of flaws of the market, the kinds of revenue sources they utilize or plan to utilize, and the associated problems, as well as their perceptions of their sustainability.

Id: 20871

Title: Myanmar's Media System in Transition: An Example of Elite Continuity

Session Type: Individual submission

Authors:

Name: Melanie Radue

Email: Melanie.radue(at) fau.de

Country: DE (Germany)

Affiliation: Research Assistant

Abstract: Until 2010, post-colonial Myanmar was one of the most closed economic, political, social and media systems in the world, ruled by the Tadmaw (military junta) for nearly half a century. Myanmar's transition process, starting with top-down democratization through the "roadmap to democracy" initiated by the Tadmaw in 2003, has followed a similar pattern of elite continuity that e.g. Sparks (2008) examines in the comparison of China, Russia, and Poland. Sparks (2008) argues that the theory of elite continuity provides better explanation for transformation processes' outcomes than the often-applied model of transitology. The study of Myanmar's media reform process is based on 37 expert-interviews about the development of media freedom and media control mechanisms in Myanmar's political opening up, conducted in 2013, 2014 and 2017. In post-transition Myanmar the military still owns most of the media infrastructure and cronyism is the dominant structure in the political, economic, and social transformation of the country. Central media businesses are mostly owned by influential political elites including siblings of former ministers, military higher-ups, or people with strong political ties (Brooten, 2016, p. 194). The strong links between the Tadmaw and private companies, who monopolize the market, lead to a market-driven freedom of expression, where outlets other than the high-circulating state-owned publications, such as the Global New Light of Myanmar Daily (still 51% state-owned after the transition as a joint venture with private companies, which resembles the old propaganda mouthpiece), have no chance of survival on the crony-dominated market. New independent newspaper outlets, which were licenced in April 2013, mostly died due to the economic dominance of the government and cronies.

The impact of wealthy elites which try to increase their power by interfering with the public discourse in Myanmar with investment in the media market and ownership of media outlets draws criticism from the interviewees. With respect to the transformative dynamics of Myanmar's media reform which lead to commercialization, in response to Hallin & Mancini's (2004) question of "whether commercialization has increased or decreased the flow of political information and discussion" (p. 279), experts illustrate a trend which is mainly influenced by crony ownership/financial structures, leading to nepotism and partisanship, where the increase of commercial interests decreases the democratic potential of the media to provide free and plural information to inform the voters.

Additionally, the transformation of the state-owned broadcaster MRTV into a public-service medium preserves a strong intertwinement of the government and the Tadmaw with the media sector and does not balance the government's monopolistic advantages. The ideological imprint of the media outlets as transformed public-service broadcasting "remains extremely vulnerable to state interference" as shown in analysis for other transitional contexts (Votmer, 2012, p. 237). Myanmar's development highlights "a high degree of elite continuity throughout the societies, demonstrating

a shift from political to economic power” and serves “as an example of ‘elite continuity’, in which the former bureaucratic ruling class attempts to restructure itself as the owners of private capital.” (Sparks, 2008, pp. 1, 18)

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Id: 21139

Title: Use of digital humour to resist a discourse of essentialization and securitization at the times of geo-political crisis: the case of Russian-speaking minority in the Baltics

Session Type: Individual submission

Authors:

Name: Jānis Juzefovičs

Email: janis.juzefovics(at) ut.ee

Country: EE (Estonia)

Affiliation: University of Tartu

Abstract: Inspired by the concepts of ‘digital acts of citizenship’ (Isin&Ruppert, 2015) and ‘affective publics’ (Papacharissi, 2015), the paper explores performative, playful forms of digital citizenship as enacted by the sizeable Russian-speaking minority in the ex-Soviet Baltic countries of Estonia and Latvia to resist the emotionally charged pre-election discourse of essentialization and securitization on the part the local political elites against a backdrop of on-going Ukrainian crisis. In doing so, we seek to contribute to the existing scholarship into civic-political identities of the Russophone population in the Baltics where the study of conventional forms of citizenship have so far dominated (see e.g. Kallas&Kaldur, 2017; Ikstens, 2014).

Social media channels have allowed ethnic-religious minorities to exercise agency beyond the exclusionary forms of civic-political engagement as prescribed by the national political and media elites (see e.g. Harris&Roose, 2014; Johns, 2014), often motivated by the securitization sentiments with cross-border connections of these migrant, diasporic groups, including their media-related practices, being conceived as a threat to social cohesion and national security ideals (see e.g. Mythen, 2012; O’Loughlin&Gillespie, 2012). This is also the case with the Russian-speaking minority in the Baltics where discourses of securitization and essentialization on the part the local political elites have been accelerated by the on-going Russia-Ukraine conflict (see Juzefovičs 2017, Vihalemm, et al., 2019). Likewise, the previous scholarship provides rich evidence of digital humour being utilized for the purposes of political engagement, activism and self-expression, including various forms of political critique and resistance (for one highly topical example see Wiggins, 2016).

For Papacharissi, through expressions of sentiment in the online public sphere(s) where ‘humor, news sharing, opinion expression, and emotion’ are blended (Papacharissi&de Fatima Oliveira, 2012:278) ‘affective publics’ make political statements, something we can look at as a claim-making via ‘digital acts of citizenship’, to use the terminology as introduced by Isin&Ruppert (2015). These enactments of citizenship ‘disrupt habitus, create new possibilities, claim rights and impose obligations in emotionally charged tones; pose their claims in enduring and creative expressions; and, most of all, are the actual moments that shift established practices, status and order’ (Isin&Nielsen, 2008:4-5).

The empirical part of the paper presents the analysis of two cases studies of the recent provocative election campaigning that draw on the ‘sensitive’ issues of geo-politics (Latvia, 2018) and ethno-linguistic divisions (Estonia, 2019). The focus of our inquiry is on the outcry these political appeals

have triggered among the local Russian-speaking population. We employ the analytical tools of discourse and narrative analysis to examine the ways Facebook posters and commentators have utilized user-generated humorous content as a tool for resistance and claim-making. We found that members of the ethno-linguistic minority actively make use of various forms of digital political humour (memetic texts and images, hashtags, flash mob) to subvert the hegemonic political discourse of essentialization and securitization and to make alternative political statements. These micro digital acts of citizenship include claiming of hybrid, in-between self/group-identification and civic autonomy and dignity.

Id: 21253

Title: Surveillance and Silence: Building the Media Agenda in Ethiopia

Session Type: Individual submission

Authors:

Name: Sally Ann Cruikshank

Email: SallyAnn.Cruikshank(at) mtsu.edu

Country: US (United States)

Affiliation: Middle Tennessee State University

Abstract: In October 2018, Ethiopia celebrated the election of its first female president, Sahle-Work Zewde (Gebreselassie, 2018). This followed a decade of economic growth that suggested the country was recovering from the destruction of the genocidal Derg regime (World Bank, 2016). For journalists in Ethiopia, however, press freedom has been slower to develop. Journalists in Ethiopia face political persecution and restricted access to information and resources (Skjerdal, 2008). Furthermore, the government-owned Ethio Telecom serves as the country's only Internet and phone provider, and this monopoly allows for government surveillance of nearly all communication (Human Rights Watch, 2014).

Though in-depth interviews with 37 journalists, this study examines the news landscape in Ethiopia using the theoretical framework of agenda building. Agenda building examines how information become known to the public (Cobb, Ross, & Ross, 1976). Understanding how information reaches the public in Ethiopia is particularly important, as the country continues to develop. Research questions include: How do journalists find content and sources for stories? What types of sources do journalists use in stories?

Theoretical Framework

With government censorship and surveillance, are journalists in Ethiopia able to enterprise and investigate issues pertinent to their audience? The agenda building process determines the way issues become known to the general public and subgroups within society. Cobb, Ross, and Ross (1976) determined there were two agendas: public and formal. Moreover, agenda building explains how issues do or do not become salient with the public. The agenda building process examines how journalists identify and develop news stories, including how stories are discovered, researched, and sourced (Len-Rios, et. al., 2009).

Methodology

Data for this research were collected through in-depth interviews with 37 journalists in Addis Ababa during a one-month period in 2016. The participants included 11 state-run media journalists, 21 private media journalists, and five freelance journalists. Initial interviews were obtained through cold calls to news outlets, and then snowball sampling was used to find more participants (Goodman, 1961). A semi-structured interview format was used, allowing the researcher to ask follow-up questions. Participants were asked about their role as a journalist, their daily routine, and their media organization. Interviews lasted an average of one hour.

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Id: 21275

Title: The war between power, capital and body politics in cyberspace ---Taking the urban space history of Chinese electronic game as an example

Session Type: Individual submission

Authors:

Name: JUAN LIU

Email: ruc008(at) 163.com

Country: CN (China)

Affiliation: School of Journalism and Communication Renmin University of China

Name: Yonghua Zhao

Email: yonghuazhao(at) 126.com

Country: CN (China)

Affiliation: School of Journalism and Communication Renmin University of China

Abstract: In China, there has been a vast growing academic interest in cyberspace in recent years. There are various viewpoints that regard cyberspace as a virtual space and emphasize its commercial value. However, these ideas ignore the fact that the cyberspace is just a part of social-cultural changes and Chinese modernity itself, which is full of politics between the body, capital and power. In Chinese modernity, cyberspace is a myth of modernity and a carrier of Chinese social-cultural implication. In these contexts, the cyber game space assumes an importance which has been rarely acknowledged or investigated by Chinese scholars and yet is central to our contemporary understanding of bio-politics and capital war inside it. This article is devoted to providing a brief introduction to these issues with an attempt to make the reader familiar with the main themes of this study.

By case studies, we intend to explain the sociology of power-body-capital politics in the rapidly growing cyberspace in China from the perspective of electric games. In what follows, we aim to reveal the real social changes caused by such complex politics and its mechanism. More specifically, we shall first examine the history of Chinese electric games and its status in the Chinese urban cultural space, offering an analysis of relationships between the electric games, body politics and power; and then we explore the significance of these power-body-capital politics for Chinese society and finally uncover the social-cultural mechanism inside these politics.

Id: 21480

Title: Germany's Collective Memory Revisited: The German Troubled Past in Media and Civic Discourse

Session Type: Individual submission

Authors:

Name: Julia Traunspurger

Email: julia.traunspurger(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig-Maximilians-Universität Munich

Name: Anke Fiedler

Email: anke.fiedler(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: Ludwig-Maximilians-Universität Munich

Abstract: In this paper we seek to investigate the construction of Germany's collective memory in civic and media discourse with a focus on the German troubled twentieth century past, i.e. National Socialism, Holocaust and WWII on the one hand, and the division of Germany, the emergence of the GDR out of the Soviet zone of occupation and the German reunification on the other hand. For a long time, the culture of remembrance in Germany has been perceived as a role model and, especially abroad, Germans were considered to have successfully worked through their past (Langenbacher, 2010). The media, in particular, have played a pivotal role in shaping the collective memory discourse (Dayan & Katz, 1996; Lang et al., 1993). However, we presume that the hegemonic discourses of Germany's troubled pasts are increasingly being questioned and renegotiated due to on-going changes in the political landscape, demographic and generational shifts and, more importantly, the rapid transformation of media ecologies. The rise of right-wing parties in Europe, the number of eyewitnesses dwindling every year, and a pluralisation of perspectives in light of migration, Europeanization and globalization (Assmann, 2016) have considerably changed collective memory dynamics, just as the decline of the mass media's hegemony through the rise of participatory media technologies.

In our paper, we ask how Germany's troubled past is remembered today, both in the mass media and among the population as the "carrier" of communicative memory. Against the background of Foucault's discourse theory (1972), we have analysed more than 100 published articles from both agenda-setting mainstream media and right-wing media by using a qualitative research design. Furthermore, we have conducted more than 20 focus group discussions and 50 in-depth interviews with both East and West Germans. The results show that the imperative to remember WWII and the Holocaust is deeply rooted in the German society, although—at the same time—people are also tired of being constantly reminded of Germany's past (the younger generations in particular) and wish a more diversified culture of remembrance. With regard to Holocaust remembrance, East Germans tend to prefer the former GDR's commemorative culture comparing to today's commemorative culture in reunified Germany. That said, the mainstream media still consider themselves as the chief "upholder" of today's collective memory practices, while right-wing media are calling for a new commemorative culture and a coming to terms with the past.

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Id: 22094

Title: Patriotism, lobbyism, show-off ... Framing import substitution in Russian media

Session Type: Individual submission

Authors:

Name: Anastasia Kazun

Email: adkazun(at) hse.ru

Country: RU (Russian Federation)

Affiliation: National Research University Higher School of Economics

Name: Oksana Dorofeeva

Email: odorofeeva(at) hse.ru

Country: RU (Russian Federation)

Affiliation: National Research University Higher School of Economics

Abstract: The study analyzes the discussion on import substitution in the Russian press for the period from August 2014 to December 2016. The selection of news messages was carried out using the database of printed publications "Integrum". Based on the analysis of 269 articles published in the Rossiyskaya Gazeta, Novaya Gazeta, Komsomolskaya Pravda, and Kommersant, authors show that the discussion is determined by eight frames - anti-Western, patriotic, nostalgic, sentimental, human interests, consequences, selfish and showy. The patriotic frame and the consequences frame were most popular. The newspapers used different frames. The Rossiyskaya Gazeta loyal to the government constructs a predominantly positive image of import substitution through anti-Western and patriotic frames. While the opposition Novaya Gazeta often emphasizes the possible negative consequences of this economic policy, using the showy and sentimental frames. Komsomolskaya Pravda uses the widest range of frames, but the information is simplified to be more intelligible to the target audience. While Kommersant discuss import substitution at a more expert level, actively using the selfish frame and the consequences frame. Based on the conducted qualitative analysis of media, a list of key words that were used to determine the place of import substitution in the network agenda was formulated. An analysis of joint references to these words in the Russian press allow to single out three large clusters in a public discussion: the economic-political, patriotic-selfish, and the cluster of protectionism. Based on the results of the study, it was concluded that the debate on import substitution combines both economic and political arguments. The media often resorts to ideological constructs to justify an attitude to import substitution.

Id: 22392

Title: Half a Truth Is Often a Great Lie. How the Political and Economical Elites and the Public Shape the Messages in the Romanian Media System

Session Type: Individual submission

Authors:

Name: Andreea Alina Mogoş

Email: mogos(at) fspac.ro

Country: RO (Romania)

Affiliation: Babe'-Bolyai University

Name: Radu Mihai Meza

Email: meza(at) fspac.ro

Country: RO (Romania)

Affiliation: Babe'-Bolyai University

Name: Hanna Orsolya Vincze

Email: vincze.orsolya(at) fspac.ro

Country: RO (Romania)

Affiliation: Babe'-Bolyai University

Abstract: The current paper is based on Siebert, Peterson, and Schramm's widely circulated idea in *Four theories of the press* (1956) that "the press always takes on the form and coloration of the social and political structures within which it operates". Post communist Romanian media system reflects the transition society and the political struggle over the almost last three decades, after the collapse of dictatorship in December 1989.

During the early '90s, Romanian society was in search for its own media and Romanian media was in search for a society (Gross, 1999:83). Freedom of expression combined with the need/demand for information, lead to an explosion of the print media in terms of variety and circulation, but only few products proved themselves to be competitive, therefore most of these publications soon disappeared. After mid '90s, important commercial actors entered into the TV landscape, thus opening a new era in the televisual political communication. The first wave consisted in generalist TV channels, but at the beginning of the 21st century, a disproportionate number of 24h news TV channels owned by political or economic Romanian elites, started to emerge (Realitatea TV and B1 TV in 2001, N24 in 2004, Antena 3 in 2005, Digi24 in 2010, RTV in 2011). Several of these news channels constantly display/ed partisanship (before and during electoral campaigns, before referendums, during protests) and have been increasingly transformed into political propaganda tools, particularly in election years (World Press Freedom Index, 2018). But the role of the traditional media such as news TV channels should be discussed in conjunction with the growing influence of the new media and social media, because the political communication is now shaped by a hybrid media system (Chadwick, 2013). As the author states, interaction among older and newer media logic (technologies, genres, norms, behaviors, organizational forms) shape the power relations among political actors, media, and public: "Power in the hybrid media system is exercised by those who are successfully able to create, tap, or steer information flows in ways that suit their

goals and in ways that modify, enable, or disable others' agency, across and between a range of older and newer media settings" (2013:207)

The paper aims to analyse the Romanian media system and how it affects the political communication by using the hybrid media paradigm. The longitudinal analysis focuses on TV channels ownership and its transparency, the media institution positioning before or during major events (elections, referendums, massive protests) and how the traditional media logic change/adapt to the new media practices, focusing on five main dimensions of analysis: the use of technologies, genres and formats, sanctions applied by the national media regulatory body (CNA), displayed behaviors/partisanship and organizational forms. The paper also discusses the Romanian media system's peculiarities using the framework of the three models proposed by Hallin and Mancini (2004): the Mediterranean or polarized pluralist model, the north/central European or Democratic corporatist model and the North Atlantic or Liberal model.

Id: 22407

Title: Propaganda: digitized' News agenda in Twitter discussions in the Russian competitive authoritarianism

Session Type: Individual submission

Authors:

Name: Daria Dergacheva

Email: dergacheva(at) yahoo.com

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona, Department of Journalism and Communication Sciences, PhD student

Abstract: Countries with competitive authoritarianism are the most common among the autocracies of the world, more so than military dictatorships, monarchies or single party regimes (Magaloni: 2010 p. 751). Russia has long been cited as one of the examples of a competitive authoritarianism regimes (Levitsky, Way: 2002; Hale: 2010; Petrov, Lipman & Hale: 2013; Schedler: 2013; Golosov: 2015; Gelman: 2014; Sakwa: 2017, Robinson & Miln: 2017) , and the list of such countries is increasing every year. For some researches, now even EU member states Hungary and Poland are close to fitting into this definition (Bustikova and Guasti: 2017; Mechkova, Lührmann, Lindberg: 2017). However, we know little about whether and how these regimes work with the new online environments, including social media.

The proposed research explores the ways current news agenda is constructed in media and discussed in social networks and what are the mechanisms of power behind it in the case of Russian competitive authoritarianism. The main objective of the study is to explore the use of online media and social networks, in particular – Twitter in the competitive authoritarianism country such as Russia around the current media agenda in the country.

In this analysis, I am collecting data from Twitter for the period of 14 days on the topics defined as the most important news agenda in the traditional media in Russia for the days of collection. I further develop an exhaustive list of keywords and key phrases that capture Twitter discussions related to the sample news stories. The most relevant keywords or phrases, which brought the most search frequency, were used for collecting the Twitter datasets withing a 14-days window. They included all public Twitter messages with the keywords and hashtags from a sample of news stories, . An online application Netlytic was used for the data collection, text and social network analysis (Gruzd, 2016)

Once the datasets were collected, I used a Netlytic online application for to build name and chain networks with this Twitter data. A Twitter actor, or name, network shows us who is interacting with who in relation to a particular hashtag or search term (Graham & Ackland: 2016).

The research has a potential to discover what kind of communication networks were build around specific news topics, where the discussions originated and how the information was spread on Twitter in the country with competitive authoritarian regime such as Russia.

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Id: 22436

Title: Inter-Influences in the Cuban journalistic culture in the current context of the political-professional debates on the (des) regulation of the media system

Session Type: Individual submission

Authors:

Name: Dasniel Olivera Pérez

Email: dasnieloliveraperez(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana, Universidad de La Habana

Name: Darío Salinas Figueredo

Email: dariosalinasfigueredo(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana

Name: Jennifer Veliz

Email: jenifer.veliz(at) fcom.uh.cu

Country: CU (Cuba)

Affiliation: Universidad de La Habana

Name: Martín Oller

Email: martin.olleralonso(at) gmail.com

Country: CU (Cuba)

Affiliation: Universidad de La Habana

Abstract: Studies on journalistic cultures at the international level usually use as an indicator the influences (internal and external) in the journalistic work that are perceived by these professionals, through the use of the questionnaire as the main research technique.

In this paper we contrast the perception of the influences on professional performance with the political-professional debate on the regulation of the media, through the analysis of content to journalistic articles, reports, presentations, conferences, panels, interviews, scientific articles, books and thesis.

For this, the Cuban context is analyzed, where the fundamental contradictory knot through which the journalistic culture takes shape is on the one hand due to the systematic aggressions of the US government against Cuba, which have the media as a center; and on the other, from the accumulated institutional and political distortions that have cemented the country's media culture, distancing the communicative social practice from the emancipatory principles of the Cuban anti-capitalist project. In Cuba during the last five years a growing and unprecedented professional debate has developed over the being and the duty to be of the media system. In this, a remarkable diversity of professional, intellectual and political voices has participated; provided an analytical framework to account for the characteristics of the professional culture of journalists and their most influential factors.

It has been corroborated from this debate and from the perceptions shared by the community of journalists in the country that the main influences in the journalistic work in Cuba are the sources of

information, the political-governmental regulation of the media, the editorial policies and routines of each media.

The qualitative content analysis of the political and professional discourse contained in more than a hundred publications, which as a whole constitute the discourse on the media, is used as a technique. This is analyzed taking into account 15 indicators, of which the relative ones to the legal regulation and the political direction of the means referred to the intervention dimension of the state are exposed. This result is contrasted with the influence on the professional performance perceived by 60 journalists interviewed, which belong to different types of media (official and unofficial, social and public-state, print, digital and audiovisual) from all regions of the country (west, center and east).

In general, the professional culture of Cuban journalism accounts for objectual and perceptual transformations enabled and constrained, at the same time, by the forms of state regulation, ideology, the path of the US political conflict against Cuba and the global context of changes in the socio-technological systems of information and communication.

Id: 22468

Title: 'Let's Check it Seriously': Exploring the Localization of Fact-Checking Practice in Authoritarian China

Session Type: Individual submission

Authors:

Name: Yusi Liu

Email: liuyusi(at) zju.edu.cn

Country: CN (China)

Affiliation: Zhejiang University

Name: Ruiming Zhou

Email: zhouruiming(at) zju.edu.cn

Country: CN (China)

Affiliation: Zhejiang University

Abstract: In a so-called “post-truth era”, fact-checking acts as an ideal of news genre all over the world. However, fact-checking in China could not be taken into practice as well as exemplars in the western world overnight. It has to confront and adapt for tensions among political, economic and user forces in new technological circumstances. This study explores how fact-checking is practiced in authoritarian China. Supported by Tencent, a popular and renowned online portal, Fact Check implements in China recently. To explore the participatory practice of fact-checking in China, the authors conduct a case study on Fact Check mainly by combining quantitative and qualitative text analysis of its articles, as well as an in-depth interview with the practitioners and participants operating this project.

Based on content analysis of Fact Check (articles in 2017/2018), a news blog both on private-owned web portal Tencent and on private-owned social-media platform WeChat, this article finds that fact-checking in China is localized mainly as ‘rumor destroyer’, ‘scientific knowledge disseminator’ and ‘national image builder/protector’, instead of “political-speech inspector” in democratic system. Results suggest that fact-checking in China is practiced in an improvised and localized way, as journalistic professionalism is constructed in the past decade.

As a professional and innovative news genre, fact-checking is applied to advancing democratic culture with difficulty and utilized to participate authoritarian governance in a Party-state. However, this study concludes fact-checking in China is well deployed to stimulate discussion on facts and opinion, elevate Internet literacy and enhance public communication. This study also concludes that non-institutional market-oriented organizations may be potential crucial roles and driving forces to do good journalism in an authoritarian regime.

Opposing with the idea in the western countries of viewing fact-checking as a power-monitoring tool, the analyzing result shows that fact-checking in China was recontextualized as alternative discursive resource and practice strategy to help the media outlet survive in the Party-controlled media environment. Specifically, the practitioners compromise through blurring and shifting the focus of fact-checking statements of politicians. Instead, they preform urgent concern of rumors from everyday life rather than political life. This decision on what was worth checking represents a complicated landscape, which is shaped by risk assessment on media regulation and call-answering

on participatory culture online. As a consequence, the authors discuss this recontextualization of fact-checking and its influence on public life in China.

Keywords: fact-checking, localization, non-institutional organization, authoritarian regime

Id: 22512

Title: Fake news across the Taiwan Strait in the post-Cold War era: the coverage of China's Military Operation around Taiwan by Taiwan News Media

Session Type: Individual submission

Authors:

Name: Lihyun Lin

Email: lihyunlin3(at) gmail.com

Country: TW (Taiwan)

Affiliation: National Taiwan University

Abstract: In the authoritarian past, Taiwan government used Cold War to justify its authoritarian rule and to curb the spread of the Chinese Communist propaganda. After the cold war, Taiwan was liberalized. Yet China has continued to claim Taiwan as a part of China; its People's Liberation Army (PLA) of China was said to have initiated digital warfare by spreading fake news via official and unofficial channels, including social media.

China's Military Exercise around Taiwan in the end of 2017 was a critical case. At first, the social media (weibo) accounts of China's military media released pictures that PLA's bomber was flying over central Taiwan. The messages were then disseminated in Taiwan's social media. Taiwan's commercial media, in turn, followed the discussions, even using the photos and videos made by PLA, without checking their validity, though the Military of Defence has declared that the photos were fabricated.

This paper analyses Taiwan media's representations of the PLA's military operation in Taiwan. The paper adopts Shoemaker and Reese's Hierarchy of Influence Model to examine the external (institutional) and internal (organizational) factors that influence news production. This paper further adds the factor of foreign countries to the external levels of the model.

According to the analysis, at the external (institutional) level, after the deregulation in the 1990s, Taiwanese media have been in tough competition. To survive in the digital market, they produce instant articles and tend to adopt materials in social media. Thus, Taiwan's media environment has been vulnerable to fake news. Externally, after Chinese President Xi Jinping came to power in 2012, the PLA has intensified digital warfare towards Taiwan, including this "military operation."

At the organizational level, commercial news media did not check the validity of the photos; yet their representations differed slightly, according to their editorial policies. The popular news website, the Apple Daily dramatized the PLA's military operation as a hyper-real film, by making animations and creating composite photos in which the leaders of Taiwan and China confronted each other. The pro-China news groups, whose owner run business in China, was 'voice of the PLA', delivered not only the power of the PLA, but also its will to "liberate Taiwan by force" by 2020. By contrast, the pro-Taiwan independence newspaper presented Taiwan's ability to defend itself.

In conclusion, in the Post-Cold war era, the production of fake news in Taiwan was caused by external and internal factors. Externally, China has used different channels to deliver its propagandas. Taiwan's commercial and polarized media environment has intensified the impacts of fake news. Internally, different media represent the military exercise based on their editorial policy, but not on checking facts.

Id: 22763

Title: PLATFORMISATION EFFECTS OF GLOBAL DIGITAL INTERMEDIARIES ON BALTIC DIGITAL-BORN NEWSROOMS

Session Type: Individual submission

Authors:

Name: Dzina Donauskaite

Email: dzina.donauskaite(at) gmail.com

Country: LT (Lithuania)

Affiliation: Vilnius University

Abstract: Over the past 15 years the Baltic countries (Lithuania, Latvia and Estonia) have experienced a rapid growth of digital-born newsrooms. Two Estonian-owned media companies 'Ekspress Grupp' and 'Eesti Media' compete by owning topmost popular digital-born internet dailies in each of the Baltic countries. High popularity of digital-born news media is the phenomenon common for media systems of post-soviet countries.

Amidst journalism business growth on the internet and the reported profits, the local media companies in the Baltics remain unsure about their future and the future of journalism. One of the main reasons for concern is that the two most popular global online platforms – 'Facebook' and 'Google' – have substantially affected infrastructure of journalism production. Changes in audience's news consumption patterns have been well observed and documented, not so obvious yet are platformisation effects of the global players on local digital media newsrooms in small Baltic media markets that almost at their infancy faced unprecedented competition over scarce local resources with powerful and well-established global media tycoons.

Platformisation 'entails the extension of social media platforms into the rest of the web' (Helmond, 2015). In local media systems, platformisation affects infrastructural and economic models of newsrooms by making them more compatible with logics of global platforms.

In this paper the global online platforms of 'Facebook' and 'Google' are referred to as global digital intermediaries. The term emphasizes the role of large globally operating technology platforms in distributing news to audience (Kleis Nielsen & Ganter, 2018), while local intermediaries (local media news organizations, including the digital-born ones) perform a more complex role. According to the theory of mass communication, intermediaries are cultural institutions whose role is to process large quantities of information collected for specific reasons at the public interest to receive accurate information on everyday matters in a timely manner.

While direct access to news through local intermediaries remains significant in the Baltics, yet increasing number of audience get exposed to news through search or 'Facebook'. The global digital intermediaries increasingly tend to amass audience around the content which is produced by local digital-born intermediaries. This makes platformisation effects - i.e. effects of economic and infrastructural extensions of global platforms to local media organisations - possible.

This paper is dedicated to study those effects. Insights on platformisation in Baltic media newsrooms that are provided in this paper are based on empirical evidence (qualitative interviews) with editors in chief, social media editors, CEOs and journalists in all three Baltic countries. Questions of effects on funding model of Baltic digital-born journalism, strategies of content distribution, process of editorial decision-making and even hiring requirements of journalists and other staff are addressed. In total 11 representatives of digital-born news media outlets were interviewed for this paper: 6 representatives from 'Ekspress Grupp' (most popular 'Delfi' portals in the Baltics) – 4 CEO's and 2 editors - 1 representative (CEO) of Eesti Media, 4 representatives of digital-born startups in the Baltics (Edasi, Murileht, Re: Baltica, Nanook).

Id: 22817

Title: The paradoxes of change: Communicative practices of successful entrepreneurs in the private sector in Cuba

Session Type: Individual submission

Authors:

Name: Mabel Machado López

Email: M.Machado-Lopez(at) lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: As a new social group of private entrepreneurs expands in Cuba with the transformation of the island's model of socialism, numerous contradictions are becoming visible in the social landscape. This paper suggests that the communication practices of owners of high-end private restaurants (paladares) in Havana are among the factors contributing to render visible existing social inequalities and political paradoxes in the communist-ruled country.

Since the reformation of Cuba's political, economic and social system known as "the update" kicked off in 2008, the government have issued around 200 types of licences for the private sector, benefiting, in particular, those ventures operating in the tourism industry. Although the private sector deals with the uncertainties and policy inconsistencies derived from this period of transition, the urgent need for good-quality services in the tourism sector has enabled entrepreneurs running successful paladares to rapidly convert their businesses into bars, clubs and other more complex types of business. By doing this, the entrepreneurs not only have crossed the boundaries set by the government for the intervention of the private sector in the society but have legitimised themselves as cultural mediators at a local level, taking on a role that has been almost exclusive of the state institutions in the history of the Cuban revolution.

This research draws on the studies on communication ecologies and polymedia in poor and developing countries and on the literature on transition economies (particularly in the post-socialist space) to discuss the specificities of the communicative assemblages (D. Slater, 2013) resultant from the intervention of owners of high-end paladares in the Cuban context. The concept of communicative assemblages is used here to underline the flexible, unpredictable, unstable and sometimes contradictory character of the entrepreneur's communicative practices. In this sense, this paper advances the analysis on the uses of mobile media among a population affected by a very low rate of internet penetration that has been proposed by authors such as A. Pertierra (2009, 2012). Bourdieu's notions of social and symbolic capital are key for understanding how these entrepreneurs participate in the modelling of new social subjectivities and patterns of consumption which tend to be disconnected from the ideals of the Cuban socialism.

This qualitative, exploratory approach to entrepreneurs' communicative ecologies primarily draws on semi-structured interviews to owners of high-end paladares in Havana. A content analysis of the businesses' websites and social media profiles was used here as a complementary method. Through the analysis of the data collected the study concludes that entrepreneur's communicative assemblages are articulated around small circles of influence and personal networks from which the average working-class Cuban is excluded. The study indicates that difficulties for accessing the internet force the entrepreneurs to rely primarily on mobile media and on word of mouth to promote their businesses. This paper suggests that the discretionary use of mediated communication by the

participants in this study reflects their desire to take distance from the state institutions and other less successful entrepreneurs.

Id: 22981

Title: Celebrity politics' elements in contemporary Russia

Session Type: Individual submission

Authors:

Name: Anastasia Grusha

Email: anastasia_grusha(at) mail.ru

Country: RU (Russian Federation)

Affiliation: Faculty of Journalism, Lomonosov Moscow State University

Abstract: On one hand, in recent decades, seeking political support from celebrities in the form of endorsements has emerged as a popular strategy. Considering the importance of celebrity-oriented entertainment media, political parties and candidates have worked hard to obtain support from media savvy personalities such as entertainment-industry celebrities, spin-doctors, and famous journalists to attract undecided voters in modern democracies (Perloff, 2013; Van Zoonen, 2005). On other hand, the politicians often accepts the style of popular culture representatives to promote themselves in politics. Studies in celebritization of politics as a trend in political communication in Western countries are well developed (Wheeler: 2013, Street, 2004 and 2011, Stayner: 2013 to quote some). The extension of this phenomena to the rest of the world is not studied really much. This research is focused on the penetration of celebritization if politics - among the other recent trends in political communication - into Russian politics and media on different levels: from all-national poltical events (for example, presidential elections-2018 with “Putin’s Team” or Ksenya Sobchak participation in this and not only campaign) to regional and local (in Krasnogorsk city in Moscow Region Jeff Monsoon, an arm-wrestler, ex American citizen, was a candidate to local parliament). It’s an attempt of a qualitative study aimed at exploration of national features, formats and perspectives of this global trend in Russia during the latest elections, other political campaigns and routine periods in 2018/2019. Celebrity endorsement in the present political context and politicians’ behaviour in the era of mediated politics within national political culture is included into research program. To put it all into existing theoretical frameworks is a challenge of the research: how universal are those trends for non-Western political field or they are applicable to the Western societies only; are Street's types of celebrity (celebrity politicians and political celebrities) valid for Russia or not; what are theirs communicative strategies; what is the media role in this process.

Id: 23463

Title: Transparency of Media Ownership and Editorial Autonomy as Corporate Social Responsibility in the Media Industry

Session Type: Individual submission

Authors:

Name: Ainars Dimants

Email: dimants(at) latnet.lv

Country: LV (Latvia)

Affiliation: Turība University; Institute of Philosophy and Sociology, University of Latvia

Abstract: With an increased impact of mass media on other sub-systems of society – political, economic, legal and socially cultural – and dependency of socialization of an individual on the information in mass media, the subject of transparency of media becomes more important, especially in transitional societies with so called oligarchs but also in regard to regulation of media concentration. Considering that media business is not possible without the implementation of social functions of journalism and the credibility is the main value of the media, it is necessary to apply higher demands regarding transparency of property in this industry – the identity and ownership of the media. However, in Latvia the above-mentioned demands have not become effective neither in legislation, nor, what is more important, in practice. In fact, the beneficial owners can remain anonymous. Therefore, by demanding transparency from other parties of the socially political process the media itself loses credibility. The law requires and achieves the publicity of the sponsors of political parties. In return, essential information regarding media powers that significantly influence the process of decision making is unavailable to the society, even though these powers might have even a greater impact on the process of decision-making of society. At the same time, the transparency of production process becomes an essential part of Corporate Social Responsibility (CSR) as a comprehensive but voluntary objective in the core business activity of media enterprises (cf. Chandler, D. (2017), 6–8; Kotler, P., Lee, N. (2005), 208–210; Weder, F., Karmasin, M. (2009), 326–327, 334–336; Altmeppen, K.-D. (2011), 259, 264–265; Karmasin, M., Bichler, K. (2017), 142–143).

In this paper the author is also advancing his analysis of the state of editorial autonomy as practiced by the contemporary newspapers in Latvia. The thesis of the author is that the editorial autonomy is a precondition for journalistic quality, which can also be stated as a goal of socially responsible business practice (one of the corporate social incentives) in the media entrepreneurship. References are made to the laws in Latvia which govern editorial independence as maintained in the relations with the founders or business managers of the newspaper or other general ownership interests. In presenting his arguments the author refers to the functional structural system-theory of Niklas Luhmann (1996) and the principles and real practice of CSR.

The concluding remark is that both, editorial autonomy as well the transparency of media ownership, significantly raise the credibility of media brands and media products, and maintain the integrity of journalism which, in the medium and long term, is the chief and most durable asset of any media enterprise which represents a modern journalistic culture.

Id: 23507

Title: Nothing new on the Eastern front. The marginalisation of East Germany in the national German news coverage, and what it could contribute to the rise of the populist right

Session Type: Individual submission

Authors:

Name: Antje Glück

Email: A.Glueck(at) tees.ac.uk

Country: GB (United Kingdom)

Affiliation: Teesside University

Abstract: When the Berlin wall opened suddenly in November 1989, the citizens of the former German Democratic Republic (GDR) who had struggled for a democratic change were filled with joy and hope; many expecting their liberal-democratic aspirations to turn into materialistic reality. However, after the subsequent reunification in 1990 the now named 'East Germans' (colloquially 'Ossis') had a rough awakening to mass unemployment and capitalism. Besides being materially disprivileged and with little access to elite positions taken over mostly by West Germans (only 4 % of elite positions are occupied by East Germans today), East Germans found themselves voiceless. Despite unity had taken place on the political level, it remained an unfulfilled promise in terms of the national public sphere, which largely displayed the dominance ideology of West German elites. In consequence, East Germans became increasingly marginalized in the now 'all-German' public discourse. The reunification became discursively fiction.

The marginalization of East Germany in the German media public sphere has been documented since the reunification in 1990 (Früh et al. 1999, Abhe 2009, Ruhrmann 2016). The national hegemonic German mass media outlets played an important role in this process of exclusion and in shaping a rather negative image of East Germany, perpetuating Cold War ideologies in a different manner. With an ownership structure dominated by West Germans and with West German elites continuing to occupy most senior positions in East German media outlets, the stories of East Germany became told from a largely West German perspective.

The neglect of East Germany and East German citizens together with a largely devaluing and at times misinformed representation of their different historical past showed up recently in labels such as 'colonialism' (Richter 2017) or 'German-German racism'. This negative image reached a new peak in 2017 with the upsurge of populist right-wing movements, such as the political party AfD (Alternative for Germany) and the Saxony-centred Pegida especially in Germany's East. Media discourses remained often limited to (West German) experts struggling to explain the popularity of right-wing populist movements among East Germans, speaking ABOUT the EAST without actually speaking TO East Germans, who remained largely voiceless.

A Critical Discourse Analysis (Foucault) will be deployed in order to analyse a text corpus consisting of around 50 news items which appeared at the time around the parliamentary elections 2017 in major news outlets, such as ARD, Spiegel Online, Zeit etc. It analyses how meaning is created through language and symbols and how this interlinks with power and power relationships.

This coincides with the rise of populism in East Germany through the elections, so that a distinction is made if the general news discourse changes towards a more inclusive forum.

As a pilot study this research project aims to deliver an important contribution to understanding the dynamics of media coverage, identity and populism. The study maps the actual field of recent news media coverage about a disadvantaged and historically different region, subjective feelings of exclusion, and the rise of populist movements as potentially alternative forms of articulations in democratic societies.

Id: 23602

Title: Caminando la memoria para la re-existencia del pueblo Indígena Korebajü

Session Type: Individual submission

Authors:

Name: Walter Exneider Reina Parra

Email: areina23(at) hotmail.com

Country: CO (Colombia)

Affiliation: Docente investigador Universidad Minuto de Dios - UNIMINUTO

Name: Rigoberto Solano Salinas

Email: rigosolanosalinas(at) gmail.com

Country: CO (Colombia)

Affiliation: Docente investigador Universidad Minuto de Dios - UNIMINUTO

Abstract: La investigación que se busca presentar en el Congreso IAMCR-2019 para el grupo de trabajo Comunicación post-socialista y post-autoritaria surge desde los afectos, la cercanía con el territorio, la herencia campesina y las trayectorias de un grupo de personas étnica, epistémica, cultural e históricamente diferenciadas, a las que la Gran Dueña de la Vida, la Madre Tierra, Ché já y los sabedores ancestrales terrenales y espirituales reunieron con el fin de aportar desde sus diversidades en la (re) construcción de las narrativas de la familia Bolaños-Piranga, que en nuestro sentir es una forma de “regresar al origen”, como se traduciría la palabra memoria en lengua Korebajü , sobre la resistencia y re-existencia de un pueblo originario que ha sido agobiado por la violencia derivada del conflicto armado interno colombiano, un grupo étnico cuyos territorios ancestrales son dibujados por las cuencas de los ríos Orteguaza, Pescado, Peneya, Caquetá y Putumayo.

Esta investigación busca responder a la pregunta: ¿Cómo las narrativas de la familia Bolaños-Piranga contribuyen a la construcción de memoria sobre la resistencia y re-existencia del pueblo Korebajü?

En el caso particular de los Korebajü, los cambios sociales y territoriales que han vivido se deben, principalmente, a la influencia de los distintos grupos armados que operan en Colombia, a factores y actores relacionados que hacen carrera en la puja por los recursos naturales y económicos que provee la región. Estos y otros fenómenos impactaron sustancialmente en la cotidianidad del pueblo, algo que generó un ambiente de miedo e incertidumbre a raíz de los hostigamientos, asesinatos selectivos, desplazamientos, amenazas y el desarraigo de su territorio y su cultura. Este pueblo se encuentra entre las principales víctimas del conflicto armado interno colombiano, especialmente, desde la década de los ochenta, cuando varios de sus líderes políticos y espirituales, doce aproximadamente, fueron asesinados a manos de las FARC, hecho que afectó de manera significativa su proceso organizativo, de construcción de autonomía y de lucha por sus derechos.

Casi treinta años después de estos casos de violencia y de la fractura organizativa, el Resguardo San Luis, de la mano de la familia Bolaños-Piranga, se ha trazado un modesto, pero, en nuestro concepto, fundamental propósito de volver de manera pacífica y segura al origen de la resistencia y

la re-existencia de la "Gente de la Tierra" desde las narrativas biográficas, un proceso que está acompañado del saber, la cosmovisión, la espiritualidad, la medicina ancestral y ceremonias tradicionales Korebajü como escenarios de comunicación y construcción de nuevos sentidos para reinventarse la vida colectiva.

Religion and Communication Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19496

Title: US Mega-Church and its visual culture

Session Type: Individual submission

Authors:

Name: Suki Kwon

Email: skwon1 (at) udayton.edu

Country: US (United States)

Affiliation: University of Dayton

Abstract: The 21st century US mega-church – mall like complex in the suburbs which features information desk, coffee shop with comfy stylish chairs and sofas, an auditorium equipped with movie-theater seats and massive video screens, all surrounded by acres of parking lot to accommodate hundreds of automobiles- is a byproduct of the Church Growth movement, Evangelical movement and the 1st and 2nd revivalism that swiped the entire US and some part of the UK. The US mega-church is a “seeker-sensitive” model that reflects the era’s trends in easy and feel good theology that provides convenient salvation. The mega-church provides amenities that seekers need such as online prayers, instant online community chat room, gluten free communion wafer, allergen-friendly communion, and child care service in the name of youth ministry. Mega-church indeed became the face of capitalism that became huge enterprises that leads many branches of Campus plan, utilizes electronic media, new construction materials, Online cyber church that employs the latest technology that’s available. Through this paper, I analyze visuals of US mega-churches and offer the relativity to its non-nomination creed.

Id: 19503

Title: [Panel] Democracy, Religion and Political Communication in South Asia, Panel description

Session Type: Panel Submission

Authors:

Name: Padma Rani

Email: padma.rani (at) manipal.edu

Country: IN (India)

Affiliation: Manipal Academy of Higher Education

Abstract: The primary focus of the of the panel discussion will be to dissect and discuss as to how an average citizen as voter decides to choose a political party or a candidate that would cater to his/her personal and ideological expectations for the smooth functioning of democracy in South Asia today. What are personal, political and religious considerations in the decision making as to which party or person to vote in largely poor, illiterate and information deprived voters. Each panel participant will be expected to critically examine and discuss how the cultural and religious factors and belief systems are expressed, internalized and propagated in the election campaigns? Also how country specific/culture specific religious signs, symbols, and media are used and expressed political messages in the local languages, idioms and delivered to convince the voters to vote for a particular party or individual candidate? Further, how religious values and ethos have been intertwined within political communication to achieve democratic goals in elections campaigns?

The panel discussion is considered critical and important keeping in view that most of the British colonial South Asia achieved its independence after Second World War II and these countries adopted parliamentary democracy of adult franchise regardless of country's political history or past methods of governance and state religion. The periodic elections have been held in almost all South Asian countries regardless their population size that include few million population Bhutan and billion plus population India. By and large democracy has matured and flourished in these countries requiring serious theoretical discussion on the issues of emerging political communication and new forms of democracy.

The panel participants will bring out their research based analyses, experiences and observations during their presentations and discussions.

Id: 19532

Title: Shaming in Judaism: Past, Present, Future

Session Type: Individual submission

Authors:

Name: Tsurriel Rashi

Email: tsuriel.rashi (at) gmail.com

Country: IL (Israel)

Affiliation: Ariel University

Name: Hananel Rosenberg

Email: hananelro (at) gmail.com

Country: IL (Israel)

Affiliation: Ariel University

Abstract: It is sometimes thought that public shaming is a new phenomenon, only emerging with the advent of the Internet and, in particular, with the rapid growth of social media. Yet, from a historical and religious viewpoint public shaming can be seen as a modern version of legal penal practices that were common in the Middle Ages and occasionally resorted to in subsequent years. In this article, we survey the various modes of public shaming within the Jewish community in the Middle Ages and in modern times. We review whether and how the new practice of communications shaming on social media has been adopted by religious institutions as an extension of communal, traditional shaming, and discuss how rabbis relate to this today.

Id: 19533

Title: Territorializing the sacred into contempt: The contextualization of celebrity shamans in Korea

Session Type: Individual submission

Authors:

Name: Joonseong Lee

Email: jlee (at) csusm.edu

Country: US (United States)

Affiliation: Communication Department California State University San Marcos

Abstract: This study is an ethnographic research focusing on celebrity shamans in Korea, the celebrities who have “come out” as shamans. The term “celebrities” refers here to actors and actresses, fashion models, singers, and performance artists. This study explores the life of the celebrities, who have decided to live as a shaman, even though doing so means they will never again appear in the limelight. Exploring the life of celebrity shamans through the cultural studies lenses can provide a perspective on how the sacred can be constructed (or deconstructed) with the mediatization of Korean culture. Mediatization is the “long-term interrelation processes between media change, on the one hand, and social and cultural change on the other” (Hepp, Hjarvard and Lundby 223).

Shamanism is the indigenous belief system in Korea, but shamans in Korea have been ostracized by the ruling power for more than five hundred years. With the mediatization of contemporary Korean culture, shamanism has seen a resurgence. Ironically though, celebrity shamans in Korea are not the beneficiary from the mediatization process. Rather, when the celebrities came out as shamans, the sacred aura that they have held became de-and re-territorialized as a sacred commodity, execrated by Korean society at large.

Cultural studies is an interdisciplinary intellectual tool, which maps out strategies of articulating power relations in the rhizomatic collection of the contexts that constantly reiterate the process of de-and reterritorialization. Also, cultural studies provides scholars skeptical, analytical disposition, by which to study the relation among discourse, power, everyday life in modern society. From a cultural studies perspective, mapping out the process of territorialization from the sacred aura of celebrity into a sacred commodity of celebrity shamans can demonstrate how the construction of the sacred can be contextualized in various domains of Korean culture.

Id: 19591

Title: Facebook as an arena of struggle for the right to political participation of Haredi (ultra-Orthodox) women in Israel

Session Type: Individual submission

Authors:

Name: Orly Tsarfaty

Email: orlyt (at) yvc.ac.il

Country: IL (Israel)

Affiliation: Emeq Yezreel college

Abstract: In the Israeli political reality, the Haredi parties, despite their participation in the parliament, ideologically reject the democratic outlook and exclude women. This exclusion represents their religious outlook.

This political reality contradicts the law and the values of democratic rule. It has been made possible due to the unique cultural status of Haredi society and political interests.

One of the most important and unique phenomena in the 2013 elections was the political organization of a small group of Haredi women on the Facebook, demanding representation in the Haredi parties. The group operated under the name "LONI-LOBO" (Hebrew)."

For the first time in Israel, Haredi women from various groups joined in protest against the radicalization against Haredi women. In order to combat extremism, they posed a revolutionary feminist demand - representing women in the Haredi parties. Their demand for democratization, equality and partnership in the political system undermines their absolute exclusion from the public arena.

Two major changes in Haredi society have enabled women's protest: changes in the media's exposure and consumption patterns, and changes in the level of education and traditional patterns of employment among Haredi women.

Haredi society's traditional ideological stance regarding the modern media rejects the use of the new media - as part of the supervision of exposure to modern / secular content that is perceived as prohibited. There is still an argument regarding the use of computers and the Internet. The adoption of the Smartphone made it possible to breach the control walls anonymously. Against this background, the use of Facebook for the purpose of protest by women is perceived as subversive.

In the 2015 elections, the Group's activity was renewed, and it also affected other initiatives. ""LONI-LOBO" " expanded its media activity in order to raise the issue to the public-media agenda. Soon a protest movement began to crystallize on Facebook. In a reality where Haredi women were forced to deal with "symbolic annihilation" (Tuchman, 1978) in the Haredi media, the media arena in Facebook became the centerpiece of their activity .

Like other protest movements in non-democratic societies (eg, Breuer, 2012; Baylor, 1996; Mccurdy, 2012), the social network was also an effective, cheap and anonymous means of organizing and mobilizing messages. Facebook has made it possible to bypass the gatekeeper men - in the Haredi media. A virtual community of women formed an alternative political discourse, sparked a lively discussion of women and men and the formation of a new feminist-Haredi identity . Theoretically, this is an interdisciplinary study that focuses on Haredi society as a minority group in the encounter between media, protest and feminism - in terms of the status of women and political and media representation.

The study examines, through textual analysis of the posts published on the Facebook page of the protest movement, the process of forming a feminist leadership with a feminist consciousness among Haredi women. The activities of women show that they adopt the Internet and social networks as a platform for change alongside the old media .

Id: 19650

Title: Religion on News Websites: a case study in Israel

Session Type: Individual submission

Authors:

Name: Yoel Cohen

Email: yscohen (at) netvision.net.il

Country: IL (Israel)

Affiliation: Ariel University

Abstract: The paper examines the image of religion constructed in Israeli on-line news websites in order to generate a picture of how religion is covered in the age of new media. A content analysis in four websites comprised- a secular elite website (Haaretz on-line), a secular popular website (Y-Net), and two religious websites - one reflecting the modern orthodox (Arutz 7), and one B' Hadei Haredim -- reflecting the Haredim -- was carried out for an eight week period. The most covered category was Religion 13.3% which was followed by religious festivals (8.9%), synagogue (5.2%), God (4.2%); secular Jews (4.2%), Modern Orthodox Judaism (4.1%), prayer (3.9%), and Haredim (3.7%). All other categories amounted to less than 3% each. Ironically, "Religion" and "God". the two categories creceived least coverage on the two religious-orthodox websites - 10.8% (Arutz 7) And, 11.2% (BeHadei Haredim) in contrast to 30.2% in Haaretz on-line and 19.1% in Y-Net. The high score for Haaretz on-line reflects the intellectual reflective approach it takes to questions about theological belief in contrast to the two orthodox websites which are not inclined to question fundamentals about God and religion. The two combined categories of religious festival and fasts reached 11.3%, and reflect the central part which religious festival and fasts have in Israeli Jewish culture. All the websites are clearly orientated to the Jewish faith. While it is only natural for the focus in a country's media to be on the dominant faith, the extent to which this was the case was surprising, particularly given that Muslims make up a sizeable part of the opposition.

The Western Wall and the Temple Mount in Jerusalem varied considerably -- with the two religious websites much higher than the non-religious ones.

Overall, some similarities between the two religious and the two secular websites may be identified. The religious websites (BHadei Haredim and Arutz 7) gave most space for religious leaders and non official leaders (like yeshiva heads) and official state and religious posts (like Chief Rabbis). Other key themes for the religious websites included the centrality of the synagogue and prayer; religious festival; and fasts; and broader existential theological matters about religion, existence of God, and religious streams. For the non-religious, broader or existential and theological, questions, God were even more singularly prominent. Also prominent was synagogue prayer, as was religious streams - reflecting to some extent the tribal characteristic in religious life. Both religious and non-religious were single-mindedly orientated to Judaism, away from other faith groups.

Id: 20282

Title: Wo/Men's God-given Power: Male Headship vs Female Agency in Pentecostal Sermons

Session Type: Individual submission

Authors:

Name: Tumi Mampane

Email: mampanet (at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: This research project seeks to reveal the relationship between Pentecostal Christianity and patriarchal ideology in South Africa. Recorded sermons from two Pentecostal (charismatic) churches in Alexandra Township (north of Johannesburg, South Africa) are compared using Critical Discourse Analysis (CDA). Through CDA my research ascertains how the church constructs gender hierarchies and perpetuates or challenges gender inequalities. I focus on the Christian religion in general and Pentecostal (charismatic) churches in particular, and also on Black Feminist Theology (BFT). My research is concerned with societal issues and “truths” constructed by the church in the context of Pentecostal churches in Alexandra.

Degenaar (1997: 46) and Voster (2014) refer to “Religious Discourse”, arguing that beliefs are constructed through language and that those beliefs (or ideologies) are then naturalised by repeated practice. Tuckey and Kretzhmar (2002) discuss the internalisation of ideology experienced by children who attend Sunday school. Their identities are constructed in a way which encourages “macho” leadership for boys where “servitude” and inferiority are the structures reinforced in girls. Sermons may be also be used as an instrument to conceal these ideologies through the use of a softer patriarchy—giving women responsibilities and roles which are traditional in nature, and do not pose a threat to male power and dominance. Motherhood, for example, is constructed as not only a female identity, but the only identity that should count for women as is discussed in Frahm-Arp’s (2016) research on Pentecostal churches in Johannesburg, and is similar to what Nadar (2010) terms “Formenism” and “Masculinism”. Formenism is a patriarchal ideology which is initiated and supported by women.

Employing Fairclough’s model of CDA, I describe the content of the two sermons studied as text objects—with specific reference to the use of discursive strategies (grammatical, semiotic, narrative and argument) to convey the respective messages. I also interpret the sermons in their religious context as a means of influence, giving reference to some Biblical texts. Lastly, I explain the gender issues pertaining to hierchies between men and women as communicated by the two pastors and in relation to the rights and struggles of South African women. The two ministers stand on opposite ends in constructing the identities of women within the respective congregations. The one constructs a traditional woman, who waits for a man to initiate and for God to stand up to the injustices against her. The second pastor, however, encourages a rejection of such a construct, insisting that women take their stand as leaders in the home, church and society. This shows just how the ideology of male dominance can be both naturalised and presented as a norm or how the normality of it can be presented as foolish or a danger to the family. Any of the two representations construct an identity in the listeners who are given the polarized views: Christian or unChristian. As to the degree to which women in the respective congregations subscribe to these constructs, I find through an ethnographical study of women within the respective audiences.

Id: 20548

Title: Communicating power: The use of religion content to influence public opinion in elections

Session Type: Individual submission

Authors:

Name: Nurhaya Muchtar

Email: nmuchtar (at) iup.edu

Country: US (United States)

Affiliation: Indiana University of Pennsylvania

Name: Masduki Masduki

Email: masduki (at) hotmail.com

Country: ID (Indonesia)

Affiliation: Indonesian Islamic University, Yogyakarta

Abstract: Religion and politics are often intertwined especially in presidential elections, where many contesting powers have shown their interests for their own benefits (Tomsa, 2018). Indonesia is not an exception, especially in the use of religion to influence public opinion. The 2018 regional election in different parts of Indonesia, for example, showed the influence of religion in influencing political participation and public opinion for certain candidates.

The use of religion in politics around the world have been common. Aspinall & Mas'udi (2017) argued that even though this is an unfortunate situation, it is a sign of democratization and political participation. Scheiner (2016) argued that religion has indeed influenced and embedded in all course of life including in election, nevertheless, other factors have to be considered as well in influencing public opinion such as cultural practices and economic situation.

Indonesia adopted the combination of presidentialism and a multi-party system since reform government came to power in 1998. With the presidential election coming this year in 2019 and based on the regional election last year, it is expected that religion will continue to be used as a way to influence public opinion in the election. Messages on religion have been transmitted through media, social media or religious events. The popularity and ease of use of social media with different apps and platforms made messages could be easily altered and transmitted through mobile phones.

This study looks at the influences of religion in politics in Indonesia. Data is based on a combination of two sources; The 2015 data of journalism across the globe (WJS) and content analysis data from three online news media that were gathered from February to April, 2019. The selected duration is based on major events leading to election from presidential debates, campaign activities up to the voting process.

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Id: 20685

Title: Adventist Visual Culture from 1830s to 1900s: The Use of Religious Images by a Text-Centered Movement and the Implications to Its Relationship with Mass Media

Session Type: Individual submission

Authors:

Name: Allan Macedo de Novaes

Email: allanmnovaes (at) gmail.com

Country: BR (Brazil)

Affiliation: Adventist University of São Paulo (UNASP)

Abstract: Conservative evangelicals and fundamentalist Christian groups show in their history a pioneering and conflicted relationship with mass media, especially the electronic or audio-visual media. While they understand that mass media can be enthusiastically used as an efficient and powerful evangelistic tool, they also criticize it as an “instrument of the Devil”, which threatens the values and beliefs of Christian faith. With Seventh-day Adventists the situation is not much different, once the relationship between Adventism and mass media has alternated between a missionary engagement attitude and hard criticism.

One of the main assumptions that lead Adventism to promote an intriguing and conflictual relationship and use of mass media, especially the visual/video ones, is text-centered and print-driven orientation of the movement. This vocation led the movement toward a specific pool of restrictions and rules about how to consume media content and produce religious media products focusing on text over image and reality over fiction. Hence, this study aims to present a brief history of Seventh-day Adventist Church visual culture from 1830s to 1900s in order to identify how the Adventist mindset behind the production of print charts and religious images continued to influence the way Adventist community interacts and creates TV programs and movies.

The article begins with a succinct overview of the Seventh-day Adventist Church history, belief and culture, with an emphasis on the description of one of its identity marks – the text-centered and print-driven orientation – followed by a concise presentation of the history of charts and religious images by Adventists. This leads to an analysis of the Adventist visual imagery focusing on the emphasis on text over image and on reality over fiction. These characteristics are essential to understanding not only the origin of the movement, but also the metanarratives and paradigms by which the Adventism understands itself and the way the movement uses mass media and creates its own media products nowadays.

Id: 20734

Title: The effect of Hope as a placebo effect in the Prophetic age: A case of religious practices on Media in Southern Africa.

Session Type: Individual submission

Authors:

Name: Joseph Muyangata

Email: joseph_muyangata (at) yahoo.com

Country: ZW (Zimbabwe)

Affiliation: Living Waters Theological Seminary

Abstract: There is hope that makes sick and hope that does not disappoint. Hope deferred as Solomon puts it “makes the heart sick”. Yet, on another hand from Apostle Paul’s perspective hope does not disappoint. It is therefore critical to examine these two forms of hope and their effects in the Prophetic age with a special interest on televised prophetic services in Southern Africa.

The rise of the mediated (televised) prophetic age has rekindled the need to probe in-depth the theology of hope. Hope is not usually treated as an isolated entity but in many cases it is fused with other things. In so doing hope is tinted and lost within a tirade of concepts. Yet, if hope is to be examined as an independent concept it speaks volumes and finds its way to addressing human plight.

The concepts of love, faith and hope are important in a human’s life and they are also crucial foundations to one’s virtues. Majority of theological researchers talk about love and faith (Althouse & Waddell, 2010; Poloma & Green, 2010; Poloma & Hood, Jr., 2008; Hardesty, 2003), however, little is known about hope. Thus, further research on hope is important, because hope is very central to our everyday life and most people do strange things, which this research will bring to light; all because of hope. This is because when a human being is in pursuit of hope, he or she carries a deep tension from within – a battle-scarred heart longing for healing. A quest for something greater than their ability to drive out despair, pain and hurt. Hope isn’t just an emotion; it’s a perspective, a discipline, a way of life. Hope is a journey of choice (Coty, 2010).

A trace on hope and the role it plays in the lives of people would lead to very crucial aspects of human life. These aspects include the ability or failure to deal with disappointment, pain, abuse and all forms of prejudice in their immediate situations. Hope provides people with the belief that tomorrow will be better than today and it helps us all face the challenges of each day with the anticipation for a breakthrough regardless of the costs.

This research will examine the factors that contribute to such occurrences as it reviews of what hope truly is. It should not be symbolic hope but rather real hope. Many times desperation has been misunderstood for hope, yet there is a very thin line between the two very different worlds. A sobering examination on how many respond to the prophetic claims on television, and the demands thereof would quickly tell us how desperate people are.

Methodology:

This research will use interpretivism and realism as my philosophical stance.

Resources to be Used:

This research will use primary sources in form of testimonies, interviews, and surveys of church service documentations, preaching recordings and other original materials in line with the hope theology (Observation and experimentation).

This research will also include material that interprets and analyses the primary sources.

Id: 21142

Title: Technology and Religion: The Dialectical Tension of Safety in Religious Spaces

Session Type: Individual submission

Authors:

Name: Ann Strahle

Email: astra2 (at) uis.edu

Country: US (United States)

Affiliation: University of Illinois

Name: Amie Kincaid

Email: akinc2 (at) uis.edu

Country: US (United States)

Affiliation: University of Illinois Springfield

Abstract: In the last several years, the public has witnessed mass shootings at numerous religious centers around the world. From the mass shooting at a synagogue in Pittsburg, Pennsylvania to the shooting at a historically African-American church in Charleston, South Carolina, and to the violence and death at a cathedral in Campinas, Brazil, the narratives of coverage have similarities but also differ greatly in context and meaning.

Historically, churches and religious centers have been places in which people can find physical, as well as spiritual and psychological safety. Safety is being threatened today in the church not only by mass violence, but by the potentially divisive narratives produced in the narratives of coverage, and how these narratives have the potential to bleed into the safety that is found within the religious community themselves. How are these larger narratives of coverage processed by the members of the church communities themselves? Are these narratives implicitly impacting the relationships and safety of those within the church? These questions lead to a larger pragmatic question of if the growth of digital churches is coming about based on a desire for safety and/or safety from confrontation (Hoover and Clark, 2002)? Within this, is the opportunity to practice religion through digital media supporting and/or subverting the ability to exercise the rights and the achievement of universal dignity?

The current research strives to uncover, through a participatory-based, case study approach, how the issue of safety is constructed and deconstructed in light of these pivotal and horrifying moments. Focusing on a church in a midwestern community that is exploring these issues through congregational photo voice, surveys and interviews will not only help with this study, but provide a foundation for future research.

Our approach to the current research is grounded in theorists such as Durkheim who have spoken about how religion organizes people into cohesive social groups, and helps maintain order to preserve social functioning (Durkheim, 1915). Mattis (2001) who reinforces ideas regarding the church as being a space created and fully owned by African Americans as having the responsibility of using its resources to alter the material conditions of the poor and disenfranchised, as well as provide a safe location for community growth.

Locating the multiple dialectical tensions that exist within this issue of “safety” at religious centers can explicate how different elements may attribute and (re)produce individual and collective identities in the broader dimensions of social life (Sandlin, O’Malley & Burdick, 2011). In addition,

a literal foundation can be provided for individuals to begin grappling with the dialectical tensions, or contradictions, encountered daily and how we might better form dialogue, or language and meaning created between people in the interplay of contradictions/opposing forces, around these tensions to discover a new way of understanding and “seeing” the larger dimensions of social life surrounding us (See Bakhtin, 1981; Baxter & Montgomery, 1996; Galanes, 2009; Prentice & Kramer, 2006). Not only does this help to build community within the group where the dialogue is taking place, but it also helps model important dialogic skills.

Id: 21347

Title: Politics or Religion' An Analysis of Hate Comments in Philippine Radio Station's Facebook Page

Session Type: Individual submission

Authors:

Name: Marc Pacoma

Email: marckiepacoma (at) yahoo.com.ph

Country: PH (Philippines)

Affiliation: Adamson University

Abstract: With the victory of Duterte in the 2016 Philippine presidential election, the country had experienced a relative increase of hate speeches on politics, gender and religion. The emergence of these offending and discriminating statements were oftenly attributed to some political factors and the contravening opinions of various government officials, the Catholic Church, and Duterte's critics towards his presidency and administration. Commentaries and opinions on Duterte's drug war campaign and other programs and projects had been trending in the public discourse. Hate speeches not only had been headlining the traditional media of print, radio and TV but also caught too much attention in the social media (Facebook, YouTube, Twitter and Instagram). Stalking, trolling and bashing were the names of the game as hate, threat, intimidation, and violence frequent as themes of online comments both towards Duterte and his opponents.

Drawing inspiration from previous studies and literature, this study aims to examine netizen's anti-faith speeches particularly the hate comments directed towards the Catholic Church. The study delimits to the official Facebook page of Radyo Veritas – a leading Catholic radio news network. Employing a self-made coding sheet, the researcher selected, coded and analyzed netizens' comments for a period of six (6) months (July 2018 to December 2018). Specifically, the comments were examined on its language, purpose or motivation, theme, content, attributes, producer's identity or anonymity, target and interpretation. The results indicated that offensive and obscene language, attack or retaliation, stir hostility through criticism, anonymous identity, directly targeting the Catholic Church and political believers were the dominant categories that emerged during the coding process; reflecting and resonating similar findings of research inquiries on online hate speeches.

Keywords: hate speech; Facebook; Catholic Church; Duterte; user comments; Philippines

Id: 21430

Title: "Let them eat grass": pastors vs the people in South Africa's Daily Sun.

Session Type: Individual submission

Authors:

Name: Priscilla Boshoff

Email: p.a.boshoff (at) ru.ac.za

Country: ZA (South Africa)

Affiliation: Rhodes University School of Journalism and Media Studies

Abstract: The Daily Sun, South Africa's most popular tabloid newspaper, focuses on the lived conditions of its township readership. Many such peri-urban settlements are characterised by a lack of basic services and by high unemployment, factors that remain impediments to the realisation of a "better life for all" post-apartheid. Such dire inequality within an economy shaped by the exigencies of global neo-liberalism is conducive to desire for otherworldly intervention. Due to South Africa's missionary history, many township residents hold Christian beliefs (often alongside customary worldviews), and pastors find townships fertile ground in which to establish churches and attract followers. Some pastors who draw on a global Pentecostal discourse of deliverance have become notorious, not only for their flashy style of living. They are also blamed for leading their congregations in bizarre practices of healing and anointing, such as drinking petrol or eating grass. The Daily Sun features these pastors and their congregations frequently in its pages. Using a thematic content analysis, I examine the tabloid's coverage of the "bad pastor" from 2011 -2018. I argue that, rather than being simply sensational, the paper plays an important role by mediating for its working-class readership what it means to be a "modern" Christian, and a "good" pastor in a highly unequal society.

Id: 21634

Title: Religion and digital media in Peru: the feast of the images of the Lord of Torrechayoc in the Sacred Valley of Cusco

Session Type: Individual submission

Authors:

Name: Pablo Espinoza

Email: pjespino (at) pucp.edu.pe

Country: PE (Peru)

Affiliation: Pontifical Catholic University of Perú

Abstract: Catholic religious traditions are very important among the people that inhabit the Andean valleys in Peru. Especially the festivities in honor of the images of Christ, the Virgin Mary and the saints. For more than five hundred years and coinciding with the Spanish colonization there was a mixture between the pre-Hispanic cults and the devotions brought from Europe. The sacred images have always been fundamental mediators for the experience of the faith of the Andean believers. They are worshiped in temples and chapels, walked in procession, adorned and made offerings because they are attributed miracles. The registration, circulation, consumption and applications of religious images has intensified due to the development and penetration of modern technologies, digital connectivity, the use of drones and the possibility of live broadcast of the parties on television.

In the Sacred Valley of the Cusco region, in Peru, in the city of Urubamba, an image is worshiped: the Christ of Torrechayoc. The term Torrechayoc means "place of the two towers", in the Quechua language, language in which the ancient Peruvians communicated and which subsists until today. The paper will offer the research advances of our doctoral thesis in anthropology by the Pontifical Catholic University of Peru. Since 2015 we have been studying the festival in honor of the Christ of Torrechayoc, patron of the province of Urubamba that is celebrated during the month of May, coinciding with the first potato harvests in the Valley of the Vilcanota River.

The festival gathers thousands of pilgrims in the city of Urubamba and is followed by an Internet channel, especially by migrants of Andean origin residing in different regions of Peru and abroad. We seek to understand what remains and what is transformed into the religious experience of Andean origin with the expansion of digital means of communication.

Our research questions are: ¿In which ways do andean believers use digital technologies to express their faith? What remains and what has changed in the identity and way of living the religious celebration due to the expansion of technologies for the registration and circulation of images? The paper shows findings after having followed the party through traditional and face-to-face ethnography and digital ethnography, as well as virtually. We have analyzed the images and various representations of the Christ of Torrechayoc during the festival since 2015. We follow authors such as Hans Belting, Arjun Appadurai, Deborah Poole, Henry Jenkins, Bryan Turner, Jesus Martin Barber, among other authors.

Id: 21810

Title: [Panel] Religion Online: How Digital Technology is Changing the Way We Worship and Pray, Panel description

Session Type: Panel Submission

Authors:

Name: Chiung Hwang Chen

Email: chenc762 (at) gmail.com

Country: US (United States)

Affiliation: Brigham Young University Hawaii

Abstract: This panel examines the relationship between religion and Internet through exploring of how new media technologies change the way faith is communicated within religious groups and how Internet and social media affect the way people worship and pray. Drawing from case studies, it provides insights to how various religious communities adopt and adapt to new media, and at the same time how they are disrupted and reshaped by digital technology.

Moderator: Chiung Hwang Chen

Email: chenc762 (at) gmail.com

Affiliation: Brigham Young University Hawaii, USA

Tentative Panelists:

Yoel Cohen:

Email: ysrohen (at) netvision.net.il

Affiliation: Ariel University, Israel

Presentation title: Religion On-Line: Orthodox Jewry

Beverley McGuire:

Email: mcguireb (at) uncw.edu

Affiliation: University of North Carolina Wilmington, USA

Presentation title: Digital Media and Global Buddhism

Allan Novaes:

Email: allan.novaes (at) unasp.edu.br

Affiliation: Adventist University of São Paulo, Brazil

Presentation title: Seventh-day Adventists in the Digital Age

Joonseong Lee:

Email: jlee (at) csusm.edu

Affiliation: California State University San Marcos, USA

Presentation title: When Foucault met Deleuze in a Cybercafé: Won Buddhist Cybercafés and Mind-Assessing Diaries

Chiung Hwang Chen:

Email: chenc762 (at) gmail.com

Affiliation: Brigham Young University-Hawaii, USA

Presentation title: Negotiating Religious Authority in the Digital Age: The Case of the Church of Jesus Christ of Latter-day Saints

Id: 21812

Title: Religion On-Line: Orthodox Jewry

Session Type: Panel Submission

Authors:

Name: Yoel Cohen

Email: yscohen (at) netvision.net.il

Country: IL (Israel)

Affiliation: Ariel University

Abstract: The attitudes of Orthodox Jewry to Internet reflects the respective ideologies of the two main strands of orthodox Jewry: modern orthodox and ultra-orthodox Haredi. Modern Orthodoxy, by definition, seek to reach a synthesis or reconciliation between Judaism and the modern age. Thus, Internet - like other media - is perceived as a potentially valuable feature of modern life - indeed, a product of God's creation. By contrast, Haredi Jewry erect cultural boundaries, and perceive in Internet a threat 'from outside'. In earlier media forms, including secular newspapers and television, Haredi rabbis succeeded to impose upon their communities' prohibitions from using such media. But in contrast to these traditional media forms, Haredi rabbis have been much less successful in imposing a ban in Internet - mostly because of the central place which computers and Internet play in the twenty-first century. Yet, the concern of Haredi rabbis about Internet is that it offers access to sex and pornographic matter - the likes of which have not entered mainstream newspapers and public television. Indeed, so threatening is Internet that the Haredi campaign against it does not even use the word 'Internet' but speaks in terms of a "campaign against Technology".

For all orthodox Jews -- including Haredim - the Internet is a huge online store of Jewish religious sources including Bible commentaries and law codes, revolutionising Jewish education --offering those studying Judaism, not just rabbis, handy technology to access Jewish sources.

Faced with these acute dilemmas, some Haredi rabbis have compromised to allow Internet - albeit with a filter - at Haredi businesses only, not at home because of the danger of children, for example, accessing it.

Accessibility also impacts upon religious identity, with some orthodox Jews looking on-line further afield outside Orthodox Judaism for their religious identity, and by corollary, while other non-affiliated Jews and non-Jews are today being exposed on-line to Orthodox Judaism and its lifestyle to a greater extent than in the pre- on-line era.

Indeed, the Internet case raises fundamental questions about the very relevance today of the cultural ghetto as a Jewish lifestyle.

But data suggests that the modern orthodox are the sector in Israel's population with most use of computer technology, reflecting their middle level socio-economic status. Similarly, many Haredi Jews have computers, and are linked to Internet, including those at home. In a certain sense, the advances of information technology over the last twenty years have reached a certain peak. The author has undertaken a detailed questionnaire survey (100 questions) on Israeli rabbis and social media.

Id: 21818

Title: Seventh-day Adventists in the Digital Age

Session Type: Panel Submission

Authors:

Name: Allan Novaes

Email: allan.novaes (at) unasp.edu.br

Country: BR (Brazil)

Affiliation: Adventist University of São Paulo

Abstract: The study begins with an overview of the Seventh-day Adventist Church history, belief and culture, with an emphasis on the description of its two identity marks: the apocalyptic vocation and a text-centered and print-driven orientation. This leads to an analysis of the most important assumptions in the relationship between Adventism and mass media focused on the internet, which are: the emphasis on text over image and on reality over fiction. These characteristics are essential to understanding not only the origin of the movement, but also the metanarratives and paradigms by which the Adventism understands itself, and the knowledge and traditions by which the movement operates in the surrounding culture – especially in the digital age. Finally, the chapter will present some opportunities and challenges faced by the Adventist community in the digital age based on the Seventh-day Adventist reality in Brazil, the country with the largest number of Adventists in the world and with the biggest Adventist communication system in the globe.

Id: 21821

Title: When Foucault met Deleuze in a Cybercafé: Won Buddhist Cybercafés and Mind-Assessing Diaries

Session Type: Panel Submission

Authors:

Name: Joonseong Lee

Email: jlee (at) csusm.edu

Country: US (United States)

Affiliation: California State University San Marcos

Abstract: This study explores the practice of keeping a cyber mind-assessing diary among Buddhist priests and the followers in Korea and its meaning. With the emergence of the new media era and its accompaniment of de-religionization, in this research, I intended to suggest a theoretical framework for studying various Buddhist self-cultivation practices inside and outside cyberspace, which is a combined theoretical framework built upon Foucault's confessional discourse and the Deleuzian concept of Body without Organs.

Id: 21824

Title: Negotiating Religious Authority in the Digital Age: The Case of the Church of Jesus Christ of Latter-day Saints

Session Type: Panel Submission

Authors:

Name: Chiung Chen

Email: chenc762 (at) gmail.com

Country: US (United States)

Affiliation: Brigham Young University Hawaii

Abstract: This study surveys the intersection between Mormonism and the Internet. It looks at the use of new media technologies by the Church of Jesus Christ of Latter-day Saints (LDS Church or Mormon Church) to control messages and promote its public image, and the grassroots online community building involved in either supporting or challenging the official position. Specifically, it discusses the issue of authority and the tension/meaning negotiation between the LDS Church and its critics/membership in the digital age. The bulk of the paper examines how social media pose a threat to the institutional faith and analyzes the strategies the LDS Church uses to counter the threat, extend its influence, and secure its authority online.

Id: 21895

Title: Physically-Challenged, Orphans and Street Psychopaths as Situational Cases for Human Dignity, Disputed Rights and Contested Truths in Gospel Video Films

Session Type: Individual submission

Authors:

Name: Sunday Alawode

Email: alawode_yinka (at) yahoo.com

Country: NG (Nigeria)

Affiliation: Lagos State University

Name: Omolade Sanni

Email: ladesanni (at) yahoo.co.uk

Country: NG (Nigeria)

Affiliation: Lagos State University

Name: Stephen Fatonji

Email: fatonjistephen (at) yahoo.com

Country: NG (Nigeria)

Affiliation: Lagos State University

Abstract: Usually considered as less-privileged in the society, abandoned, rejected and dejected, the physically challenged, orphans, and street psychopaths are looked down upon, deprived of basic rights and, often without means to attain the ladder of accomplishments seemingly available to the average persons in the society. Cultural inhibitions, absence of technological aids and facilities, non-existence of special care funds/policies, non-availability of healthcare facilities and welfare as well as religion and intolerance are just some of the societal inhibitions denying these categories of individuals referred to as the minority groups (including albinos, the helpless sick, all beggars and widows amongst others) access to basic things of life such as food, clothing and shelter and, forcing them to the streets as urchins, beggars, hangs-on, dependants looked down upon as never-do-wells, threats to life, security risk and dregs of the society. These minority groups are individuals in society but socially speaking, their humanity has been denigrated or reduced to second-class citizenry; their basic human rights denied without redress while the truths about them have been largely swept under the carpet with large majority in the society looking in the other direction. This study using the gospel video film platform, examines the reflections of these categories of individuals in Nollywood, the celebrated Nigerian cultural art and successful film industry with a view to ascertain their placement or displacement in the religious offering of popular cultural entertainment. Content analysis of 30 gospel video films from Mount Zion Films Productions (2010 - 2018) is used for the study while availability sampling is adopted to select the tapes because of their short life span. Date of film, duration, context, location, appearance, family relationships, language, work, issue at stake, home, marriage, dressing, lives (normal or abnormal), situation, violence, resolution, among others, constitute the content categories of the study while appearance of any of the three groups constitutes the unit of analysis. Catharsis and Cumulative theories are the framework underpinning the study showing purgation of violence through emotional release with ubiquity, resonance and mainstreaming as factors promoting the second-class citizenry approach to

the minority groups. The results of this study has promise for both policy and social action in all societies of the world concerning dealings and focus on the minority groups highlighted in the study, with critical implications for marital and socioeconomic conditions of families.

Key words: Physically-challenged; Orphans; Psychopath; Displacement; Gospel video film.

Word count: 387

Id: 22310

Title: The making of a Believer: a constant negotiation between the Self and God

Session Type: Individual submission

Authors:

Name: Geetanjali Kala

Email: w1396674 (at) my.westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: The proposed paper will make a case for religion to be primarily a communication tool; creating and circulating ideas, concerning matters from an individual's everyday life and activities, to more social subjects, from ethics, morality, and politics, to the metaphysical. It will explore the nature of relationship between religion and communication by partly locating it in Niklas Luhmann's (1986) system theory approach.

The paper will argue that if communication is taken as the process of exchange of meanings between individuals through common symbols (Gordon, 2016), then religion and religiosity certainly qualify. Religion, attended in this way, is primarily a process of communication between individuals and social groups, who share common signs, symbols and its meanings; and consequently identify themselves with a religious identity. Creating (revelation in religious parlance), interpreting and exchanging meanings concerning a mosaic of subjects including the unfathomable- idea of the unseen providence called God, birth, life after death, injustice, suffering, aging, illness, vagaries of nature, etc.; through sacred books, lives and traditions of prophets and their first disciples, reservoir of anecdotal stories; remains at the heart of practicing religions especially monotheistic religions. As Luhmann (1986) puts it, religion communicates ideas and abstractions about, the "observable" and the "unobservable"- universe. An individual and the group; through this shared awareness, guided by religion, about the material and immaterial; are in constant communication with each other and the larger world.

Through argumentative analysis this paper intends to explore what meaning(s) do people draw in religious concepts and practices? How does religion gets manifested in the everyday? How does it interact with an individual's agency? How does it network with other social institutions of the society?

Consequently, it aims to argue that though religion constructs and communicates, essentialized roles for its believers, an individual's agency of meaning-making, constantly interact with an array of belief assemblage besides the ones offered by religion's belief set, resulting in a hybridised outcome, often incongruent with the envisaged perfect picture of a believer, or the one portrayed by stereotypes. In that sense, this work problematizes the conception of a believer, and thus his actions in response to the events conflicting with his religious beliefs.

In essence, this paper proposes religion and religiosity as a continuous communication project, entailing constant meaning-making industry, both at an individual as well as at a social group level.

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Id: 22421

Title: Using the religion card on Twitter for campaigning : A study of the Karnataka State Elections 2018

Session Type: Panel Submission

Authors:

Name: Shubha HS

Email: shubha.hs (at) manipal.edu

Country: IN (India)

Affiliation: School of Communication, Manipal Academy of Higher Education, Manipal, India

Name: Aditya Ranjan

Email: shubha.hs (at) manipal.edu

Country: IN (India)

Affiliation: School of Communication, Manipal Academy of Higher education, Manipal-576104

Abstract: In India religion plays a dominant role, affecting even election campaigning, voting behaviour and policy making. Political parties and leaders use the religion card during election campaigning as it has a strong grip over people's mind-set. It is seen to help build their vote bank. Voting behaviour is dominated by emotions rather than rationality and religion being a strong emotive factor plays an important role in determining voting behaviour.

Political communication has witnessed the use of public rallies, radio, and television to reach the masses. Lately, social media has been the key medium. Valenzuela, Correa & Zuniga (2017) discuss the ways in which social media platforms influence participation in the field of politics in unique ways. As Twitter platform is inexpensive and propagates a two way communication, it is considered as useful tool. Twitter allows unsymmetrical and unilateral connections, where acceptance from the other user is not required to contact and follow (Latinobarometer, 2013). All the political parties in India now resort to using the various social media platforms, mainly to lure the young voters.

In Karnataka politics, religion plays a significant role. For instance, the kannada speaking 'Veerashaiva Lingayats' with 24% of population is considered to be supportive to BJP, with their chief ministerial candidate belonging to the Lingayat community.

A survey by Singapore's Institute of Policy Studies suggests that the internet affecting elections is hyped. The proposed research will study the use of Twitter by the main political parties during the Karnataka State Elections in 2018 and explore how much of the 'religion card' was used on this medium.

As the medium is largely used by the young people, the research questions the young voters if religion was an important factor that influenced them to vote for or against a candidate. Focus Group Discussions will be conducted to understand this.

Id: 22430

Title: Media & Political Communication in Kashmir: An analysis of media content & its implications

Session Type: Panel Submission

Authors:

Name: Sabeeha Mufti

Email: sabehamufti (at) yahoo.com

Country: IN (India)

Affiliation: Media Centre, University of Kashmir

Abstract: In vibrant democracies like India, the socio-political and economic context creates a situation where latent as well as active forces are at work to scuttle and thwart the democratic practice and the development of “democratic institutions. This paper will bring forth this scenario in Kashmir, which is situated at the northernmost end of India. Kashmir is geo-strategically located, bordering India, China and Pakistan. Kashmir has been the scene of a socio-political conflict since 1947 when India gained independence. Post the 1947 partition of British India, Kashmir was divided and as of now three-fourth lies in the control of India and the rest lies in the control of Pakistan.

Since 1948, a gameplay of democracy has been enacted in Kashmir with successive regimes at helm elected by continuously rigged and manipulated elections with utter disregard for public will and public opinion. State and non-State actors have played multifaceted roles to create a crisis ridden situation.

Gramsci's notion of hegemony is actively in play in Kashmir as the “hegemonic powers of State control” with the help of legislations, repressive laws and security apparatus negate the very process and sustenance of democracy which allows for and thrives on dynamic political communication.

In this scenario of a thriving and active mediascape, the media ie, mainstream, new as well as social media act as a bridge between the state and the subjects.(citizens).An analysis of the pattern of political communication, therein, poses a fertile field of study. The media scenario in Kashmir presents an intriguing pattern as contending media play divergent and conflicting roles. There are multi layered pattern of local, regional, national and international media at work. The versions of reality, the nature of reportage, the multiple interpretations are all affected by the powers that control and influence the media. The ideological, political, economic and market driven media play their own agenda setting function. The presentation of content is highly variegated and influence driven.

This paper attempts to study media content and focus upon the interaction between politics, media content and the public. It will also focus on how people communicate about politics.

James Chesebro has identified five critical approaches to contemporary political communication. This paper attempts to study all of these - Machiavellian, iconic, ritualistic, confirmatory and dramatistic. Drawing from these five aspects, this paper attempts to contextualise all of them in the contemporary political scenario of Kashmir today.

At present, there is a very fluid and volatile political climate in Kashmir. An elected political government has been dismissed and Kashmir is under the administrative purview of the

Central Government in New Delhi. There are attempts to hold an election in the near future and Kashmir remains politically volatile and disturbed with civilian killings, excessive human rights violations and custodial killings going on.. All political shareholders are at interplay with their agendas and machinations.

In this uncertain scenario, a study of media and media content- mainstream and local ie. electronic , print and social media presents a kaleidoscopic pattern. The audience's interpretation of the media content also has an active and significant role in this powerplay of conflicting cacophonies.

KEYWORDS :

Hegemony , Multiple versions , mediascape, agenda setting, conflict in interpretations , media interplay , audience , public opinion

Id: 22460

Title: Audience responses to religious documentaries: the impact of the portrayed religion and the cultural context of reception.

Session Type: Individual submission

Authors:

Name: María T. Soto-Sanfiel

Email: mariateresa.soto (at) uab.es

Country: ES (Spain)

Affiliation: Departament de Comunicació Audiovisual i Publicitat. Universitat Autònoma de Barcelona

Name: Marie Therese Mäder

Email: marie-therese.maeder (at) uzh.ch

Country: DE (Germany)

Affiliation: Universität Zürich. Zentrum für Religion, Wirtschaft und Politik

Abstract: This study observes audience responses to documentaries about religious actors. It aims at knowing to what extent audience's cultural background and the depicted religion impact receivers' attitudes, opinions and appreciation of a religious documentary. For doing that, the study applied a two steps method. During the first, it was conducted a semio-pragmatic analysis of 15 min. clips of two documentaries produced by two different religions, Mormonism and Islam, for extracting the meanings and values conveyed by them. The documentaries were similar in length and characteristics, were created as a promotional tool of the depicted religions and presented a positive image of its followers. Then some scales were produced that included the results of the analysis. During the second phase, it was conducted a reception study to test the responses to both documentaries. A total of 408 students from Universitat Autònoma de Barcelona (Spain) and the Universität Zürich (Switzerland) were randomly assigned either to the clip on Mormonism or Islam. After the viewing, students completed a questionnaire measuring their perception of the values conveyed by the documentary and their opinions about the documentary and the portrayed religion, particularly appreciation. The main results show that the cultural and religious background impacts the reception of documentaries about religion. In fact, the opinion, attitudes and appreciation of the documentary depend on the portrayed religion and the cultural context in which it is received. These results are relevant for the understanding of religious persuasion through audiovisual narratives.

Id: 22462

Title: Interplay of Religion and Politics in Indian Democracy

Session Type: Panel Submission

Authors:

Name: Padma Rani

Email: padma.rani (at) manipal.edu

Country: IN (India)

Affiliation: School of Communication, Manipal Academy of Higher Education, Manipal, India

Abstract: Babri Masjid was a disputed site as the birth place of Lord Rama (Hindu God), in the city of Ayodhya. It is under litigation since India's independence. Babri Masjid was a mosque built in the 16th century. Later on this site was disputed to be the birth site of Lord Rama. In the 1980s a movement was started for building the Ram Temple at the site of the Babri Masjid by political parties having an inclination towards Hindu ideologies. One of the prominent opposition leader of that time Mr. L. K. Advani (BJP) went around the country gathering support to build the Ram Temple. The structure was demolished on 6th December, 1992. There were communal violence and international reactions to the incident.

The BJP (the ruling party currently) in its election manifesto of 2014 also talked about the construction of the Ram Temple. As the election is approaching again we see a rise in the news about the construction of the Ram Temple.

This paper seeks to analyse how the issue of Ram Temple is being portrayed in the print media for three months starting from January 2019. The major English dailies will be taken for the study. The news items will help understand the interplay of religion and politics in Indian democracy.

Id: 23137

Title: Spiritual Competence to Preserve Human Dignity in the Era of Technology: Proposal for an Analysis and Intervention Grid

Session Type: Individual submission

Authors:

Name: Patricia Cortés

Email: pattyradio (at) yahoo.com

Country: BO (Bolivia)

Affiliation: CEPIES - UMSA

Abstract: The development of technology in the field of communication certainly presents many positive and negative aspects for different areas of individual and social development of the human being. In this framework, we should not forget the key piece: the human being, his spirituality and his dignity.

Is it still possible to think of a technology that can collaborate in the promotion of true communication in the service of the human being? This question leads us to reflect on the growing development of information and communication technologies and the urgency to improve media production and, at the same time, to strengthen the diverse competences of the receiver, of the human being. This implies that the latter needs to develop competencies that lead him to strengthen a responsible attitude toward and from the messages established by these new means of communication.

From this perspective, our initial question can be formulated in the following way: Among the competences that the human being should have before the media messages, what role does the spiritual competence have, how should it be understood in the perspective of preserving human dignity?

To address these questions, we start with the main results of our previous research on the communicative dimension of media education (dialogue and cognitive decentration) in order to delve into the anthropological-philosophical dimension and deal with the aspects of spirituality and human dignity

On this occasion we wish to offer researchers and those in the field of education and the production of media messages a proposal of "Analysis and Intervention Grid" on spiritual competence (based on communicative and educational competences). Our proposal is based on the theoretical contributions of Arnaud Join-Lambert, Walter Lesch, Henri Derroite, André Fossion, Marie-France Daniel, Jean-Pierre Meunier, Paul Ricoeur, Paulo Freire Mario Kaplún, among others. In the experimental part our indicators emerge from research results with children and adolescents - that is, people with identity, spirituality and dignity - after having been exposed to various types of media messages in different geographical, social and cultural contexts.

As a general conclusion, it has been observed that the understanding and the subsequent application of spiritual competence in the human being - within formal, non-formal and informal educational processes and at any stage of life - can contribute considerably to strengthen the noblest values and to preserve their dignity amid all kinds of contrary currents.

Id: 23152

Title: The Imprensa Evangelica journal and the origins of Brazilian Protestantism in the 19th century

Session Type: Individual submission

Authors:

Name: Rafael Santos

Email: rafael.santos (at) mackenzie.br

Country: BR (Brazil)

Affiliation: Universidade Presbiteriana Mackenzie

Name: Silas Santos

Email: silaspsi61 (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Presbiteriana Mackenzie

Abstract: In the second half of the 19th century, the arrival of the Rev. Ashbel Green Simonton (1859) in Brazil sent missionary by the Protestant mission of the Presbyterian Church of the United States of America (PCUSA) caused significant transformations in the religious context and culture of Brazil. In 1864, Simonton and other missionaries, created the newspaper denominated Imprensa Evangelica, Evangelical Press, in Portuguese. In analyzing the creation, dissemination and diffusion of the Imprensa Evangelica newspaper, the first Protestant Portuguese-language newspaper in Brazil, published biweekly from 1864 to 1892 in Rio de Janeiro, we saw that the Protestant missionaries of PCUSA gave the printed word an extraordinary value, which would then become an efficient ally of the ideal of spreading and disseminating the Protestant faith in national territory. They also made use of the printed word for the circulation of information on the missionary activities of PCUSA and the doctrinal instruction of the faithful through reading the Bible and a vast Protestant literature. The missionaries of PCUSA long ago wanted to find a Protestant periodical to support instruction to the newly converted and their children. Its editors initially intended to publish it weekly, but they gave up after the issue number 1. They then published it every two weeks on the first and third Saturdays of each month. For 28 years, in those days when Protestantism was being implanted in Brazil, the Imprensa Evangelica was the official organ of the Presbyterian Church in Brazil. Considered the most complete document of the social changes proposed by the new denomination from the middle of the XIX Century, the Imprensa Evangelica became the great integrator of the Protestant Churches in Brazil. It served as a contact between Presbyterians and Brazilian elites. It fought for religious freedom, denounced the mistreatment and persecution of the Roman Church. It brought several texts and literary genres. It published the translation of various classics of worldly Protestant literature and disseminated throughout the country the doctrines of the Reformed faith. It was fruitful in publishing Bible studies. It was read, respected and recognized by the Brazilian society elites. However, the vast majority of the Brazilian population was illiterate and their minds were not open to the written word. The Imprensa Evangelica introduced in Brazil, from the missionaries, the habit of reading.

Id: 23366

Title: Internet and Social Networks in the Religious Life of Mexico

Session Type: Individual submission

Authors:

Name: María Hernández Soto

Email: mariajose.hernandez (at) iberopuebla.mx

Country: MX (Mexico)

Affiliation: Universidad Ibero Puebla

Name: María Reyes López

Email: clarely2016 (at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: The religious life of consecrated persons is an option in which women and men dedicate their time and energy to the profound service of God and of others. According to the Statistical Ecclesial Yearbook of the Vatican, in Mexico, in 2015 there were 95 dioceses, 7,165 parishes, 908 deacons and 1,670 religious of consecrated life, including 27,331 religious, 515 consecrated laymen, 45 thousand 90 missionaries. and 305,569 catechists. In addition, it was recorded that there were 197 hospitals run by religious, 471 thousand clinics, five leprosariums, 311 homes for the elderly, disabled or minors and 383 orphanages. These figures reveal that despite the fact that the National Institute of Statistics and Geography (INEGI, 2010) points out that currently there are not as many Catholics as 100 years ago, Mexico is still a country with a population full of religious consecrated.

The consecrated ones also dedicate themselves to the contemplative life, they also dedicate themselves to the pastoral work of their parish or their community. That is why they are involved in the technology that changes day by day. One of the objectives of being able to count on the internet and social networks is that besides being the strategic tools that spread the faith (Chu, 2011), or even create digital communities, also through these networks the closest ties are strengthened with people, communication grows and spiritual formation is promoted (Izquierdo, 2017).

One of these advantages of the Internet and social networks is that they foster dialogue, show personal values and generate new ideas (Palazón, Sicilia, and Delgado, 2014). However, in some religious communities the importance of constructing dialogical and training spaces through cyberspace has not been understood, and the internet and social networks have been judged as the factors that undermine the activities of the consecrated people (Sbardelotto, 2014).

The present work addresses the possibilities and limitations of the use of the internet and social networks in the lives of the consecrated people of Mexico City and the city of Puebla. It tries to clarify the prejudices about transmitting the faith in the network and evaluates the effect caused by the personal use of social networks in the religious of these two cities.

Id: 23718

Title: Role of Religo-Political Communication and Social Media In Political Campaigns: A Case of India

Session Type: Panel Submission

Authors:

Name: Leslin Bastian

Email: leslinbastian (at) gmail.com

Country: IN (India)

Affiliation: MICA

Abstract: From time in memoriam communication has been part of political process across the world. In modern day politics the model developed by American political scientist and communication theorist Harold Lasswell (1948) is quiet relevant even today. Where he talks about an act of communication (political) to be like 'who' 'says what' 'in which channel' 'to whom' and 'with what effect'

In the most recent decade India has seen a noteworthy religio- political change. The parliamentary and local election races are today fought with more religious and caste sentiments. Political gatherings with various beliefs both ideological and religious system has made utilization of the modern communication technology to the fullest.

Political parties like Congress, BJP and Aam Aadmi Party to mention a few are utilizing platforms like Google Hangout to address the voters who are the so called kingmakers of the Indian democracy. Indian Politics has changed in second half of this decade. India is a nation of assorted variety and youth which makes up an enormous 34% of the aggregate populace is more drawn now to religious-political sentiment.

The mass media are essential to the conduct of elections in a democratic country. A democratic election with no media freedom would be a contradiction in itself. But the paradox is that, in order to ensure that freedom, a degree of regulation is required which need to be formed by the government. Although technology has always played a role in politics, it wiolds more influence today than ever before. There is a greater volume of political information, more instant communication between leaders and followers, and more opportunities for voters to exert control over the message (Johnson, 2011).

The launch of Jio and 4G technology has paved the way for better communication and access to information for every citizen. Affordable data packages and smart phones has enabled this transformation. Parliamentary election in 2014 showed how political parties used social media to communicate their religious political ideas with the voters.

The present study shows that 65 percent of the respondents believe that digital campaigns during election has a huge impact on the voters. While 59 percent respondents believe that digital media has managed to reach out to the voters and 55.5 percent believe that digital media has managed to promote party ideologies to the voters meanwhile 36 percent of the respondents are of the view that social media doesn't influence them while voting.

The author will also try and de-code how religious signs, symbols, are used and expressed in political messages, idioms delivered to convinced the voters to vote for a particular party or individual candidate. Further, the paper will also try to gauge how religious values and ethos have

been intertwined within political communication to achieve democratic goals in elections campaigns.

Id: 23804

Title: The Militarization of Religions in the Digital Age

Session Type: Panel Submission

Authors:

Name: Sulaiman Osho

Email: sulaimanosho2014 (at) gmail.com

Country: GB (United Kingdom)

Affiliation: Department of Communication, Marketing and Media, Robert Gordon University

Abstract: One of the major challenges in the world today is the militarization of religions to gain political, economic, and socio-cultural powers. Indeed, the Encyclopedia of Wars (2004) reveals that historical accounts of conflicts show that only 7 per cent are primarily caused by religion, while Islam only accounts for 4 percent. But the pogrom and displacement of millions of refugees being experienced in the Israeli-Palestinian conflict, Syrian civil war, Afghanistan, Iraq, Chechnya, Kashmir, Libya, northern-eastern Nigeria, Middle East, Central African Republic, Congo Kinshasa, and others are worrisome. Thus, this study examines the militarization of religions in the manifestation of the philosophy of 'conflict of cultures', in the manifestation of the world to a 'Global Village' (Marshall McLuhan). It examines the impact of the new media on religious conflicts, apart from analyzing the basic foundation of terrorism. It looks at the synergy between the International Networking (Internet) and the militarization of religions, and it analyses the terrorist activities of ISIS and the White Supremacists in the USA. Using the theory of 'clash of civilizations' of Samuel Huntington (2003) as theoretical framework, the study critically analyses the data, make recommendations, and concludes that most of the terrorist acts are politically, ethnically, economically, socio-culturally prompted and revengeful.

Key Words: Militarization; Religions; Clash of Civilizations; Terrorist Groups

Rural Communication Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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Version: 19/07/19

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

Id: 19488

Title: Maestras y TIC en escuelas ruralizadas. Claves del acceso en una agricultura globalizada

Session Type: Individual submission

Authors:

Name: Edgardo CARNIGLIA

Email: [ecarniglia\(at\) hum.unrc.edu.ar](mailto:ecarniglia@hum.unrc.edu.ar)

Country: AR (Argentina)

Affiliation: Universidad Nacional de Río Cuarto, Departamento de Ciencias de la Comunicación

Name: Cintia TAMARGO

Email: [tamargocintia\(at\) gmail.com](mailto:tamargocintia@gmail.com)

Country: AR (Argentina)

Affiliation: Universidad Nacional de Río Cuarto. Egresada de Maestría en Ciencias Sociales

Abstract: Resumen

¿Cuál es la integración de las ambivalentes Tecnologías de la Información y la Comunicación (TIC) por las maestras y los maestros de la escuela rural pública y primaria en un entorno sociocultural que intensifica el acceso del sistema, las instituciones y los actores educativos a la computadora, la telefonía móvil, las redes y otros dispositivos digitales?

En la Argentina -un país urbanizado temprana, amplia y desigualmente- la escuela rural y pública del nivel primario, una institución básica de la inclusión educativa, sería invisibilizada en el discurso social, político y académico. De este modo, si escasos estudios se conocen sobre la apenas visible escuela rural de Argentina, menos antecedentes abordan la cuestión de la incorporación de las TIC por el sistema, las instituciones y los actores de la educación ruralizada para la infancia. Desde una emergente perspectiva comprensiva del acceso a las TIC nuestro método comprende una triangulación intra-metodológica. Los diversos testimonios significativos de maestras rurales presentados pertenecen a dieciséis entrevistas semi-estructuradas individuales y colectivas complementadas con observaciones en terreno, ambas realizadas en un extenso e intermitente trabajo de campo con diecinueve docentes de dieciocho escuelas rurales primarias y públicas. Estas instituciones educativas corresponden a un departamento del sur de la provincia de Córdoba (Argentina) con un predominio histórico de una economía agropecuaria extensiva y mercantil así como una acotada capacidad actual de generación de trabajo directo.

Cuatro claves comprensivas específicas sostienen la tesis propuesta en este texto como conclusión general de la investigación: a) el atravesamiento de dicha escuela por el contexto rural como un modo específico de ruralización de la institución educativa dadas las continuidades y rupturas en las condiciones del trabajo y la vida en el campo de la pampa argentina; b) la compleja y dinámica situación socio-educativa de las escuelas rurales que establece una transición escolar en curso desde la posición en el sistema educativo, el plurigrado como modalidad pedagógica específica y la trama de relaciones comunitarias; c) la caracterización del docente de la escuela rural pampeano-cordobesa del siglo XXI como un actor socio-educativo híbrido, un mediador o intermediario entre los territorios urbanos y rurales; y d) las características más puntuales de la incorporación de las TIC por dichos docentes en las distintas dimensiones del trabajo escolar.

Palabras clave

Maestra, TIC, ruralidad, territorio, globalización.

Id: 20025

Title: Media, caste and land rights movements in India: A case of Malayalam language newspapers, 2003- 2008

Session Type: Individual submission

Authors:

Name: Mochish KS

Email: mochishks(at) gmail.com

Country: IN (India)

Affiliation: Assistant Professor, FLAME School of Communication, FLAME University, Pune, India

Abstract: Societal contradictions make India distinctive rather than diversity and peaceful coexistence which more than often dominate the narrative. Indian society is distinctly stratified along the lines of caste, gender, class, ethnicity, language etc. to name a few. Specifically, caste based discrimination has been marked and inexorable. The caste system which has its origins in the Hindu Mythology is a system where castes are hierarchically organized on the basis of rules of ritual purity and pollution. This system of social division has functioned as an oppressive tool for centuries in the Indian society. Kerala, a southern Indian state is considered as one of the highest newspaper consuming states in the country as well as regarded as a classic model of politicization spreading to large sections of the population and creating a newspaper-reading culture. Amongst the regional media in India, Malayalam newspapers enjoy a unique position owing to their huge circulation and readership. This paper examines the response of Malayalam language press in the land struggles led by Dalit and Tribal groups in Kerala. The analysis is based on the Malayalam newspaper reports, articles and editorials on the Muthanga land struggles of 2003 and Chengara land struggle of 2007. Six major newspapers in Malayalam have been analysed, such as Deepika, Malayala Manorama, Mathrubhumi, Kerala Kaumudi, Deshabhimani and Madhyamam. The initial analysis of the media reportage shows that, on the whole, the strength of newspapers has historically contributed to the vitality of Kerala's political society. Yet, on key agendas, such as land struggles led by the landless Dalit and Tribal community, a section of newspapers played a complex, and sometimes uncooperative role. Landless caste minority groups' rightful fight for land can be considered a courageous act that entailed transgressing the social boundaries that were ascribed to the communities. The powerful fight had challenged the oppressive social structures at more than one levels and this act entailed challenging and opposing the oppressive structures working to maintain caste discrimination.

*Malayalam-Spoken language in Kerala

Id: 21191

Title: Internet Use Genres: A Lens for Analyzing Similar Patterns of Internet Adoption in Rural Canada, Chile, and Vietnam

Session Type: Individual submission

Authors:

Name: Maria Bakardjieva

Email: bakardji(at) ucalgary.ca

Country: CA (Canada)

Affiliation: University of Calgary

Name: Isabel Pavez

Email: mipavez(at) uandes.cl

Country: CL (Chile)

Affiliation: Los Andes University Chile

Name: Van (Trang) Pham

Email: tpham(at) ucalgary.ca

Country: CA (Canada)

Affiliation: University of Calgary

Name: Teresa Correa

Email: teresa.correa(at) udp.cl

Country: CL (Chile)

Affiliation: Diego Portales University

Abstract: During the past decade, public policies across the world have focused on providing digital connectivity infrastructure in remote rural areas (Roberts et al., 2017). Despite the different socio-cultural landscapes, the comparative examination of data from studies conducted in rural communities in Canada, Chile, and Vietnam points to many similarities in the ways inhabitants appropriate digital communication technologies (Author 1, 2010; Authors 2, 2016; Author, 3, 2018). In this paper, we reflect on the factors behind these patterns and propose a theoretical concept that we believe can serve as a useful tool for their analysis: Internet use genres. This concept integrates ideas from the social construction of technology (SCOT) approach, critical theory of technology, and sociological phenomenology (Author 1, 2005). It calls for a focus on the situated rationality of the choices and decisions guiding Internet appropriation in particular local settings in contrast to the characteristic fixation of analysts on the dominant rationalities driving policy-makers and industry players.

Internet use genres relate rural users' practices to the systems of relevance that organize their lifeworld. These systems become the cognitive map helping rural inhabitants to make sense of the new technologies they encounter. Thus, the meaning-making process and the respective appropriation of the Internet is rooted in users' socio-biographical situations marked by conditions such as geographical remoteness, the degree of mobility, scope and intensity of social contacts, sources of livelihood, among others.

Revisiting the results of the three studies, we trace the emerging use genres to elements of the relevance systems and socio-biographical situations of individuals, and further to the geographical, socio-economic and cultural conditions of their communities and the larger national context. We propose a typology for classifying these rural use genres along the axes of innovation vs. conservation; expansive potential (Miller and Slater, 2000) vs. protectionism; top-down modernization rationality vs. situated capability building. Because use genres arise and are shaped by local situations, we argue, they can produce unforeseen effects. Being able to identify, classify, and anticipate the evolution of these genres into widely shared normatively sanctioned practices gives researchers and policy-makers a nuanced understanding of adoption processes in rural communities.

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Id: 21200

Title: Rural Women's Technological Experiences in Turkey

Session Type: Individual submission

Authors:

Name: Perrin Öğün Emre

Email: perrinogun(at) gmail.com

Country: TR (Turkey)

Affiliation: Kadir Has University

Name: Ferhat Kentel

Email: ferhatkentel(at) sehir.edu.tr

Country: TR (Turkey)

Affiliation: 'ehir University

Name: Murat Öztürk

Email: moztrk(at) gmail.com

Country: TR (Turkey)

Affiliation: K'rklareli University

Abstract: Dissemination of technologies into rural settings could affect gender division roles and activate women presence in decision making processes. Digital technologies' potential in rural areas could have beneficial consequences on economic and social sustainability. Usually women agricultural and domestic labor are invisible in rural settlements. Commonly, gender inequity and the intensifying conditions vary across countries or regions. Although the use of technologies of urban women in Turkey has received extensive attention in literature, a research gap exists about interaction of rural women with technologies. This research aims to shed light on the situation of rural women in Turkey by examining their experience with technologies.

Women's media and technological consumption is examined with a gender dimension through field work. Apparently, rural women are still disadvantageous in technology access and ownership compared to other social groups in Turkey. Owing to transformation that mechanization brings on rural life, womanhood perceptions are examined respectively by the integration of white goods, television, computer, the internet and mobile phone. Women's status in rural life are structured by the impact of patriarchal barriers which are variables according to geographic and cultural factors. Rural women experience life mostly through television due to their low literacy rate and limited mobilization. Especially television fill their leisure times and their heavy exposure shape their perception of their environment. As Gerbner mentioned in 'Mean World syndrome' which argues that television cultivates women's social relations, decision making processes and mobilization in different ways.

The paper aims to examine the opportunities and limitations that rural women may encounter by their interaction with technology. Besides the level of technological access, the offline patriarchal oppression over women has been transferred to their new media environment. Most of the women use rarely the marketing potential of social media platforms in order to raise their sales. Their presence in social media, their profile and their interaction are mostly designed by their 'offline' environment. Therefore, women's social media accounts become new spaces for rural panopticon.

This research is a part of the project named as “The socio-economic and cultural transformation of rural space: Modernizing and disappearing traditional spaces and meaning” (114K145) which is funded by The Scientific and Technological Research Council of Turkey (TUBİTAK 1001) and aims to reveal the transformation of rural on economical, sociological and gender dimensions by using both qualitative and quantitative methods. Both qualitative (focus groups conducted with women and men in 30 villages) and quantitative (1222 face-to-face interviews conducted with rural households) methods are used in this project. Mostly we rely on quantitative datas in order to understand women’s use of technologies and the opportunities and threats that they encounter.

Keywords: Rural, technology, women

Id: 21306

Title: Assessing the Potential for a Digital Farmer Field School supporting local innovation in the Coffee Value Chain in Enrekang District, South Sulawesi, Indonesia

Session Type: Individual submission

Authors:

Name: Nurdahalia Lairing

Email: nurdahlia_lairing(at) yahoo.com

Country: ID (Indonesia)

Affiliation: Consultant Communication for Development

Name: Loes Witteveen

Email: loes.witteveen(at) hvhl.nl

Country: NL (Netherlands)

Affiliation: Van Hall Larenstein University of Applied Sciences/Wageningen University & Research

Name: Elske van de Fliert

Email: e.vandefliert(at) uq.edu.au

Country: AU (Australia)

Affiliation: Centre for Communication and Social Change, The University of Queensland

Abstract: To improve the quality and production of its specialty “Arabika Kalosi Enrekang” coffee, the local government of Enrekang district, South Sulawesi, Indonesia, invited a team of researchers to explore innovative approaches to engage farmers in local innovation. The team had prior experience with the collaborative design and development of the Digital Farmer Field School (DFFS) model in Sierra Leone and Mongolia, and was interested to assess the suitability of this model in the Indonesian coffee value chain context. The assessment involved a collaborative exploration into the state of knowledge, ability and interest of farmers in coffee farming, the challenges faced in daily life by farmers and their families, and the capabilities of the agriculture extension system in the district to help develop and facilitate a DFFS design and development initiative.

The study involved an exploratory tour through the district to get a general overview of agricultural management and farming practices, followed by two focus group discussions with farmer groups at two coffee producing villages. In addition, two key informants of the District Department of Agriculture were interviewed to provide insights into local government policy and priorities related to agricultural development in the district. Finally, extension officers of the district participated in a workshop that introduced the DFFS model and invited the participants to contextualise the model, assess its applicability, and provide ideas to tailor it for the coffee value chain in Enrekang district.

The Enrekang coffee commodity chain faces its own complex set of problems, including various constraints on production, processing and marketing. Coffee in Enrekang district is mostly produced by smallholders who cultivate less than one hectare of land per household, and achieve a production capacity of only one-third of the crop’s potential under prevailing conditions. Many coffee farmers

have shifted to other crops due to the low market price they received in recent years. Smallholder farm families face a range of social, economic and environmental challenges in everyday life, requiring them to have access to timely advice. Information and communication services, however, are often not readily available due to inadequate or non-existent infrastructure and low effectiveness of the agricultural extension system. The DFFS could provide a mechanism for farm families to not only have instant access to updated information and services, but also a platform to share their experiences and voice their concerns, while not being restricted by time and space.

The study concludes that the DFFS will provide a radical innovation to the agricultural extension system, as it can mitigate many of the difficulties caused by the insufficient capacity and resources of the extension system to assist farmer groups. In addition, the DFFS can serve the needs of other government departments to provide information, services and engagement opportunities to farm families to improve rural livelihoods in an integrated way. Careful design and development of the DFFS platform and the structures to facilitate its use, however, are required to match needs and capacities of both farmers and the extension system.

Id: 21453

Title: Using video to moderate farmer/fisher interactions with local government: A case study of Mukono, Uganda

Session Type: Individual submission

Authors:

Name: Grady Walker

Email: g.walker(at) reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Miriam Talwisa

Email: mtalwisa(at) yahoo.com

Country: UG (Uganda)

Affiliation: Climate Action Network Uganda

Name: Andrew Ainslie

Email: a.m.ainslie(at) reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Abstract: The Lake Victoria Basin region faces significant challenges because of climate change. Farmers and fishers will need to adapt, yet both groups plan and operate at a seasonal or annual timescale, while climate change projections operate at a decadal timescale. This mismatch in time horizons results in a situation where farmers and fishers have limited applicable use for climate change information (unlike city planners, for instance, or others who operate at a decadal timescale). Despite this, farmers and fishers are still presented with a narrow range of “climate futures” and possible adaption pathway recommendations, which can force rural people to make decisions that appear to lock them into a certain trajectory.

Researchers from the FCFA programme's HyCRISTAL project and the Climate Action Network of Uganda worked with “Community Climate Champions” in Mukono District, Uganda to develop video narratives that represented the subjective complexities associated with adapting to climate change within their respective sectors. Two teams, the first composed of four fishers and the second composed of four farmers, worked together to craft stories that would be developed into short films to be screened with government officials in their district.

The stories produced by participants analysed extension messaging related to climate change, and examined alternatives to the narrow set of livelihood adaptation options they were presented with by rural advisory services. The purpose of this methodology is to partly reveal what farmers and fishers keep guarded on their “hidden transcripts” of imagined possible futures for their individual selves, their families, and their communities (see Scott, 1990). Government officials and climate scientists who viewed these video stories were faced with the dilemma of response when their foundational assumptions about rural farmers and fishers were challenged. The exchange of videos to mediate discourse is an approach that was piloted by the National Film Board of Canada during

the Fogo Process led by Donald Snowden in the late 1960s (see Crocker, 2003). This process gives participants the opportunity to see their own realities depicted on screen, and to hear their own voices and positions represented in their own idiomatic language. This creates the empowering experience of self-reflexivity. The process also forces the viewers, who are invariably power-holders, to accept messages that are not dictated to them in their own hegemonic terms. The outcome is that the one-way direction of rural advisory message delivery is subverted, and the entire set of climate change adaptation narratives presented to farmers and fishers by government, NGOs, academics, and private-sector stakeholders are interrogated.

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Id: 21524

Title: [Panel] Rural Communication - Exploring concepts and directions of the new IAMCR Working Group [Presentation] -

Session Type: Panel Submission

Authors:

Name: Sarah Cardey

Email: s.p.cardey(at) reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Rico Lie

Email: rico.lie(at) wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University

Abstract: Facilitators: Sarah Cardey and Rico Lie

Participants: GRI-RC members

This panel will explain the focus and aim of the Rural Communication (RUC) working group as well as position the field of rural communication in a wider communication and development landscape. The working group was initiated in 2018 by the Global Research Initiative for Rural Communication (GRI-RC), which is a network of academics and practitioners who seek to mainstream communication for rural development into the wider development agenda, policy and practice. The GRI-RC consists of representatives from the following institutions: The Centre for Communication and Social Change, The University of Queensland, Wageningen University & Research, Van Hall Larenstein University of Applied Sciences, University of Guelph, University of Reading, University of the Philippines Los Baños, and the Food and Agriculture Organisation of the United Nations. Members of the (GRI-RC) will share their perspectives and experiences on the state-of-the-art of the field and its future imperatives.

Id: 22028

Title: China's We-Media Village: Urban-rural relationship and Rural self-representation

Session Type: Individual submission

Authors:

Name: Xiaotong Zhang

Email: zhangxiaotong(at) pku.edu.cn

Country: CN (China)

Affiliation: Peking university

Name: Xin Liu

Email: 15221851586(at) 163.com

Country: CN (China)

Affiliation: Peking university

Abstract: China has about 580 million rural permanent residents and 280 million migrant workers. The sum of the two accounts for more than half of China's population. Besides, the number of Internet users in China reached 802 million, of which rural netizens accounted for 26.3% and the scale was 211 million. However, for a long time, media resources have been dominated by urban intellectual elites. Rural people have not grasped the awareness and channels of media, so they have been in a state of aphasia in the age of the Internet. But the emergence of we-media (self-media) has changed this dilemma. A large number of rural self-media accounts emerging on social media such as WeChat, Weibo, and TikTok are their important voice channels.

This article will take the example of Shandong We-Media Village, which has been widely discussed on the Internet of China in 2018. Because the village's self-media operators are a group of rural women who has no higher education, but their average income exceeds that of their counterparts in Shanghai. By using a macro-level sample questionnaire and a micro-level observation interview and periodic assessment, we are trying to explore the purpose, profit model and operation status of this we-media group.

The rural we-media uses the short media, live broadcast, blog and other new media means to spread the rural natural and human landscapes that are different from the urban ones, satisfy the urban people's hunting mentality and strengthen the self-identity of the rural people. Meanwhile, they will sell attention resources to advertisers and use new media to promote and sell rural tourism and agricultural products.

This article finally focuses on the urban-rural relationship in the Internet field. The city and the countryside are two sides of the Chinese society. While the Internet gives the village a greater voice, it also more clearly shows the tearing and opposition between the city and the country. Although the Internet emphasizes the equality of rights and the deconstruction of authority, the Chinese Internet is still controlled by urban elites. The emergence of rural self-media is, to a certain extent, a subversion of grassroots to elite discourse. In this process, the rural self-media as an emerging force will inevitably be questioned and attacked by the original residents of the Internet----- Urban intellectual elite. How to express countryside on the internet, how the city understands the countryside, and how the internet plays a role in urban-rural relations are the most critical issues in China's social governance, and are important topics of rural communication studies.

Id: 22074

Title: Studying social change through complexities of Hindi films' audiencehood for women in an Indian village

Session Type: Individual submission

Authors:

Name: Charusmita Charusmita

Email: c.charusmita(at) my.westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: This ethnographic study examines the purpose and significance of contemporary Hindi films for women living in Narwal, a north Indian village near Kanpur. Based on fieldwork carried out over four months in Narwal, interacting with more than 60 women aged 18-80 years, this paper highlights the complexities of audiencehood for women living in rural India, where 'rural' is defined as 'anything but urban' and officially houses 68.84% of Indian population (Census, 2011). Despite the women's negligible viewership of films in theatres, limited viewership within their homes, and moral issues around women's film consumption, this audience group discusses the purpose of films in everyday life in complex ways. In a village space where the pleasure of consuming film can itself be a transgressive activity, Hindi films capture the village women's imaginations by offering them a world of new possibilities. My research draws on scholarly accounts such as Purnima Mankekar's ethnography of Television, Womanhood, and Nation in Postcolonial India (1999) and Steve Derne's seminal work 'Movies, masculinity and modernity' (2000) which focused on men's filmgoing and the sociology of male audience reception of Hindi films. However, it is situation in an Indian rural context where the social factors governing women's audiencehood have a greater role to play in their consumption of films as compared to their own preferences. My larger research showed that "filmi" connotes anything that is 'other' to village life in these women's imaginations. This paper argues that by engaging in creative cultural production, using multiple modes of filmic engagement, negotiating within their own households, and capitalising on 'men looking away', women are breaking everyday rules that govern them in order to strengthen their engagement with Hindi films. Women's everyday negotiations in consuming Hindi films indicates a slow but steady social transformation which is visible through, and enabled partly by, their dealings with Hindi cinema. Drawing on James Scott's concept of 'everyday resistance' (1985) that, he argues, lies in the mundane, and his concept of 'hidden transcripts' (1990), this study argues that social change evolves through a growing cluster of 'hidden transcripts' (ibid.) of women around their love for Hindi films. Through these, the powerful position of the village males gradually begins to be questioned, thereby challenging the status quo.

Id: 22367

Title: "Through their eyes I can work"; A qualitative exploration of rural medical officers' perception of mHealth.

Session Type: Individual submission

Authors:

Name: Manjula venkataraghavan

Email: manjula.v(at) manipal.edu

Country: IN (India)

Affiliation: School of Communication, Manipal Academy of Higher education, Manipal

Abstract: mHealth or mobile health is the use of mobile technology for delivering health care & services (WHO). With increased ubiquity of mobile phones, the potential of improved access to health information and services across the rural remote populace seem to be achievable. A number of studies have reported the potential of better maternal and child healthcare in LMICs through the use of mHealth tools. Studies have also reported that implementing mhealth systems at community level can substantially promote improved and equal access to healthcare.

However, to gain all the advantages mobile technology offers and to design effective community health worker (CHW) based mHealth interventions, it is important to conduct a 360-degree perusal of all aspects of this technology and the benefits it offers to all the players in the rural healthcare scenario. While there are plenty of studies looking into the benefits offered by the mobile phone to the CHW, there is a shortfall of studies examining the use of mobile phones by CHWs as a support tool from the rural medical officers' perspective, especially if and how the technology is supporting the last mile healthcare delivery through these workers.

This exploratory descriptive study was conducted in the Udupi district of Karnataka, India. It investigated the benefits, barriers as well as the challenges of mobile phone use by the community health workers from the rural doctors' perspective. The participants of the study were doctors belonging ten different primary health centers in the district.

During the study, doctors opined that with the coming of mobile phones, CHWs have become their eyes in the field, leading to a timely delivery of health information as well as healthcare services. However, it was also informed that remote villages from around their primary health center lacked sufficient coverage and hence mobile phone was not very useful in those areas. Digital illiteracy, lack of communication skills, and lack of continuous training to use all features of the phone among CHWs were some of the challenges pointed by the doctors.

The results from the study hopes to inform government policy to result in efforts to improve the existing mobile technology infrastructure as well as factor in more training programs to train these grassroots level workers so as to capture the benefits the technology offers and in the augmentation of the existing rural healthcare system

Key words: mHealth, community health workers, rural healthcare, mobile phone

Id: 22615

Title: Unpacking marginalisation dynamics in the context of climate adaptation and resilience using visual tools

Session Type: Individual submission

Authors:

Name: Sarah Cardey

Email: s.p.cardey(at) reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Loes Witteveen

Email: loes.witteveen(at) hvhl.nl

Country: NL (Netherlands)

Affiliation: Van Hall Larenstein University

Abstract: Ranked as one of the most disaster-prone areas globally, the Philippines regularly experiences disaster events. The country is highly dependent on natural resources and agriculture, so the sector's susceptibility to extreme weather events contributes to the vulnerability of fishing and agricultural communities. Aurora state is particularly vulnerable, being situated in a typhoon alley. There is a pressing need to address these impacts of extreme weather events to strengthen community livelihoods. Further, different groups are affected by these events, with marginalised groups facing more extreme livelihood shocks. Through analysis of a project that seeks to mitigate these shocks and support the livelihoods of indigenous communities, this paper will explore (a) the construction of "indigenous" and how this is socially and culturally constructed; (b) unpacking resilience and adaptation narratives, using different types of knowledges and (c) unpack the dynamics that contribute to and reinforce patterns of cultural, social and livelihoods-based marginalisation. From this analysis, the paper will present opportunities and challenges for developing rural communication options through two mechanisms. First, it will explore visual narratives as a means of exploring these intertwined issues, to suggest means for challenging the marginalisation of indigenous voices. Secondly, it will explore opportunities for critical intervention and design of appropriate rural communication interventions towards building more resilient livelihoods.

Id: 22725

Title: Factors Influencing the Decision of Early Adopters to Participate in the Fishers Household Resiliency Program in Lubang Island, Mindoro Philippines

Session Type: Individual submission

Authors:

Name: Olga Lomboy

Email: oclomboy(at) up.edu.ph

Country: PH (Philippines)

Affiliation: University of the Philippines Los BAnos

Abstract: Fisher households are considered as the poorest in the Philippines. They are very dependent on a single income source and their catch is declining due to overfishing and other environmental factors. Their limited assets in terms of physical, financial, natural, and human capital heightens their vulnerability to crises and shocks.

RARE, a global leader in behavior science approach to conservation, intervened to help build fishery household resiliency of several island communities in the Philippines by leveraging strong social capital. Among the interventions introduced in the community is the establishment of savings clubs and conservation enterprises. In Lubang Island in Mindoro, Philippines, 25 households decided to participate in these programs. Early results have shown improved financial assets that led to acquisition of productive assets, dwelling improvement and for education and livelihoods. This positive outcomes influenced others to form their own savings clubs.

While it is understood that positive outcomes of a program can influence others to participate, the question that this study aims to answer is what propelled the early adopters' participation in the household resiliency program. Guided by dual-process theories of cognition and information processing (Kahneman & Tversky, 1979), in-depth interviews and focus group discussions were conducted. Communication activities such as study tours and social marketing has influenced their decision to participate in the program but specific events and phrases that they have hears during the activities has prompted their decision to join the program.

Id: 23264

Title: Social Media, Small Scale Fishing Business and Environmental Preservation in Phuket, Thailand

Session Type: Individual submission

Authors:

Name: Suda Ishida

Email: sishida(at) hamline.edu

Country: US (United States)

Affiliation: Hamline University St. Paul, MN, 55104, U.S.A.

Abstract: Amidst the uproar in the Global North against the negative effects of social media usage, such as privacy rights violations, data mining, and political censorship, Facebook, Instagram and Twitter continue to be very popular among social media users in Thailand. The most recent data (March 1, 2018) ranked Thailand as one of the top 10 nations in which users relied on these social media websites for networking and consumer adoption.

According to OBVOC Co., a Thai social media research firm, Thailand was placed seventh in terms of the number of Facebook users, accounting for 49 million out of 724 million globally. The number of Instagram users in Thailand totaled 13.6 million, up on a yearly basis, putting the country at 13th by user numbers. At the same time, Twitter usage also increased from 3.1 million in 2016 to 12 million in 2017.

The rapid expansion of social media usage in Thailand is partly due to accessibility and user-friendly components that allow users to generate their own visual-based content on their social media accounts. Because of this, the language barrier of being a non-English speaker or less educated has been removed. As a result, social media has been widely adopted and has become an increasingly important tool for advertising, marketing, and economic growth among less educated populations living in non-urban areas of Thailand.

In this study, the researcher examines the different ways social media has been utilized as communication and business marketing tools by small scale fishermen in the Muslim community of Baan Bangla district, Phuket, Thailand. The study focuses on how a group of local fishermen used Facebook to promote their fishing business, generate incomes, and preserve their local livelihood while competing with larger scale fishing operators. In the meantime, Facebook has also been used by the same group of fishermen and community leaders to raise awareness about environmental issues that occur within their community. The main environmental concern of this community is preventing further destruction of coral reefs and mangrove forests along Phuket-Phang Nga Bay coastal lines that thrived before the increase in large-scale fishing and the expanding tourism industry in Phuket.

The study is based on an analysis of social media posts in 2016, 2017, and 2018 as well as in-depth interviews of Baan Bangla community leaders, environmentalists and local fishermen regarding the usefulness and obstacles in relying on their Facebook accounts to enhance and support their goals.

Id: 23447

Title: Where the 'Community Video' has disappeared? An investigative analysis of the missing case of community video in India

Session Type: Individual submission

Authors:

Name: Siddharth Chadha
Email: siddharth.chadha(at) im.uu.se
Country: SE (Sweden)
Affiliation: Uppsala University

Name: Kavita Dasgupta
Email: kavita.dasgupta(at) hist.uu.se
Country: SE (Sweden)
Affiliation: Uppsala University

Abstract: From the years 2006 to 2009, the author of this paper worked as a community media practitioner, training marginalized rural communities including Dalits & tribal groups in Western India (Gujarat) in various aspects of film-making such that these communities would use media as a tool for self-empowerment and social change. Despite the social significance of Participatory Video, a term often used in its formative years (Lunch & Lunch 2006) and its success as an effective method of mobilization and social change, especially in rural areas, the past decade has seen a dramatic decrease in the number of community video projects active in India. Although there has been a significant interest in researching community video (Jayasankar and Monteiro, 2016, Datta 2014, Chadha, Moskowitz and Prakash, 2010) there is little research to account for the disappearance of community video projects from India. Some common-sensical explanations – such as proliferation of mobile technologies, decreasing levels of funding for non-governmental organizations running these projects, are provided as reasons for this Houdini act, but there is an impending lacuna in research that provides any systematic explanation of this phenomenon.

Grounding in a self-reflexive methodology, this paper uses auto-ethnography (Maréchal 2010, Elis 2004, Adams 2015), supplemented with media reports on community media from 2005-2010, as well as informal interviews with contemporary or erstwhile community media practitioners, to investigate the conditions under which community video projects were systematically shut down or abandoned in India during the past decade. Based on this reflection, the paper firstly accounts for the discrepancies between the media reportage and ground level reality of the success story of community video in India. Using the case-study of Aapna Malak Maa, a community video unit based in rural Saurashtra, Gujarat, (Chadha 2017) where the author of this paper worked as a community video trainer, the paper analyzes how the unit was constructed to be an extremely successful and well-functioning organization, even though the group struggled to achieve several of its planned objectives during its formative stages. Second, the paper lists and analyzes various material & immaterial factors that are claimed to have contributed to the demise of community video in India. Thirdly, the paper argues for an emphatic understanding of power struggles between internally dominant voices & actors (Pateman 1971, Foucault 1970) play in the functioning & support of community media organizations. Using anecdotal accounts of power struggles in the

functioning of community video units in particular, and non-governmental media organizations/projects in general, this paper emphasizes the need to foster favourable conditions under which these organizations hold the potential to effect a transformative change in the lives of distress ridden rural populations of India.

Id: 23670

Title: Rural Communication Initiatives on Climate Resiliency in Selected Coastal Areas of Southern Bangladesh

Session Type: Individual submission

Authors:

Name: MARIA STELLA TIROL

Email: teyscdc2(at) gmail.com

Country: PH (Philippines)

Affiliation: UP LOS BANOS

Abstract: The Rural Radio Initiatives (RRI) project in Bangladesh was implemented as one of the components of the Coastal Climate Resilient Infrastructure Project (CCRIP) funded by the International Fund for Agricultural Development (IFAD), Asian Development Bank, and Kreditanstalt fuer Wiederaufbau (KfW). Implemented by the Local Government Engineering Department (LGED) of Bangladesh. The CCRIP sought to enhance the use of community radio for sharing and exchanging site-specific information and knowledge on agriculture, food security, and climate change and to promote dialogue between communities and local service providers.

The RRI project was realized through the development of a communication plan for climate resilience in support of CRRIP and the establishment of a radio broadcast program named “Upokoler Kotha” (Voice of the Coastal People). The program was a common platform of four selected community radios in the southern coastal areas of Bangladesh. These were: (1) Krishi Radio and (2) Lokobetar, both located in Barguna; and (3) Radio Sundarban and (4) Radio Nalta, both located in Khulna.

Using the before- and after-evaluation design, the RRI project was assessed three years after its implementation to determine project outcomes and to account for resources invested on the project. Both quantitative and qualitative approaches were used. The quantitative approach employed a survey of selected samples from Radio Listening Club (RLC) members; while qualitative approach made use of narratives captured from video testimonies of the interviewed RLC members.

The outcome evaluation was conducted in selected areas or upazilas in Barguna, Satkhira and Khulna using multi-stage sampling. These areas were covered by the regular broadcast of the four community radio stations under the RRI-CCRIP. Five radio listening clubs (RLCs) were randomly picked per community radio station. Twenty percent (20%) of the total 2000 RLC members of the four community radio stations were randomly drawn to serve as survey respondents, hence a total of 400 samples. The respondents comprised an almost equal number of male and female individuals aged 15 and above.

Based on the data collected, Upokoler Kotha was found to contribute to improved communication and radio services for climate resilient livelihood in the coastal areas of southern Bangladesh. With the presence of 100 listening clubs with 20 members each, local stakeholders have been informed about project activities and climate change issues. As a consequence, communities vulnerable to climate change had become better informed and actively engaged in climate resilient innovation and

livelihood adaptation. This has been shown by the majority of the targeted population adopting climate resilient technologies that enable them to carry on with their income-generating agriculture-based livelihood. Some of these technologies included cultivation of saline tolerant crops, sack method or vertical horticulture, vermi-composting, sarjan technology, and green fertilizer, among others.

Upokoler Kotha can continuously bear its “brand” as a program on climate resilient innovations with focus on the coastal communities as its primary targets.

Visual Culture Working Group

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

IAMCR

**Madrid, Spain
7-11 July 2019**

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

Id: 19452

Title: Post-2003 Hong Kong Young Film Workers Behind the Scenes

Session Type: Individual submission

Authors:

Name: Fangyu CHEN

Email: sharonchan331(at) gmail.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist Univerisity

Abstract: As one of the most popular scenic spots in Hong Kong, the “Avenue of Stars” honours more than one hundred of great figures in Hong Kong film industry, including producers, directors, actors, writers and stunt choreographers, etc. They witnessed the heyday of Hong Kong cinema in the 1980s and 1990s which made the name of the island city travelling far. And yet, the trough came in the late 1990s, and the industry has been suffering from the dramatic shrinkage of both local and overseas markets for decades. Co-producing with mainland Chinese cinema brought a significant way out for the ailing Hong Kong film industry and created the new co-production film ecology henceforward. Whereas, many Hong Kong local film practitioners see the co-production as both blessings and menaces. On the one hand, the mainland market offers numerous working opportunities and rich resources for Hong Kong film talents and greatly alleviates the precariousness of their lives as creative labour; on the other hand, co-production brought about major issues for the local film industry, including the marginalization of local-content films, the strangling of creativity due to the censorship system of mainland China, and invisible state intervention in the local film market which had always been laissez-faire for ages, etc.

Against this backdrop, there emerges a huge gap between the established generation of filmmakers and the younger generation regarding their perceptions of the mainland Chinese film market, Hong Kong-Mainland film co-producing activities, and China as a nation. The attention that gave to the young people has been particularly scant. This is a study based on in-depth-interviews with 47 Hong Kong filmmakers conducted from March to November 2018. The respondents include established film practitioners/film educators, young film workers, aged between 25-35; and film students, aged between 20-25.

Its aims are two-folded. Firstly, it investigated the filmmaking ideas, material conditions, working environments etc. of the young group of Hong Kong people who joined the industry after 2003, i.e. after the signing of Closer Economic Partnership Arrangements (CEPA) between Hong Kong and mainland China. Secondly, it examined the participation of these young film labour in the co-producing activities with mainland China and their very intricate sentiments towards the Chinese film industry and China as a whole, given to the realities that Hong Kong film talents are heavily relying on the mainland market to make their livings whereas the political tension between Hong Kong and mainland is getting deepened since the launching of the “Individual Visit Scheme” in 2003. In particular, Hong Kong young generation has been seen increasingly active in participating in anti-mainland activities. In studying the facing of “Chinese takeover fear” and the domination of Hong Kong-Mainland co-productions the young film practitioners are encountering, the author is

attempting to shed light on the situation of the labour who is struggling in a down-sized market and a technologically-backwards industry which was once thriving and glorious.

Id: 19463

Title: Anarchism, Activism and Dissent: An examination of the discourse and visual rhetoric of the Greek anarchist group Rouvikonas

Session Type: Individual submission

Authors:

Name: Anastasia Veneti

Email: aveneti(at) bournemouth.ac.uk

Country: GB (United Kingdom)

Affiliation: Bournemouth University

Name: Stamatis Poulakidakos

Email: s.poulakidakos(at) gmail.com

Country: GR (Greece)

Affiliation: University of Athens

Abstract: During the twenty-first century, we saw the development of a massive wave of protests around the world as a result of the 2007/8 financial crisis and the austerity policies that were imposed in many European countries. While there is a rich body of literature on mass mobilisations, smaller scale resistance and solidarity initiatives have attracted much less attention. As a result of the long lasting crisis, and the emergence of new social and solidarity movements, Greece makes a useful examination terrain to explore new forms of protest and urban resistance (Biekart and Fowler, 2013; Douzinas, 2013). In this article we look at the case of the Greek anarchist group Rouvikonas in order to examine how the group defines its political presence and collective identity. Since 2015, this organised collective formation has a steady presence in Greek public life through diverse forms of protest; expressing as such its discontent towards the neoliberal capitalist agenda and having as its main target various political and business actors. To do so, Rouvikonas employs a variety of tactics ranging from occupation of offices, throwing of flyers and paint attacks to more aggressive ones that include destruction of property. This is an important area of study as current research (Fominaya, 2017, Gerbaudo, 2017) suggests that recent anti-austerity movements not only reject hegemonic narratives of the crisis, but also highlight the failure of the political establishment to represent the interests of the people. Rouvikonas makes an interesting case study for two main reasons: (a) contrary to most post-2010 social movements in Greece, which keep safe distance from political parties and specific ideologies (for e.g. the Greek indignants, and the Do Not Pay social movement), this movement is characterised by its clear political ideology which is rooted in anarchism and to a great extent defines its strategy and tactics, and (b) it has raised much dispute in Greek public discourse over the identification of the group as either a criminal group or a political activist one. In our research, we examine the formation of the movement's collective identity, its messages and the tactics it employs to protest and mobilize people. We do so by conducting discourse analysis of the movement's manifesto and public documentation (such as published interviews from its members). Our methodological approach is complemented by examining the movement's visual rhetoric through the videos of protest activities that are uploaded on its own YouTube channel. A cross examination of both the discourse and visual rhetoric will allow us to gain a deeper understanding of the movement's values, motivations and tactics (Jasper, 2008; Jensen, 2006; Stewart et al., 2012).

Id: 19580

Title: Media Representation of Social Networks of Adolescents: Analysis of Photographs Posted on Norrköping Municipal Facebook Accounts

Session Type: Individual submission

Authors:

Name: Wenqian Xu

Email: wenqian.xu(at) liu.se

Country: SE (Sweden)

Affiliation: Linköping University

Abstract: Aim: Adolescence is acknowledged as a transitional life stage towards adulthood together with a set of pivotal movements, such as developing from dependence to independence and from irresponsibility to responsibility. The adolescents' relationship with others is of significance to the meaning of life and the evolving of the life course. The media portrayals are conceived as value-expressive and constructing the public image of ageing. Most studies on media representation have analysed the portrayal of adolescents in relation to gender, sexuality, violence, alcohol use and tobacco use predominantly from a victim perspective, with scant attention on their social network developments. The aim of this study is to explore how Norrköping municipality portrays adolescents' social network with special focuses on the contexts and activities in the photographs.

Method: The material consists of the photos collected from 32 Facebook accounts produced by municipal bodies during the entire year of 2018. The analysis is based on a categorization of various features of the photos in order to statistically describe the relation between signs, activities and contexts during the life stage of adolescence. Further, the meaning of frequently-used symbols in the photographs is analysed.

Result: The study concludes that adolescents are dominantly portrayed on Facebook pages of recreational gardens (in Swedish: Fritidsgård). The social networking activities that adolescents are frequently engaged in are practical courses, meal preparations, physical exercises and collaborative games. The characters associated with adolescents in media portrayal are restricted to their peers and leisure managers, stereotypically excluding people at other life stages. A number of signs and objects in the photographs are identified which might influence adolescents developing their social network with others, such as smartphones and commercial logos. Further, the result indicates that adolescents develop their social network mostly with other adolescents who have the same ethnicity.

Conclusion: The municipality depicts stereotypical images of social networks at the adolescence stage, which may lead to negative influences on adult developments and social integration in Swedish society. Therefore, communication professionals need to be aware of the cultural construction of adolescents' social network in the media.

Keywords: adolescence, image analysis, media representation, photographs, social network

Id: 19730

Title: Panorama of Brazilian television fiction Studies: Bibliographical and comparative framework of theses and dissertations produced in Brazilian Postgraduate Programs

Session Type: Individual submission

Authors:

Name: Daniela Ortega

Email: mensagemparadani(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade de São Paulo

Name: Tissiana Pereira

Email: tissianapereira(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade de São Paulo

Abstract: The study on television fiction in Brazil started only 40 years back, the first work was published in 1975. From the 90's, however, the production intensifies and, with the creation of the Ibero-American Observatory of Television Fiction (Obitel)*, in 2005, and the entrance of ten research groups from Brazilian universities to this observatory (with the creation of Obitel Brazil), there is a constant incentive to the study and consequent increase in academic production. Since the creation of the research network, the academic production on this subject grows every year. On 2017**, 40 works were published, and in the last 11 Years the volume is 281 publications. The telenovela has a prominent place in the Brazilian television fiction, being entirely national and the main product of the country's cultural industry. Some of the main theorists in television fiction are Brazilians, such as Maria Immacolata Vassallo de Lopes, Maria de Lourdes Motter and Maria Aparecida Baccega. Other of sharp relevance are from Latin American, such as Jesus Martín-Barbero, pointed out as a key figure on the Cultural Studies in Latin America (Escosteguy, 2010, p. 47).

This work brings the comparative results of a bibliographical survey on theses and dissertations presented in the Brazilian graduate programs in an eight-years period: from 2007 to 2010 and from 2015 to 2017***. We try to verify the confluence from Southern Epistemologies (SANTOS, 2010), identifying to what extent the production of knowledge feeds on investigations produced regionally and how the ecology of proposed knowledge of pluralist and propositive thinking is applied, stating that "que reconhece a existência de múltiplas visões que contribuem para o alargamento de horizontes da experiência humana no mundo " (GOMES, 2012, p.49). This survey is fundamental for the analysis of the production of any field, since its findings indicate the degree of development of scientific knowledge.

*Obitel is currently formed by 12 countries, namely: Argentina, Brazil, Chile, Colombia, Ecuador, Spain, United States, Mexico, Peru, Portugal, Uruguay, Venezuela

**We ended the research in 2017 because it was the last year with the consolidated data.

***Documents were identified from a database of the Telenovela Study Center of ECA-USP that compiles researches about television fiction from Brazilian Post-Graduate Programs.

Keywords: bibliometrics; bibliography; references; television fiction; telenovela.

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Id: 19738

Title: Roma: a tribute-documentary to Cuarón's childhood

Session Type: Individual submission

Authors:

Name: Denize Araujo

Email: denizearaujo(at) hotmail.com

Country: BR (Brazil)

Affiliation: Universidade Tuiuti do Paraná - Curitiba Brazil

Abstract: IAMCR 2019 VIC WG

DENIZE ARAUJO, PhD and Post-Doctorate

Universidade Tuiuti do Paraná – Curitiba PR Brazil

denizearaujo(at) hotmail.com; (+5541) 99983-6669

"Roma": a tribute-documentary to Cuarón's childhood

The title "Roma" is apparently suggestive of a film by Fellini or by Pasolini. However, this "Roma" here refers to Alfonso Cuarón's film (2018), a tribute-documentary to Roma, the Mexico City neighborhood where Cuarón spent his childhood and youth. The second deceptive inference is to expect a film similar to "Gravity", considering that Cuarón is best known by his use of high technology. When we start to see a black-and-white film, we wonder if the director is really Cuarón. By the end, however, we have to admit that the director makes use of high technology in a completely different way, as to portray/display his memories not in celluloid, but in BW digital photography, as he understands them now, in the present, using his well known strategies in order to make an homage -film that carries his trademark.

This paper is part of my recent research about homage documentaries that intend to reveal memories through new approaches and to dedicate them to people who were important to their lives in the past. Cuarón's documentary is dedicated to his real-life nanny, Libo (Liboria Rodriguez), an indigenous Mixtec young woman hired when he was 9 months old. The newcomer Yalitza Aparicio plays the role of Libo, as Cleo. Cuarón, in an interview to Variety before the NY Festival Premiere, talks about memory: "I think I wanted to understand, to put the pieces together. Borges talks about how memory is an opaque, shattered mirror, but I see it more as a crack in the wall. The cracked is whatever pain happened in the past. We tend to put several coats of paint over it, trying to cover that crack. But it's still there" (<https://variety.com/2018/film/news/roma-alfonso-cuaron-netflix-libo-rodriguez-1202988695/>).

The objective of this text is to discuss memory and human dignity, as the title of IAMCR 2019 Congress suggests. Cuarón, in the interview cited above, confesses that he decided to dedicate his documentary to Libo in order to give her the dignity she deserves by her work in the past. In his interview to Variety, he states: "It was probably my own guilt about social dynamics, class dynamics, racial dynamics. I was a white, middle-class, Mexican kid living in this bubble. I didn't have an awareness". The film is a way to reveal his memories of the past with an understanding of the present.

In order to discuss about memory, I am adopting Jan Assman's concept: "Memory is the faculty that enables us to form an awareness of selfhood (identity), both on the personal and on the

collective level. Identity, in its turn, is related to time”

(http://archiv.ub.uni-heidelberg.de/propylaeumdok/1774/1/Assmann_Communicative_and_cultural_memory_2008.pdf).

Revealing memories through high technology in BW, Cuarón not only contemplates his past but also portrays it as he understands it now. "Roma" is his way to give dignity to Libo's life as his nanny and to pay a tribute to the Mexico City neighborhood where he lived.

Keywords: dignity; technology; tribute-documentary; memory, Cuarón.

Id: 19764

Title: Fundamental changes to the event' Agent-structure dynamics behind the Berlin International Film Festival

Session Type: Individual submission

Authors:

Name: Thomas Wiedemann

Email: wiedemann(at) ifkw.lmu.de

Country: DE (Germany)

Affiliation: LMU MunichLudwig-Maximilians-Universität München,Oettingenstr. 67,D-80538 München

Abstract: Film festivals play a crucial role in the production, distribution, circulation, and reception processes of movies, with major competitive festivals enjoying outstanding importance (cf. De Valck et al. 2016). However, they are simultaneously the subject of various (power) interests (cf. Wong 2011). Based on these assumptions, this paper focuses on the example of Germany and asks to what extent different agents determine the objectives of the Berlin International Film Festival and push them into a specific direction.

With an annual budget of 25 million Euros, 380 films in the public program, half a million cinema visits, 18,080 accredited visitors from 130 countries and 3,688 media representatives from 84 countries (figures from 2018), the status of the Berlinale as one of the most important platforms for the global film community is uncontested. Moreover, given the broad spectrum of its activities (such as the European Film Market, the Berlinale Talents, and the World Cinema Fund), this festival is obviously confronted with numerous stakeholder demands (cf. Iordanova 2015) coming from arthouse filmmakers, but also, among others, from the national film production landscape, the international film industry, and German film policy. The struggle of those demands is illustrated by the public debate about the future direction of the Berlinale in winter 2017/18, triggered by an open letter of 79 prominent German filmmakers who called for fundamental changes to the event (in order to maintain a high artistic level) and for a greater attention to national filmmaking.

This study critically aims to explore how much these calls finally count if one considers general power structures in the film business, which are assumed to underlie the Berlinale's decision-making. Hence, the greater goal of this study is to enlarge the connectivity of the film festival research to social sciences. To meet these expectations, the paper draws on Schimank's (2000) agent-structure dynamics and examines the orientation, expectation, and constellation patterns of all relevant agents, which came to light during the debate about the future of Germany's major competitive film festival. The sources were about 50 documents (expert interviews, transcripts of panel discussions, press releases, journalistic articles, blog entries), which were examined with a category system.

The findings reveal that different objectives of the Berlinale were negotiated (the festival as a place of film art, market and international trade fair, information and innovation platform, media location, and stimulus for the film industry). However, policy decisions finally limited the freedom of all agents. Thereby, particularly filmmakers striving for artistic autonomy could hardly gain a hearing for their interest, whereas the maxim of fostering primarily economic benefit was not put into question.

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Id: 19839

Title: Photography, human rights and social change: a historical dimension / Fotografía, derechos humanos y cambio social: una dimensión histórica

Session Type: Individual submission

Authors:

Name: María del Mar Ramírez Alvarado

Email: delmar(at) us.es

Country: ES (Spain)

Affiliation: Faculty of Communication, University of Seville

Abstract: Through the history of photography one learns, discovers and can reinterpret the history of contemporary society since, to a certain extent, photography has transformed the world view of human beings for more than a century and a half.

The purpose of the communication is to investigate, through concrete examples, the enormous power that photography has had in the transformation of certain social realities and the improvement of human rights. At the beginning we will mention the pioneering case of photographer Jacob Riis, who did an important job documenting and denouncing the way of life of the poor neighborhoods of New York through images of shocking content. In fact, with his works *How the other half lives* (1890) and *Children of the Poor* (1892) motivated changes in the management of some of the most impoverished areas of the city. Along with Riis, also highlights the work of the American sociologist Lewis Hine, known for his images of immigrants who came to Ellis Island and those that reflect the working conditions in the United States then. At a time when children's work was common and allowed, Hine brought a critical and forceful look at child exploitation by photographing for the National Child Labor Committee children working in factories, mines, etc. These images managed to alert the public, generate social debate and exert pressure to toughen the laws regarding the employment of minors.

Also in the United States will address the work of photographers hired by the Farm Security Administration (FSA) when President Franklin Delano Roosevelt, as part of policy "New Deal", promoted a series of initiatives aimed at stimulating the economy in bankruptcy after the debacle of the stock market in 1929 and the drought that had devastated a large part of the country. Through the forceful snapshots of photographers like Walter Evans or Dorothea Lange, important official aid was established for farmers and ranchers in the Southeast of the country. Similarly, in the North American context, the work of the Photo League, which explored the concept of social photography and documented the way of life of the working class, stood out. Its influence was such that, at the height of its activity, the Photographic League was censored by an increasingly reactionary government that described its activities as subversive for US interests.

There are not few the photographs that have helped to change history.

Id: 19895

Title: "Tactile photography"

Session Type: Individual submission

Authors:

Name: Kyounghwa Kim

Email: kim-ky(at) kanda.kuis.ac.jp

Country: JP (Japan)

Affiliation: Kanda University of International Studies

Abstract: Digital camera-embedded smartphones have now become a pervasive platform for photography. As a robust example of mobile privatization (Williams 1974), the mobile camera would not only be a functional tool for taking photos but also play a sensitive role as a pivot for photography, overlaying cultural contexts and specific textures onto everyday visual practices.

Much of the previous work on mobile visibility has focused on its social aspect as an emerging medium for networked visibility (Van House et al. 2005; van Dijck 2007, 2013; Villi 2010, etc.). The act of sharing, either within small groups of acquaintances or on more public social network platforms such as Facebook and Instagram, obviously provides an important context for mobile visibility. However, the substantial proportion of unshared content is yet to be considered. Visibility may not be a core practice to frame such photos, which implies that the meaning of photography is expanding toward rather wider practical contexts such as inscribing, personal archiving, carrying-with, and even being forgotten. To examine this less-articulated but pervasive phenomenon of mobile media, this study explores how the body-sensitive aspect and the subsequent adoption of personal photography have transformed visual expression and given rise to a new visual culture, herein termed “tactile photography.”

Although McLuhan (1964) proposed, as early as the 60s, that the sense of touch was a key attribute of electronic media, tactile modes had not been widely noticed in media practices, nor had they been discussed in depth until the rise of mobile technology. From the concept of “visual tactile” (Cooley 2004) to an attempt of “tactile digital ethnography” (Pink et al. 2016), recent debates imply that the tactile modes deserve greater attention as a gateway to understanding mobile media. As an extension of these discussions, the study attempts to re-frame practices of mobile photography as a response to tactile sensitivity and body mobility.

Based on ethnographic data collected from young Japanese users over a decade, the study explores how mobile digital photography, as a portable repertoire for private archiving and visual inscription, has affected people’s definition of media production and has thus given rise to a new sensitivity of photography (i.e., the tactile). While the main contribution of this paper will be to illuminate the ongoing transformation of visual culture, it will also propose a critical approach interrelating this transition with the increasing prevalence of mobile media in photography.

Id: 19948

Title: Visual Study on the Political Iconoclasm in Art: Human Dignity in the Scopic Regime

Session Type: Individual submission

Authors:

Name: Fernando Ramón Contreras

Email: fmedina(at) us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Name: Francisco Sierra Caballero

Email: fsierra(at) us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: The activity of creating images has very often much to do with the subjective overcoming of both what we see and what we look at. Art, with its political meaning, is not only what is given to see, but what speaks from the imposition of its presence. The visual space of the artistic work is shown in analogy to the public space of the street. Visual works are not irremovable blocks of the past, but inconvenient forms: the visual malice of time in history, explained by Didi-Huberman. Political images dismantle human divergences. This action of the visual work causes the disorientation of human being, throws him into confusion, the chaos from which he will emerge, what could and should exist in his humankind. Thus we come to the thesis of this work: the political purpose of the images in the scopic regimes and the iconoclastic censorship when the image is combative and uncomfortable with the reminiscent meanings established. We present a critical study in contemporary reflection on the visibility of political images; a philosophical revision of fundamental texts that link the social imaginary (Castoriadis, Groys, Benjamin, Hegel, Kant, Plato) with the phenomenon of current iconoclasm (Didi-Huberman, Merleau-Ponty, Mitchell, Moxey, Crary, Elkins, Rancière, Krauss, Boehm, Belting, Flusser) in the field of visual communication and politics. This work offers in its conclusions an analysis of offensive images in the custody of human dignity. This study contemplates a visual work that mutates in ideological incarnation through the social imagination. A visual work that emerges on the world as a symptom of the obstinacy of human being for his autonomy, but also for the defense of the reciprocity of equality and for the triumph of freedom in an "open to see" from *Sitz im Leben* of dignity. In a scopic regime, visibility rules dictate what is looked at and what is hidden. The objective of this study begins with the rejection of the cult of the image, iconoclasm. And it continues in the political control of this norm. The dialectical images not only cause the constitution of a political knowledge, but also the visibility of a historical object produced from an anachronistic situation. Political images (artistic or non-artistic) are symptoms, latencies, portents of those historical moments that reveal, on numerous occasions, the instability of the rules that delimit the boundaries between the human and the social (*sese excolere ad humanitatem*); where we place the dignity of human being.

Id: 20163

Title: Mythological narratives of MMORPG and digital algorithm of games

Session Type: Individual submission

Authors:

Name: Sunny Yoon

Email: sunny33(at) naver.com

Country:

Affiliation: Hanyang University

Abstract: Game industry has been dramatically growing and leading the development of digital media. Interestingly enough, major scaled games, particularly MMORPG (Massive Multiplayer Online Role Playing Game) largely adopt old stories including medieval knights, sorceries, ancient arms and dark dungeons so forth. Narratives of these games follow prolonged traditions of mythical and theological stories albeit digital algorithm selectively integrates it into a new digital language. The games mostly pick up stories from so called the neo-gothic style which is a modern form of gothic culture originated from the 19th century. This neo-gothic style is genetic to diverse forms of popular culture including films, TV shows in addition to literatures in the late 20th and early 21st century. This study looks into the narratives of the game and its relation to social changes and social psychology in the contemporary world. Narrative theory and discourse analysis will be applied to examine game narratives and its implications to social changes. First, narrative analysis of MMORPG games will be conducted to examine how neo-gothic styles are adopted. Ten most played MMORPG games in the world will be selected as samples. Second, the social context of originating neo-gothic styles will be examined. The original neo-gothic style in English literatures in the 19th century demonstrates social psychology of English society at that time. This neo-gothic culture is distanced from medieval gothic culture which affects contemporary gothic culture in popular culture including games. Social changes in the era of neo-gothic culture will demonstrate a reference point to contemporary adoption of gothic styles in popular culture. Third, this study will conduct a discourse analysis of how digital algorithm adapts and converts neo-gothic culture to digital games. Two games will be selected as case studies, Warcraft which is long term hit made by US company and Lineage which is made by a Korean company who broke through the world market and contributed to enhancing Korea as the world best online game exporter next to the US. This comparative study will demonstrate the social context of constructing narratives of digital games.

Key words; Narratives of digital games, Neo-gothic culture, Mythology, Game industry, Digital culture

Id: 20249

Title: Reflexive Identity Formation in Recent Macao Feature Films

Session Type: Individual submission

Authors:

Name: Yuan Tian

Email: ytian(at) must.edu.mo

Country: MO (Macao)

Affiliation: Assistant Professor

Abstract: Over 100 years after the birth of film, Macao is still in the initial stages of cinematic production. Surrounded by many giants in the media industry, like Hong Kong, India, Mainland China, Japan and South Korea, the tiny island is still struggling for a place on the big screen. The hypothesis of this study is that regional identity formation can be the fundamental drive behind all these efforts. Therefore, this study intends to explore sociological analysis to recent representative local works. More specifically, by linking film discourse to social political situations, it attempts to figure out the focus of current local films as reflexive social identity constructions through cultural nostalgia.

Not much previous researches have been done on Macao films, out of which more are about its exhibition history only. Represented Macanese writers Henrique De Senna Fernandes and Luis de Pina talked about their memories surrounding the viewing of imported motion pictures to form a kind of accurate historical document. (Pina, 1995; Fernandes, 1995; Fernandes, 2010) In the meantime, Chinese scholars, like Chan Su Weng and Wong Ha Pak, edited two versions of local film exhibition history, showing the ups and downs of cinema development due to social changes. (Chan, 1997; Wong, 2000) Current research tries to analyze local film production and focus more on the relationship between film and identity.

That can be done all out of the recent efforts made by local government together with native filmmakers, who have tried hard to promote film production since last decade. Following two "Support Programs for the Production of Feature Films" held in 2013 and 2016 (online at <http://www.icm.gov.mo/en/CCI-Subsidy>), a series of feature films have been made, like "Sister Hood" (2016), "Love is Cold" (2017) and "Passing Rain" (2017), which share realistic themes reflecting social anxieties, such as identity drift and fragmentation, out of quick economic changes due to the booming gaming industry. This study would like to choose "Sister Hood" (2016) for further analysis because of it owns the best commercial and critical performances among its peers to date.

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Id: 20364

Title: Window of the World: Politics, Digital Imaging, and Shenzhen Urbanism

Session Type: Individual submission

Authors:

Name: Fan Yang

Email: fanyang(at) umbc.edu

Country: US (United States)

Affiliation: University of Maryland, Baltimore County

Abstract: Shenzhen, the first Special Economic Zone in southern China, has transformed from a global electronics manufacturing hub and counterfeiting capital into a UNESCO City of Design within the last few decades. Home to Window of the World, one of China's first replica theme parks featuring world-renown landmarks, Shenzhen is increasingly becoming a showcase for ultra-modern skyscrapers. Formerly the birthplace of Shanzhai (i.e. knockoff) cell phones, which enjoy tremendous popularity among China's migrant working class, Shenzhen is now known for hi-tech startups like Transsion, whose mobile phones have achieved tremendous market success in the Global South.

Drawing on a recent field trip to the city during the 40th anniversary of its founding, this paper explores the interactions between information and communications technology (ICT) and Shenzhen's urbanism. I examine the role of information technology in digital imaging in three Shenzhen-related examples. First, I look at large-scale light shows around the city in 2018 that turn the facades of high-rises into electronic screens, using LED lights to project patterns and imageries generated by algorithm. Second, I analyze six-generation auteur Jia Zhangke's 2004 narrative film *The World*, based in part on lead actress Zhao Tao's experience working in the Window of the World theme park, in which animation sequences replace live actions when the main characters text one another. Third, I examine Transsion's localization practices in Africa, including the adaptation of the phone camera to optimize selfie-taking for dark-skinned Africans and the retention of such qualities as low cost and long battery life, which are previously associated with the Shanzhai brand.

Distinct in their operations, these examples embody the shift from analog to digital image-making in the production of urban spectacles, art-house films, and personal gadgets. Together, they point to what Vilem Flusser (2003) calls "the eruption of the dot-interval-thinking," which has come to replace plane-based and linear thought and presents new possibilities of political intersubjectivity. Evoking Scott McQuire's vision of a "relational space" (2006), they offer opportunities to examine Shenzhen as a media city of the Global South - a media-architectural nexus that straddles globalization from "above" and globalization from "below."

Id: 20366

Title: Augmented Reality in The New York Times: the experience of editorial content according to Brazilian audiences

Session Type: Individual submission

Authors:

Name: Paula Puhl

Email: paularpuhl(at) gmail.com

Country: BR (Brazil)

Affiliation: PUCRS - Brazil

Name: Roberto Tietzmann

Email: rtietz(at) pucrs.br

Country: BR (Brazil)

Affiliation: PUCRS

Name: Samara Kalil

Email: samarakalil(at) gmail.com

Country: BR (Brazil)

Affiliation: PUCRS

Abstract: This proposal aims to analyze and reflect on Brazilian users' immersive experience with content available in augmented reality (AR) on The New York Times (NYT) as an example of an innovative visual culture able to communicate beyond language limitations. The newspaper was chosen as our case because it started a specialized editorial office on AR in February 2018, making it available through the newspaper's phone app. The NYT has published news stories using AR technology since, bringing the news into the home of users with movement-reactive three-dimensional images. Two stories on fashion and behavior were chosen for analysis: a) "David Bowie in three dimensions", from March 20, 2018, explores the stage costumes worn by the musician; b) "Ashley Graham: unfiltered report", from September 5, 2018, creates a virtual catwalk for the plus-sized model, exploring fashion and body acceptance themes.

Part of Buitoni's (2011) idea is that emerging contexts demand representations through new images. As De La Peña (2010) affirms, the virtual space becomes a fertile ground for immersive narratives with mobile devices. The intended analysis focuses on understanding the perception of the AR image as being outside a traditional framework, albeit mixed with the real space of the reader (DOMINGUÉZ, 2013), and how does it affect the reader and question the potentialities and fragilities of this kind of image within this context.

Our methodology considers a bibliographical review on the adoption of AR technology by journalistic vehicles followed by perceptual tests with a group of Brazilian volunteers in order to verify how these new images enable degrees of immersion and the understanding of these experiences in a non-native language (FUCHS, 2017). The importance of the study lies in the approach of these new resources and communication processes in order to understand both the

usage of the devices and the production and consumption of the content responsible for a new visual culture brought about by the users' experience and perception.

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Id: 20632

Title: Algorithmic Cinema and Collective Memory

Session Type: Individual submission

Authors:

Name: Glenda Drew

Email: gadrew(at) ucdavis.edu

Country: US (United States)

Affiliation: University of California, Davis

Name: Jesse Drew

Email: jdrew(at) ucdavis.edu

Country: US (United States)

Affiliation: University of California, Davis

Abstract: IAMCR 2019

Working Group in Visual Culture

Abstract submitted by:

Glenda Drew

Professor, Department of Design

University of California, Davis

gadrew(at) ucdavis.edu

Jesse Drew

Professor, Department of Cinema and Digital Media

University of California, Davis

jdrew(at) ucdavis.edu

Algorithmic Cinema and Collective Memory

In a climate of despair, when it seems to many that our idols are dead and our enemies are in power, iconic images of our heroes and heroines can provide sustenance and inspiration. Heroic words can sustain hope and inspire new generations to pick up and carry the torch of justice, dignity, survival and restoration. In the spirit of generations of media activist innovators, Pixeldust was created to inspire, educate and agitate by using new media technologies to remember, reactivate, and represent inspirational examples of people who overcame enormous challenges to achieve greatness. Our paper and presentation reflects on the use of new media technologies to celebrate collective memory, and highlight the Pixeldust platform that was recently demonstrated in Manizales, Colombia.

The Pixeldust project is a contributory, interactive video/audio/text engine that can be output to many different forms of exhibition—from small monitors to large-scale public video projections. It

is conceived of as a form of algorithmic filmmaking, that blends the aesthetics and visual power of cinema with the flexibility and mutability of computer programming. It is an innovative form of immersive communication that can be a valuable source of community communication, media activism and collective memory. In echoing the IAMCR call for 2019, it allows experiences and ideas to be expressed in a creative manner that can reinforce equality, dignity and mutual respect. Pixeldust is designed to encourage participatory and collaborative means for communities to recover, reclaim and represent voices and viewpoints that have been suppressed, forgotten or co-opted.

Written in the Processing language, the Pixeldust engine accepts photographic portraits, disassembles them into component pixels and particles that lie like dust in the bottom of the projected screen, then dramatically sweeps them up and crystallizes them into a complete portrait accompanied by the spoken word attributed to the portrayed person. In a world increasingly threatened by erosion of civil rights, environmental destruction and economic disparity, Pixeldust seeks to present a visual/aural display of knowledge, hope, faith and resoluteness through short intimate autobiographical texts and visual portraits from inspirational figures around the world, both known and should-be-known. Pixeldust is a platform that encourages individuals and communities to share their own examples of inspirational people. It is not a static repository but a digital engine that powers a collective memory machine. By using the tools of community engagement, archival research, audio/video production and computer programming we hope to bring human values to the digital world. To us, this is what digital humanity truly represents.

Id: 20742

Title: The documentary of the crisis in Spain. Image and thought of the new realities

Session Type: Individual submission

Authors:

Name: Fernando Redondo

Email: fernando.redondo(at) usc.es

Country: ES (Spain)

Affiliation: Professor in the Department of Communication Sciences, University of Santiago de Compostela

Abstract: The deep economic crisis that began in 2007 had significant repercussions in Spain at social and political levels. The so-called 15-M Movement resulted in the occupation of squares and streets in the main cities of the country in 2011. The non-fiction cinema of these years documented this phenomenon and made several approaches by which we can now have a wide range of points of view that tackle the different dimensions of those facts. In this study we propose the comparative analysis of a brief but representative sample of documentary films. Specifically, we will study Edificio España (Víctor Moreno, 2012), Libre te quiero (Basilio Martín Patino, 2012), VidaExtra (Ramiro Ledo Cordeiro, 2013) and Informe General II. El nuevo rapto de Europa (Pere Portabella, 2015). Between the first film, with a significant and revealing title, and the last one there is the following evolution: the presentation of antecedents, the testimony of the protest, the debate on the immediate events and, finally, the analysis elaborated from a larger reflective distance. Besides, it should be noted the connection that some of these films establish with another nodal moment in the recent history of Spain: the transition from dictatorship to democracy, especially in the case of Portabella.

We propose to apply a methodology of filmic analysis of a historical-textual nature that let us generate a new knowledge about how documentary production represented that environment of social, economic and political crisis. In order to do this, we selected those films that offer a larger meaningful density and that condense all the works that emerged in this social period of crisis. Therefore, the objective of the film analysis is the exploration of the mechanisms of internal operations of the films in order to find the traces of that context on the surface of the filmic text. We consider that discourses of non-fiction have always been able to accompany those moments of change, crisis or social transformation throughout history. They introduce themselves as a visual testimony of historical events, as an expression of the diversity of opinions that converge in the public sphere and, definitively, as an instrument to think the new realities.

The political documentary occupies now a prominent place in the audiovisual sphere, as demonstrated by not only some very relevant titles, but also the attention paid by critics and analysts. The political evolution of the present time or the social urgency of the moment has been the object of study in important Spanish scientific publications, such as volume DOC 21. Panorama reciente del cine documental en España or L'Atalante magazine, which contains a revealing debate on the political importance of the documentary in connection with the 15-M movement and it insists on the need to take account of the audiovisual genre regarding the guarantee of truth and the credible representation it can offer.

Id: 20890

Title: Visual performances of nationalism

Session Type: Individual submission

Authors:

Name: Ilhem Allagui

Email: ilhemallagui(at) yahoo.com

Country: QA (Qatar)

Affiliation: Northwestern University in Qatar

Abstract: This research uses visual communication to discuss nationalism and citizenship rights in Qatar. It departs from a diplomatic crisis, the Qatar blockade by neighboring countries of Saudi Arabia, the United Arab Emirates, Bahrain and a bit farther Egypt, to question signs of nationalism through car decals that citizens and residents of Qatar displayed on their cars. Nationals, also called locals are identified according to laws of jus sanguinis. Typically, car decals is a ritual reserved to citizens (Koch, 2016, 2019) as witnessed on the occasions of yearly national days in countries of the Arabian Gulf. However, the Qatar blockade brought people together: Fueled and energized by the speech of the Amir of Qatar delivered at the United Nations in September 2017 where he thanks the country citizens and residents alike, people began decorating their cars with images and poetic copy and catchphrases expressing support and belonging.

Decorating cars to show support and nationalism is not new. People have used car decals in other countries to celebrate sports performances or winning elections and other notable national events. This research explores what do car decals say about nationalism in Qatar, as both citizens and expatriates used visuals to communicate their support to the leader of the country in time of crisis, the imposed embargo on the country. This research uses a semiotic and visual analysis of the car decals to question the meaning of these images that “document the spectacles” of “symbolic space in which visual icons are sending political and social messages” (Allagui, 2014, pp. 996–997). The sample includes 27 images along with text. In addition to the semiotic analysis, the research uses linguistic analysis to make sense of the combination image-text and their meaning in the context of manifested political solidarity. The research findings speak to a nascent form of nationalism expressed in solidarity and sense of belonging by expatriates, so far excluded from the community (Anderson, 2006, 1983). The research proves a shift in the meaning of nationhood in Qatar.

Id: 21175

Title: 'Protagonists of their stories': Tropes of Visibility in Photo Reportages about Refugees'

Session Type: Individual submission

Authors:

Name: Maria Nilsson

Email: maria.nilsson(at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: News coverage of refugees attempting to cross borders is widely familiar, arguably especially at this moment of global migration on a grand scale. A frequent focus on the journey serves a dramatic journalistic narrative and the criteria of high news value. However, the single news photograph, embodying and articulating news value, tells us little about the experiences and identities of the people referred to as “refugees” in the story. For instance, a recent comparative study of how newspapers visualize the refugee “crisis” in Europe, identified visual typologies ranging from victim to threat in front-page photographs of migrants which, the study’s authors argue, may fail to evoke empathy and identification on the part of the public (Chouliaraki & Stolic 2017).

Thus, I propose moving away from a single-image focus in order to explore the possibility of visual journalistic storytelling of migrants’ experiences. Specifically, this case study analyzes visual reportages, short documentaries and multimedia pieces, all in-depth visual journalism forms that have thus far not been a major focus in research on visual framing and journalistic visualizations of global migration. The context for the study is Sweden, which during 2015 received more than 160,000 asylum-seekers, a peak sparking a domestic debate and ultimately a switch to a restrictive asylum policy in line with the European Union. While recent research has found the Swedish news coverage positive towards immigration (Gersetti & Odén 2018), visual journalism has as yet not been examined through the lens of recent and current migrations to Sweden.

Qualitative analyses drawing on tools from visual rhetoric (Hariman & Lucaites 2016) were carried out on entries in the Swedish Picture of the Year contest in 2016, 2017 and 2018 and, whenever possible, examined in their published news media contexts. The aim was to identify tropes of visibility, voice and protagonism—essential parts of storytelling and visibility. The time frame was selected due to the prominence of migration in journalistic coverage and due to its resonance in domestic political discourse. Entries examined include the categories of photo reportage, multimedia, and everyday life where the focus was either refugees globally or asylum seekers in Sweden. Salient tropes identified include: the migrant as protagonist of her or his own story, the asylum seeker integrated into Swedish society through a focus on everyday life, and a subjective and sometimes self-reflexive perspective on the part of the photojournalist. Some entries foregrounded migrants’ perspectives at a time of political debate about migration, an indication of journalists’ support of offering asylum. A personal journalistic voice rather than an objective stance was found in some pieces, expressed either through photographic perspective or proximity, editing or other devices of visual storytelling or writing. While the acknowledgment of subjectivity can be seen as a recognition of journalistic ideology, I propose that it may also be sparked by an experience

of high impact where journalism becomes a kind of advocacy and witnessing a civic act (following Linfield 2010, Peters 2001).

Id: 21291

Title: Geographical Representation and Identity Construction: The spatial politics in contemporary Chinese ethnic minority-themed cinema

Session Type: Individual submission

Authors:

Name: Yijun Li

Email: lij13111(at) 163.com

Country: CN (China)

Affiliation: Huazhong University of Science and Technology, China

Abstract: Mass media products are intervening the identity construction of minorities in contemporary China where 56 ethnic groups settle down and 64% of the territory defined as “Minority Autonomous Region”. In recent two decades, the Chinese official directors, independent artists and ethnic minorities filmmakers presented various geography landscapes of minority areas on screens. The spatial representations in ethnic minority-themed film provide perspectives to observe the multi-discourses of imagining the identity of Chinese minorities, in the context of the conflict and negotiation between the traditional belief and nation-wide modernization plan, the local experience and globalization storm in contemporary China.

The article focuses on the representation and politics of space in contemporary Chinese ethnic minority-themed films. It is aimed to analyze how the cinematic places are constructed by different discourses and how the spatial politics in films intervenes the identity construction of Chinese ethnic minorities, focusing specifically on the modern, diasporic and cosmopolitan identities construction and their relationships to spatial representations.

The research examines the discourses for constructing the metaphorical places including Tibetan theater, cottage, temple, highway, amusement club and domestic space. Besides, the paper also focuses on the virtual landscapes embedded in real places in films (such as the backdrops in photo studios, the paintings and the television pictures) and the politics of the interactions between the virtual places and real places. The research takes Foucault and Lefebvre’s analyses on the Heterotopia and the ideology of space as main approaches, and the criticisms on the politics of photography practice by Susan Sontag and Gill Rose also provide theoretical methodologies for discussing the politics of virtual landscapes in cinemas.

It is preliminarily argued that the spatial politics in films is intimately engaged in the identity construction of ethnic minorities in China. The diverse cinematic geographical landscapes, as well as the pluralistic paradigms of presenting the minority area in films, are served as reflections of the hybrid identity situation of Chinese minorities in transformative period.

Id: 21320

Title: Sentimental Pictures: On the Concept of Emotion of Photojournalism in 1980s China

Session Type: Individual submission

Authors:

Name: NAN WU

Email: 8253042(at) qq.com

Country: CN (China)

Affiliation: Communication University of China

Name: JUNJIAN LIANG

Email: liangjunjian(at) tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Abstract: This paper investigates the discursive practice of the concept of emotion in photojournalism during 1980s in China. As a special component, the concept of photojournalism is not only part of the holistic body of journalism concept, but also shows peculiarity due to the media form of photograph, the working routines of photojournalists, and the position that news photography has been settled in historical context. In the early years of the great reform and opening-up China, the journalistic enterprise, among many other economic and social fields, experienced a rapid development, which significantly reformed and enriched the news concept. However, several scholars argue that the dominant concept of journalism in new era is still the propaganda paradigm, and the fundamental nature of journalism is still considered to be political and ideological. Basing on the concept of party press and its political use, media in China is an organic component of the CCP's whole undertaking, which in turn defines the ability to manage and control media an important part of governing capacity. At the practical level, after the rapidly development of different kind of news styles and forms, "positive propaganda" was finally insisted to prevail in the press by propaganda departments.

However, little literature focuses on photojournalism of that time in China. As a result, the technological and communicative nature of visual media and its influence on the concept of journalism is somehow neglected. Despite of mouthpiece theory and weapon theory, which are main journalism concepts, and documentary and decisive moment, which have been identified as foreign influences on 1980s' Chinese reportage photography, the emotion feature of photojournalism concept has also been accepted as a main standard for news report and award-giving, but earns little discussion in academia. Treating emotion as a unique nature of visual expression, this research aims at a historical investigation into the emergence of this emotion concept and how it was constructed and accepted through discursive negotiating with and integrating into the dominant ideas. It tells us a story about how photojournalism as a visual media defines its own significance out of the historical tradition of the revolutionary concept of photography which asserts news photo should be combative and the political concept of journalism which argue that news reportage should serve as an instrument of government. The rediscovery and discursive study of these sentimental ideas in photojournalism would benefit in 2 ways: to get a better understanding of the integrality and richness of news concept in 1980s China, and to

investigate the discursive space that the concept of emotion constructed for the concern of individuals to obtain a place in journalism and modern China.

Id: 21360

Title: Inclusive design ' on principles and processes

Session Type: Individual submission

Authors:

Name: Raluca-Nicoleta Radu

Email: raluca.radu(at) fjsc.ro

Country: RO (Romania)

Affiliation: Faculty of Journalism and Communication Studies, University of Bucharest

Name: Bogdan-Alexandru Radu

Email: bogdan_bo_d(at) yahoo.com

Country: RO (Romania)

Affiliation: The Faculty of Interior Architecture, "Ion Mincu" University of Architecture and Urbanism

Abstract: Designing for people with a certain disability or uniqueness is, in fact, better design for all. Through design we can make someone's life easier, safer and freer – as it is the case in the design for children facilities, for hospitals or for people with a locomotion disability – or, why not, for the left-handed or for the colour-blind. Through design, we can make citizens understand better a complicated public issue – as it is the case with excellent infographics, in journalism and governmental public relations. Lack of good design and, in some cases, the usage of misleading design, may lead to serious societal and individual problems, such as depression, lack of concern for public affairs and withdrawal from the public life.

We are going to use an interdisciplinary approach, based on architecture, product design and communication studies, to discuss the rules and the process of inclusive design.

More specifically, we are going to use the 10 rules of good design proposed by Dieter Rams (Kirk, 2016); the four principles of accessibility design (Lidwell, Holden & Butler, 2003); the five usability measures for interactive systems (Schneiderman, Plaisant, 2005), to discuss congruencies helpful in inclusive design. Insights from behavioural economics, on increasing readability and on charismatic sources (Kahneman, 2011), are used to understand how designers from different disciplines (product design, architecture and computer sciences) reached similar results when drafting the principles of good design.

In a second step, we are going to discuss the process of inclusive design. One approach is to create empathy, by simulating a disability or uniqueness. A second approach is to work with the intended user, in direct contact. Disability simulation may, in fact, promote discrimination, not empathy (Silverman, 2015). Direct contact (Corrigan, 1999) and working with and for people with a certain disability or uniqueness leads to inclusive design and, in fact, to better design for all, from architecture to infographics and visual journalism.

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Id: 21467

Title: An archeology of the images in modernity

Session Type: Individual submission

Authors:

Name: José Bragança de Miranda

Email: bragancamiranda(at) gmail.com

Country: PT (Portugal)

Affiliation: New University of Lisbon

Abstract: At a crucial moment in the last century, Paul Valéry said that we were entering the age of "distribution of the real to the home." The model was the electricity grid, but above all the radio transmission and its location in the domestic architecture. Occurs in this process a shift from a production technique to kinematics. Virilio accentuates the importance to this process of dromoscopy, which led him to insist on movement, relays of distribution and circulation. The so-called teletechnologies that process space and time are the culmination of this distribution process. Being essential, things are more radical. The distribution corresponds to a breakdown of the real, emerging from the crisis of the symbolic history. It is well known that Hegel considers modernity as the moment of overcoming the symbolic. By symbolic is meant a general economy that governs the world through the image, going from mythology to icon. In that general economy the exterior - matter, nature, the flesh - is managed through the interior, which in a symptomatic gesture is based on the impossible capture of the "exterior". A gesture that unfolds in oppositions like finite and infinite, high and low, mortal and immortal, etc. etc. It is an economy that was inseparable from the mode of production of objects, bodies and the world itself, and which depended on occlusion of Physis and all materiality. What Benjamin describes as techniques of reproduction corresponds to a shift from production to kinematics, in which everything produced in history serves as a material for other productions. They are, after all, a mode of technique, purely kinematic, which has as its subject the "history" and not "nature". This implies a fracture of the symbolic unity and a new redistribution of the fragments. But we must go further, and show how to explain it from movement and distribution operates an organization of experience according to large blocks. From a speculative perspective, photography reveals for the first time this process of dispersion of the symbolic and the distribution that operates. On the one hand, matter and bodies; by others the images; finally the machines, which give new powers to this process. We are facing a compositional logic formed by the synthesis and various individuations, explored by forces such as capital, war, politics, art, etc. In this new space of distribution creates a space of struggle where it is decided in each moment the forms of life, and their uses.

Id: 21469

Title: "Learning of Regional History: application of a strategy based on documentary photography Cantonista"

Session Type: Individual submission

Authors:

Name: Ruth Gálvez Robles

Email: ruthgalvez.unsj(at) gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de San Juan

Abstract: Communication, together with Education and Technology, constitute the integral development of human rights and dignity, enabling us to prepare for the great changes that are experienced in the various fields of scientific-technological research. Faced with this reality, these concepts are the fundamental pillar of the political, social and economic reforms in which our societies are prepared to face the challenges of the 21st century, coexisting traditional artistic productions with proposals and innovative pedagogical experiences, which reach a high educational level. -communicational

The present project of interdisciplinary visual production was based on the relationship: education-image-media, from a western / non-western perspective, whose questions to answer were: What other relationships and pedagogical practices could we propose at school? What happened from the incorporation of TIC's ?.

The theoretical corpus was supported by the Visual Culture, Martín Barbero-his analysis of Culture (2010), Youth, communication and identity (2002), the Place of Look and New ways of building knowledge in the digital world- (2014-2015); the visual studies of Dussel / Gutiérrez (2006), Mirzoeff (1999), Schwartz and Przyblyski (2004): "an interdisciplinary field that, instead of treating images as iconographic symbols, treats them as events (...) in which operate the subjects and in turn condition their freedom of action "(Mirzoeff, 2005: 11). Mitchell, W.T.J: will consider that the Visual Culture is a set of hypotheses "that need to be examined, since the current vision is a cultural construction, that is learned and cultivated; and that therefore it would have a history linked in some ways that we must still determine the history of art, of technologies, of the media, and of the social practices of exhibition and shows of being spectators; and that it is deeply involved with human societies, with ethics and politics, with aesthetics and the epistemology of seeing and being seen "(Mitchell, 2002: 166). Kimio Kase and Alesia Slocum (2011), have contrasted the ways of thinking between the two worlds in: "Asian versus western management thinking", based on the human capacity to structure thought in a way codified by concepts developed with perceptive functions and cognitive.

The proposed methodology was the realization of a classroom strategy, from the projection and observation of photographs corresponding to the Cantonist political period (1923-1934) of San Juan-Argentina, and its subsequent textual reconstruction, with students from the Secondary Level. The objective was to demonstrate that old photography as a social document is a didactic resource, for the reconstruction and re-signification of historical discourse, based on a design strategy; for the reading of images and their narrated observation.

The theoretical contribution of the work was positive, the students had previous knowledge about the history of the perceived image, so the conclusions to which they arrived were diverse, re-

meaning and generating the opportunity to develop theoretical / methodological approaches from where to think and to approach the field of the practices of the studies on the rights and the truths in dispute, in communication

Keywords: Communication / Visual Education / Documentary Photography / History Cantonismo / TIC's

Id: 21479

Title: Young people and audiovisual culture: an empirical and theoretical approach based on the comparative study of two groups of Uruguayan youth.

Session Type: Individual submission

Authors:

Name: Rosario Sánchez Vilela

Email: rsanchezvilela(at) gmail.com

Country: UY (Uruguay)

Affiliation: Universidad Católica del Uruguay

Abstract: The purpose of this research is to study the audiovisual culture of Uruguayan youth in times of media convergence and the place of television in it. What are the set of meanings that compose audiovisual culture? In what narrative of daily life is it integrated? These are some of the guiding questions. The task of answering them, involves inquiring and interpreting the young's relational practices with respect to the multiple screens, the meanings they acquire in their daily life, and the ways such practices are engaged in the domestic space and the temporalities of the daily life (the times of leisure, of study, of work).

Audiovisual culture is understood here as a set of significant practices that link the audiovisual with the lives of young people. The modes of consumption associated with different technological formats, but also the use of the visual for individual and collective expression; these are all part of the diverse ways of being young today.

An advance of a major current investigation on Uruguayan youth (14 to 29 years old) will be presented here. This communication will analyze the results of the study of two groups of Uruguayan youth: one of rural youth and another of urban youth between 14 and 20 years old. The methodological design has adopted a socio-anthropological perspective in order to retrieve the subjects' universe of meanings, through the use of qualitative interviews. This methodological decision is based upon the view that those meanings which new and old technologies have for young people are linked to their social contexts, to practices in their daily lives, and to imaginaries about their condition as young people as well as about the future. These will be central dimensions in the discourse analysis of the interviews. The obtained results will enable a revision of the theoretical tools involved in the study of audiovisual consumption and appropriation processes by young people.

The knowledge generated in this research will constitute a relevant input for the definition of social communication and education policies, as well as an incentive for audiovisual production.

Id: 21567

Title: Reconstructing the Memory of War: The Sino-Japanese War in Chinese-Language Films in the 21st Century

Session Type: Individual submission

Authors:

Name: Ji'an Lin

Email: linja2014(at) sina.com

Country: CN (China)

Affiliation: School of Journalism and Communication, Central China Normal University

Abstract: Since the outbreak of the second Sino-Japanese war in 1931, hundreds of anti-Japanese war themed films have been made in China. Generally, the history of Chinese anti-Japanese war themed film can be divided into six periods so far: the wartime period (1931-1945), the post-war period (1945-1949), the Seventeen Years period (1949-1966), the Cultural Revolution period (1966-1976), the New period (1977-1999) and the new century period (2000-2018). In different period, the representation of war history in these films is different due to many factors. Especially with the development of China's policy towards Japan and the relationship between the Communist Party and the Kuomintang (KMT), the historical narrative of anti-Japanese war themed films changes considerably.

Based on Jiang Wen's *Devils on the Doorstep* (2000), Ang Lee's *Lust, Caution* (2007) and Zhang Yimou's *The Flowers of War* (2011), this article tries to analyze the new trend of Chinese-language anti-Japanese war themed films in the new century and examine how is the war represented in these films. In order to gain an insight into the production mechanism of these films, I will put them in China's cultural and political context and illustrate them from the perspective of Sociology of Film. It is argued that China's politics exerts a profound impact on the production of anti-Japanese war themed films and the representation of war in these films is very different from those made before 2000. There are two main new trends in these films. Firstly, not only the backstage battlefield by the Communist Party, but also the center stage battlefield by the KMT has been usually represented on the screen with high praise. Secondly, besides the patriotism and nationalism, the complexity of humanity is also one of the important themes. These new trends of Chinese anti-Japanese war themed films could have wide influence on both people's memory of history and their attitude to reality.

Id: 21690

Title: For an autonomous existence of images: an archaeological perspective

Session Type: Individual submission

Authors:

Name: José Cláudio Castanheira

Email: jcscastanheira(at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Santa Catarina - UFSC

Abstract: In Thomas Elsaesser work, we are invited to think about cinema from an archaeological point of view and as part of a larger set of communication practices born and developed over the last two centuries. Elsaesser tries to present new possible methodologies for the study of moving images, different from those classically adopted by Film Studies.

The first major question that arises for those unfamiliar with the perspective of media archaeology is how to renew the approach to an object so thoroughly studied by more hermeneutical biases. In relation to both their form and content, traditional analysis has focused on producing some kind of rational connection between films and something external to them. Film's meaning is therefore uncovered through an act of interpretation – centered on narrative or on cultural issues related to the film as a social phenomenon. The interpretation and its resultant meanings depend on an external agency, which is that of the spectator, the critic or other human beings using intellectual mechanisms to produce human-centered readings of film discourse.

Existential phenomenology presented the possibility of an equal existence of both the body of the spectator and the body of the film. Although, in this case, the production of meaning by the co-existence of multiple bodies transcended hermeneutic interpretations, the results of consciousness investigation is still originated and dependent on one privileged conscience from a specific sentient body. Little has changed in the subject-object relation and its inherent hierarchy.

As part of a broader and widespread mediascape, present in virtually all moments of everyday life, images can now be read and interpreted by non-human devices. Invisibly, the repertoire of images, its organization and connection to multiple devices and infinite databases, make interpretation processes much more complex and beyond our reach. Each day, images manifest a more evident autonomous consciousness.

According to Vivian Sobchack, the archaeology of media is an undisciplined discipline, which tries, through different methodological approaches, to deal with a kind of discourse present in the materiality of media themselves. Thus, archaeology must be concerned with how objects shape thinking and our being in the world. Archaeological bias recognizes a sort of agency from the objects, something that has not been regarded as important by classical humanities. On the other hand, for authors like Wolfgang Ernst, there is no reason to look for meanings from a cultural point of view. Media (and he refers specifically to the material aspects of objects) are themselves the very meaning.

This work proposes, from an archeological perspective, that the intentionality of images, especially those that are produced and circulate in digital environment, is the symptom of a contemporary episteme that delegates to objects not just a functional autonomy, but also one of existence and of interpretation of the world. The multiplicity of digital images makes of them Beings that exist

beyond the human and that constitute a kind of continuous phenomenological machinic process, an awareness of the self and of the other.

Id: 21715

Title: A Defiant Act of Looking: Inmate Generated Footage in Lebanese Confinement

Session Type: Individual submission

Authors:

Name: Chafic Tony Najem

Email: chafic.najem(at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University- Institute of Media Studies

Abstract: In January 2015, a military operation was set to raid Roumieh Central Prison, the most notorious and overpopulated prison in Lebanon (Nashabeh, 2003). The purpose of the operation was to put an end to the never ending riots in Bloc B, the part of the prison known to house individuals affiliated with fundamentalist Islamist groups. A few hours before the military operation, a photograph taken through the bars of a prison cell window began circulating on social media. It captured the military vehicles approaching the building from the P.O.V of an inmate in Bloc B. This is not the first incident of this nature to occur in Lebanon, the production and dissemination of camera footage by inmates have been increasing over the past few years. While the prison authorities are constantly trying to stop the access that some inmates have to cellphones and internet connection, news media often include such footage in their reports on Lebanese prisons. This paper examines the relationship between the footage created by inmates and the visibility of punishment in Lebanon during the January 2015 incidents. It assesses the potential that inmate generated footage has in exposing legitimized apparatuses of restriction and in constituting a defiant act of looking. I conduct a semiotic analysis of both the TV news reports on the events of January 2015, such as the Interior Minister's press conferences and his visits to the prison, and the disseminated footage produced by inmates during that time. I also carry out interviews with two former inmates in Roumieh prison for more context about this phenomenon. Situating my analysis within the framework of visual culture studies, and explicitly on the work of Mirzoeff (2011) and Feldman (2015), I consider the concepts of "looking back" and counter-visibility in relation to Lebanon's history of incarceration and colonial past.

Within the context of Lebanon, I argue that visibility shaped how prison is "seen" as a reality, it became part of a mechanism which perpetually aims to legitimize the quotidian violence of incarceration. As seen during the minister's press conferences, the audience understands the reality of the prison through the frame of legitimized power, and the broadcasted surveillance footage constitute our only "window" to the reality of the prison. However, I convey that, for once, this view is contested by the photographs taken by inmates. The audience is forced to look at punishment from the perspective of the punished. The photographs taken by the prisoner embody the "right to look". The authority's visibility, the gaze of the overseer, is challenged by the act of looking back, an act that creates a "window" in the police order through which the legitimized violence of incarceration is made visible. Along these lines, my work addresses the absent literature on visual culture and incarceration in the Middle East, and Lebanon specifically. I situate my work within the rest of the scholarship on visual criminology and media and crime by advocating the significance of visibility and visual culture in the study of punishment and incarceration in the Arab world vis-à-vis its history.

Id: 21805

Title: Digital Per-versions or reconfigurations of the image in the Post-digital age

Session Type: Individual submission

Authors:

Name: Carlos Obando Arroyave

Email: carlosoyave(at) gmail.com

Country: CO (Colombia)

Affiliation: Pontificia Universidad Javeriana

Abstract: Abstract: Is evident that we live a paradigm shift in the creation, production and consumption of so-called cultural products, and this change is enhanced by the emergence of the Internet and particularly by the arrival of the so-called Web 2.0, which has boosted consumption, especially audiovisual, streaming through nomadic screens and ubiquitous connectivity.

Audiences are changing their way of interacting and consuming stories. When they fall in love with a movie, book, video game or series, they talk about it, share it with friends, publish it on their social networks and 'google or tweet' everything related to the story or the characters in the story. It is not new, as human beings we long to tell us things, from the stories they recited before we slept, to the super-productions of Hollywood or the stories with which we grew up on our televisions. So today, more than ever, the stories are topical, but they are looking for new clothes, and they can be told in different ways depending on the medium we use. The transmedia concept, for example, is born articulated to this evolution propitiated by digital convergence.

That is right, transmedia and expanded story is constructed from the new technological model of hypertextuality, convergence and interactivity, three key concepts to understand the hypervisuality in which we are installed. And this profound change of narrations and stories not only expands through various artifacts, languages and platforms, also promotes new sensibilities in the user-consumer, which we now call prosumer.

In summary, this paper presents and describes the novel tools for the creation, reading and consumption of images that some authors call Post-digital. New applications such as the so-called QR codes that engage in conversations between paper and screen writing, expand content, reactivate hybrid reading forms between print and digital culture so typical today in this digitized audiovisual culture.

Carlos Obando A.: PhD in Pedagogical Research, ICT Line at URL-Blanquerna, Barcelona, Spain (2007) / Master's Studies in Audiovisual Digital Communication, International University of Andalusia, Seville, Spain (2002) / Semiotic-esthetic Specialist, National University, Colombia / Social Communicator-Journalist, University of Antioquia, Colombia. Social researcher of the UNESCO Chair of "Education, Development, Technology and Financing Systems in Latin America" between 2001/05 in Barcelona, Spain. Between 2000 and 2016 he lived in Barcelona, Spain where he worked as Coordinator-Teacher-Researcher of the Master of Transmedia Production and of the Master Audiovisual Production of the Autonomous University of Barcelona,

Spain. He is currently a professor and researcher at the School of Communication and Language of the Pontificia Universidad Javeriana, Colombia. <http://carlosyave.com/>

Id: 21896

Title: El imaginario visual de la cultura maya construido en la saga Assassin's Creed, caso Black Flag

Session Type: Individual submission

Authors:

Name: José Garfias Frías

Email: angelgarfias(at) politicas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Name: Emmanuel Galicia Martínez

Email: emmanuelgalicia(at) politicas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: Los videojuegos se ha conformado a través de los años como productores y reproductores de imaginarios sociales. La evolución técnica de los mismos, desde el aspecto gráfico hasta las posibilidades de jugabilidad en mundo abierto plantean nuevos escenarios que permiten explorar nuevas realidades y posibilidades respecto a las representaciones sociales que se ven en ellos.

Hoy, más que nunca, los imaginarios que se muestran en el contenido ayudan a configurar la visión de los videojugadores sobre el mundo. El imaginario social, concepto derivado de los trabajos de Castoriadis, Durand y Jung, hace referencia al conjunto de imágenes mentales que permiten reinterpretar la realidad.

En este contexto, la saga Assassin's Creed se ha conformado como una de las franquicias más consumidas a nivel mundial, caracterizada por incorporar en sus videojuegos diversos mundos abiertos a través de los cuales se recrean múltiples períodos y personajes históricos, con lo que presenta una reconstrucción propia de dichos periodos.

Específicamente, el juego Assassin's Creed: Black Flag IV aborda el periodo de la época dorada de la piratería en el siglo XVIII y refleja una crítica hacia valores, roles y creencias occidentales, tales como la religión, el individualismo, la razón instrumental, etc.

A fin de delimitar, el presente trabajo analiza el imaginario de la cultura maya actualmente presentado en el videojuego Assassin's Creed IV Black Flag a través de una metodología propuesta que retoma la hermenéutica profunda de John Thompson y la triple mimesis de Paul Ricoeur.

El trabajo apunta a elucidar la apropiación crítica del imaginario maya por parte de los jugadores. A grandes rasgos se realizará un estudio contextual documental sobre la creación del videojuego, un análisis audiovisual e interactivo del mismo y un focus group para complementar el estudio de percepción. Los resultados apuntan a descubrir las potencialidades de los videojuegos como medios de comunicación críticos a instituciones sociales de poder en turno.

Id: 21927

Title: The political expression of the Third Sense in the movie Promised Land

Session Type: Individual submission

Authors:

Name: Ernesto Coronel Pereyra

Email: ernesto_ecp(at) hotmail.com

Country: MX (Mexico)

Affiliation: Posgrado de Ciencias Políticas y Sociales, Universidad Nacional Autónoma de México

Abstract: The purpose of this paper is to answer the following question: what kind of policy emerges from movie Promised Land, which speech seems to emanate from the rawness of the pain of women trafficked for sexual trade against their will?

This film does not save anything, it shows us the crudeness of the women's trafficking, the vexations they are subjected, putting us face to face with the protagonists of a concrete and cruel reality. Thus, the main argument in this text is to show that this film is not political, because it turns into a spectacle the situation for women's sexual exploitation, to show the structures of domination and pretend to mobilize the collective forces against them.

On the contrary, his policy is to say things differently, using the camera to record calmly and patiently the faces, the screams, the suffering, the gestures and the movements as an exercise that approaches the secret of the other, with What is born on the screen is a third figure that is not the victims represented or the perpetrators, but a character that is and is not alien to our lives, an impersonal one that is captured to share his condition of life, similar to a living dead, generated by the sexual slavery, that one that can be anyone who asks for the word to tell us his story in a crude and realistic way.

To explain this matter, it is necessary to resort to the concept of the third sense offered by Roland Barthes, with the intention of understanding in a comprehensive and profound way the politics of Promised Land. For this, at first, opens a space to talk about the existence of a third level of meaning, distinguishing the obvious, second sense, the third sense, the obtuse, which is the level of significance that is beyond the meaning and informative level.

In a second moment, some sequences of this film are selected to argue that the policy of Promised Land is in this third sense, in that postfix message added to the movement image that is hardly described with words, but that is there, in the significance, to deal in depth with the political expression of this film. To conclude this paper, we discuss how the link between the film-political relationship with the third sense can be a way to emit political messages from the construction of discourses arising from a knowledge originated from emotion.

Id: 21932

Title: The GIF as a critical device for migrants on their way through México

Session Type: Individual submission

Authors:

Name: Sergio Rodríguez Blanco

Email: sergio.r.blanco(at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Ciudad de México

Name: Mariángela Abbruzzese Abaján

Email: angyabbruzzese(at) gmail.com

Country: VE (Venezuela)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: PRESENTATION IN SPANISH

This research reflects on the aesthetic potential of the GIF format through a critical analysis of a series of visual texts (Abril, 2012) about north-south migrations. The GIF is understood as a material product of culture with possibilities to open new communicational perspectives that generate alternatives to the hegemonic discourses that exclude minorities. We understand the aesthetic (Rancière, 2009) as the ways of distributing the sensible on the globalized modernity.

The GIF is accessible, it is not heavy, it travels fast and its loops are automatic. This format can be embedded on any website, it is free from the pursuit of intellectual property and enables appropriation. Here we sacrifice image quality in conventional terms: GIFs does not have high resolution. Then are we talking about “poor images”? Steyerl (2009) points out that a poor image can make fun of the promises of digital technology because of its conditions of continuous deterioration, ghostly aspect and its easiness of being copied in different distribution channels. Nonetheless, that ghostly aspect has not left the GIF a side. Today there is an image database available to be embedded on Whatsapp conversations, just like in Instagram stories and Facebook comments, and that database belongs to Giphy: a social network just for GIFs.

It would be impossible to mention all the ways in which the GIF has expanded on the network, but that expansion is telling us something about the Internet that Galloway (2005) has explained: networked computing has specific protocols whose operations are only known by a technocratic elite, thousands of users are connected on the net but only a few are related to those protocols. This produces a trend towards standardization. Protocols are not politically neutral and standardization erases diversity because it makes things more difficult to control.

The GIF circulates on the the capitalist production system, a structure that uses Internet protocols to achieve their goals and commodify everything; but that same network can also make fun of the promises and paradoxes of a “globalized” world. Into a logic of structural contradiction between deterritorialization of capital and reterritorialization of power, globalization dissolves borders to make possible free trades, while migrants face countless territorial and linguistic barriers. The

network is full of circular arguments based on the precondition that migrants should only be considered as victims of a circumstance, or as dangerous subjects, and this responds to a binary logic that takes away their autonomy (Giglioli, 2017). For that reason this investigation has sought to build a critical device through the analysis of GIFs made by a group of migrants on their way through Mexico, in the framework of a workshop organized by us.

In our research, the critical analysis (Abril, 2012) of these GIFs reveals that globalization might not overcome the structural disproportion between the territorialized logics of power and the deterritorialized logics of capital, but at the same time reshapes the discourse about poor image, because this is about moving images whose loops are revealing “the infinite recapitulation of an existence” (Agamben, 2005)

Id: 22259

Title: The Music of the Gods: A Semiotic Analysis of the Representation of Indian Classical Music in Visual Media

Session Type: Individual submission

Authors:

Name: Jayakrishnan Narayanan

Email: njaykrishnan(at) gmail.com

Country: IN (India)

Affiliation: Department of Humanities and Social Sciences, Indian Institute of Technology Madras, Chennai, Tamil Nadu, Indian Institute of Technology Madras

Abstract: The study analyzes the influence of the mythico-cultural and quasi-religious identities of Indian Classical music, especially the South Indian Karnatik music, in its representation in the mainstream visual media. The paper using the semiotic theories of Umberto Eco, Roland Barthes and Juri Lotman argues that the visual media through a habitualized production pattern has brought about a semiotic synesthesia between Karnatik music and Hindu religion. While Indian Classical Music and its origin and development as a temple art form can be historically associated to the Vedic Period (1500-500 BC); it is grammatically, musically and aesthetically independent of such a religious identity association. The paper proposes that Visual media portrays Karnatik music less as 'art music' and more as religiously charged 'pure' and 'devotional' music often projecting it as a divine language that can be used to communicate with the Supreme. The researcher uses two elaborate content analyses to arrive at its conclusions. A syntagmatic semiotic analysis of mainstream films that feature Karnatik music as their prominent theme, would be used to examine if the films through their structural sememes – such as narrative schemata, dialogues, plot, characters and mise-en-scene – reinforce the aforementioned identity tags of Karnatik music and its sacramental origins. A paradigmatic analysis of the day-parting and time-slotting patterns of televised Karnatik music programmes such as concerts, music videos and documentaries would be undertaken to analyze the combinatory production patterns of Television Media where the paper predicts the stacking and juxtaposition of Karnatik music programmes with religious discourses and other devotional programmes. The paper argues that the coupling and the coding of 'Karnatik music-devotional content' pattern poses as an unmotivated and natural choice of media production and is designed to suit the mythico-cultural ideologies of the "model reader" (Eco 1979) who has access to the cultural sub-codes that connect classical music with the devotional content. This provides ample scope for the 'Myth of the divine music' to use Visual media as a vehicle to resurface in any context and propagate itself by reinforcing its superiority.

Id: 22295

Title: Eye machines: organic, mechanical and intelligent

Session Type: Individual submission

Authors:

Name: Chris Chesher

Email: Chris.chesher(at) sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Name: Fiona Andreallo

Email: fiona.andreallo(at) sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

Abstract: The human eye has always had a special status as a fragile organ with the power of vision. However, it has a history and a politics. By the 20th century it was paired with the mechanical eye of the cinematic camera that Vertov (1926) saw as providing a new and powerful means of mobility, perception and meaning-making. In the 21st century autonomous robotic eyes not only capture and record images, but interpret them and even act in the world. Science fiction cinema anticipated the changing status of the eye, and transformations in vision, such as in the iconic films Blade Runner (1982) and Terminator (1984). Blade runners used the Voight-Kampff test to identify replicants by observing their eyes. The replicants visited Hannibal Chew, the maker of their artificial eyes, hoping to find the secrets to extending their lives. In one scene in The Terminator, the viewer sees the terminator's first person view, overlaid with digital information. In another scene, he uses a scalpel to extract his own eye, revealing a glowing red iris inside. In the worlds of both films, the eye, the gaze, and vision are transformed and unsettled through technology. The eye becomes abject, while vision becomes inhuman. Beyond these fictions, an array of new eye machines are emerging in high tech and everyday life. A wide range of eye machines introduce new materialisations of the eye and new mediations of vision. Drawing on case studies in hardware, software and wetware of robotic eyes, this paper explores the contemporary proliferation of eye machines, including:

- Eyes and vision in science fiction cinema;
- Visual prostheses — bionic eyes with neurological connections to the brain;
- Eyes in social robots that animate and maintain eye contact;
- Ocular prostheses, contact lenses and other transformations of eyes as objects;
- Vision systems such as LIDAR, radar, thermal sensors, night vision goggles and ultraviolet cameras that extend vision beyond the human sensorium;
- Augmented reality systems that analyse images and overlay salient information on scenes in real time;
- Smart imaging systems such as traffic cameras, security cameras, drone cameras, passport control, face recognition and biometrics that serve as apparatuses of discipline and control.

Uncanny, spectacular or surveillant, eye machines open onto the unfamiliar. In many cases these assemblages establish asymmetrical gazes grounded in unequal power relations of the state,

corporation, military or police. They unsettle the eye as a material object, vision as a phenomenon, and images as generators of meaning.

Id: 22317

Title: Westworld: the identity of the robot through time and memory

Session Type: Individual submission

Authors:

Name: Glòria Salvadó-Corretger

Email: gloria.salvado(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Name: Fran Benavente

Email: fran.benavente(at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: ¿What identity does a robot have? ¿How is its personality built? ¿Will human beings be able to achieve immortality? These are some of the questions the TV show Westworld (J. Nolan y L. Joy, HBO, 2016) asks. This fictional program is framed in a posthumanist reflection context (Braidotti, 2015; Sloterdijk, 2000; Hauskeller, Philbeck and Carbonell, 2015). It proposes to think about the identity of human beings and machines and, also, about the moral and ethical limits of the fusion between humans and technology.

There is a long tradition of dystopian stories in cinema and literature that talk about complex relationships between man and machine (from The Twilight Zone and Philip K. Dick novels, to Blade Runner or Black Mirror). This paper aims to study how robot identity is built in Westworld through two crucial elements: time and memory.

Graciela Speranza (2017) explains that the most important stories of Jorge Luis Borges talk about artificial intelligence, a lost life and the uncertainty of personal memory. In these stories the reader feels lost due to manipulation of memory and identity. This also happens in Westworld when the robots try to remember an inexistent real life to be able to form some kind of identity. Our analysis focuses on the concepts of oblivion, memory and forced immersion in a dreamed life (fiction loops) because they are the central mechanisms that articulate the narration.

We'll also study how this structure culminates, at the end of both Westworld seasons, with an unexpected twist, a deception caused by the artificial nature of machines that simulates the nature of human beings: robots don't get old, which generates temporal confusion between the scenes; and robots are identical to humans, so there are also doubts about the identity of some characters. The body of the robot becomes a narrative device that breaks the temporal structure of the narration into multiple pieces. The audience feels greatly disconcerted about the nature of fiction and the real world. This doubt is related with three fundamental aspects: the need to understand the facts of the story retroactively, the need to find out the multiple identities of characters scattered in different temporal layers, and to determine the level of malleability of time.

Bergson considers that temporal multiplicity, where past and present coexist and where there are no hierarchies between before and after, contains a strong ontological component (Deleuze, 1987). In *Westworld*, time must be dissected to discover the different temporal layers that constitute robot identity. This complex temporal structure, similar to complex narrations studied by several authors in the last few years (Ndalianis 2005; Kogen 2006; Mittell 2006; Elsasesser 2009; Booth 2011; Ames 2012; Kiss, Willemsen 2018), causes the audience to live an experience of time only possible through fiction (Ricoeur, 1987).

Id: 22328

Title: Internet Memes and Dadaism: Visual and Conceptual Linkages

Session Type: Individual submission

Authors:

Name: Bradley Wiggins

Email: bradley.wiggins(at) webster.ac.at

Country: AT (Austria)

Affiliation: Webster Vienna Private University

Abstract: Internet meme creation and propagation involve innumerable aesthetic approaches, often leveraging a mundane image to offer critical commentary regarding a real-world issue. It is precisely this final point that defines the scope of this contribution. Furthermore, whether or to what degree an internet meme incorporates such structural approaches as collage, pastiche, bricolage, etc. these choices serve the discursive power of the meme in terms of the semiotic function of meaning-making. The impetus of this contribution is to assert a conceptual connection between what is commonly called or understood to be internet memes and Dada and Surrealist art. Naturally not all internet memes share this conceptual link. My claim is those internet memes which inhere a critique of society, politics, gender, sexuality, etc. (i.e. those issues which tend to polarize people or which demarcate directionalities) contain a relationship to Dada and consequently must be discussed. A later section delves more deeply into this relationship, but for now I should emphasize that Dada and Surrealism were movements that are defined minimally as reactions to society rather than overt attempts to make or be art.

My rationale to explore historical linkages between memes and Dada and Surrealist art began in part in an analysis of the video *America First, the Netherlands Second*. The remixing of actual statements made by Donald Trump in the video accomplishes a critique of his rhetoric and ideology in a fashion similar in structure and intent in Dada and Surrealist art. This tendency is not unique to that meme; it is also present in other internet memes and indeed other forms of digital discourse (such as darkly humorous and distanced irony in viral videos, to be discussed in greater detail in another section). Before proceeding with a deeper discussion of Dada and Surrealism and also before the analysis of the *America First, the Netherlands Second* video, it is worthwhile to consider related forms of cultural criticism produced in such a way for mass consumption – again similar in form and purpose to (critical) internet memes. Following this, I will discuss selected popular internet memes from 2017 to 2018 and analyze them according to my elaboration of the model (content, form, and stance) originally introduced by Shifman's (2013). My elaboration of the model considers the absence of human speech and elevates the importance of semiotics and intertextuality in the expression of ideological practice.

Id: 22330

Title: [Panel] The affective complexities of social media practices in an age of ordinary datafication, Panel description

Session Type: Panel Submission

Authors:

Name: Amparo Lasén

Email: [alasen\(at\)ucm.es](mailto:alasen(at)ucm.es)

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Name: Larissa Hjorth

Email: [larissa.hjorth\(at\)rmit.edu.au](mailto:larissa.hjorth(at)rmit.edu.au)

Country: AU (Australia)

Affiliation: RMIT University

Name: Gaby David

Email: [championnet4\(at\)yahoo.fr](mailto:championnet4(at)yahoo.fr)

Country: FR (France)

Affiliation: Fellow Researcher IRCAV, Sorbonne Nouvelle Paris 3, MobCrea Group Lecturer, University Paris8 IRCAV, Sorbonne Nouvelle Paris 3, MobCrea Group Lecturer, University Paris 8 IRCAV, Sorbonne Nouvelle Paris 3, MobCrea Group University Paris 8

Name: Lin Proitz

Email: [lin.proitz\(at\)gmail.com](mailto:lin.proitz(at)gmail.com)

Country: NO (Norway)

Affiliation: Dpt. of Psychology, Oslo University

Abstract: The images produced in and through mobile practices, quantified self devices and social media in our everyday lives, are part of our attempts to make sense of the world, of ourselves and our bodies, as well as to create and maintain intimate bonds, connections and attunements, to seek the sharing and recognition necessities to sustaining dignified lives. As we capture fleeting moments, save and share our lives through social media timelines, and maintain textual and visual conversations, not only with other people but also with the devices and the algorithms of social media platforms and search engines, we contribute, knowingly or not, to the growing production of data as well as to the datafication of subjects and practices. In our panel we will discuss how these practices and the datafication processes involve modes of affecting and being affected, as our contemporary digital and algorithmic visual cultures are also an important aspect of our affective culture. Focusing in the visual and drawing on ethnographic fieldwork carried out in Australia, Spain, Norway and France, this panel explores various affective and embodied aspects of contemporary digitally mediated choreographic performances of intimacy, support, sharing, creativity and wellbeing, involving people, devices, apps and platforms. The panel presents and discusses different cases from selfies and foodporn images to health and wellbeing online discussions and exchanges, as well as creative interventions into datafication through specific uses of “quantified self” devices. Our discussion highlights the connexions of images and visual

practices with and across screens with creativity and forms of affecting and being affected, by exploring particular emotions, such as shame, visual pleasures and disgust, or the online sharing of bodily experiences, and discussing what would be the meaning of human dignity, of the complex dynamics involved in the sustaining and challenging of social orderings and collective definitions of what is appropriate, of what is normal, and what is not, in an age of growing datafication.

Id: 22343

Title: The display and sharing of personal images in social media, a practice haunted by shame

Session Type: Panel Submission

Authors:

Name: Amparo Lasén

Email: [alasen\(at\)ucm.es](mailto:alasen(at)ucm.es)

Country: ES (Spain)

Affiliation: Universidad Complutense de Madrid

Abstract: Digital visual practices in cameraphone users and social media sharing and displays are collective and choreographic performances, in the sense that they are highly relational and interactive, involving mutual attunement, resonance and intensities. As when dancing, if we do not follow the right moves, we risk of stepping on other people's toes and suffer from embarrassment or social punishment. Shame is a central emotion of sociability and social orderings, as it is elicited by the fear of disconnection regarding our actual social bonds or the ones we aspire to be part of. Drawing on fieldwork carried out in Madrid about the making and sharing of selfies and other digital images, involving digital ethnography, online survey, interviews and a workshop, this paper discusses how shame haunts these visual practices, this is how shame, shaming and embarrassment are involved in the production of disquiets, vulnerabilities and exclusions in mediated intimacies sustained and deployed through the convergence of cameraphones, social networks sites and mobile apps. As our mobile visual expression and exposure make us run the risk of becoming inappropriate, and make risky our becoming when we are already deemed as inappropriate. The paper will discuss gendered experiences of shame linked to the display and sharing of personal images, as well as the practice of shaming others regarding the images they share.

Id: 22456

Title: Visual and audio-visual representations of the self in Instagram: A comparative study between Colombian and Spanish young users

Session Type: Individual submission

Authors:

Name: Lucía Caro-Castaño

Email: lucia.caro(at) uca.es

Country: ES (Spain)

Affiliation: University of Cadiz

Abstract: Introduction

Social networking sites' utilities (editing, filtering, remixing, measuring attention, etcetera) are constantly compelling users to negotiate an «authenticity contract» between the real me and the aspirational me (Enli, 2015). This is something crucial in Instagram where showing the own body and face is not only something expected but (almost) compulsory. Indeed, the fault of selfies and full-body images is usually considered by this young users as a clear signal of being in front of a fake account or a person with self-esteem issues (Aziz, 2014).

This need to perform the self through photos and videos confronts users with a complex social situation where visible and non-visible networked publics could access. To this social complexity should be added some concerns about being perceived as narcissistic (Vainikka, Noppari, Seppänen, 2017) or even spam (Marwick, 2013) by their peers. In this context, the use of hyper-ritualized gestures from the mass media and social media repertoire could be analyzed as a useful strategy to warranty the correct understanding of the visual message.

This ethnographic work-in-progress seeks to understand how first-year-university-students in Colombia and Spain navigate this social conundrum and to what extent are communicative strategies and cultural repertoires globalized.

Objectives

The general objective of this research is exploring visual and audio-visual practices developed by these young users in order to present themselves and interact in this platform. Specifically, this study seeks: 1) analyzing the differences and similarities considering two variables: nationality and gender; 2) observing to what degree socio-cultural imaginaries and communicative strategies are shared by these users; and 3) exploring the copying and remix of the mass media and social media cultural repertoire in the representation of their identities.

Method

The methodological design combines qualitative and quantitative techniques: ethnographic observation, focus group, and content analysis. The fieldwork has been structured in two phases. The first one was in Bogotá (August-October 2018), where four focus groups were developed in four Colombian universities (Universidad Nacional de Colombia, Universidad de La Sabana, Universidad Jorge Tadeo Lozano, and Universidad del Externado de Colombia). The 31 participants were also requested to give permission to access their Instagram accounts in order to collect three

types of data: biographical description, posts (photo and video), and temporal stories. They were selected from voluntary first-year-university-students in Communication degrees (Social Communication and Journalism, Advertising, Cinema, and Television Direction). The selection criteria were: 1) students who were highly interested in (and exposed to) visual and audio-visual practices on Instagram; 2) ethnic and socioeconomic diversity, and 3) equal gender distribution.

The second phase is due in Spain in February and March 2019, when the same techniques will be replicated in another four universities. Consequently, the preliminary results of the study are expected in May 2019.

Id: 22559

Title: 'I shared the joy': The potential of visual prosumption in building communality in recreational sports

Session Type: Individual submission

Authors:

Name: Veera Ehrlén

Email: veera.ehrlen(at) jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Name: Mikko Villi

Email: mikko.villi(at) jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Abstract: Sports-related, user-generated visual content has become increasingly popular on social media over the past years (Thorpe 2016). Both professional and recreational practitioners record and share photographs and videos while they engage in sports, thus mediating visually their physical activities. Two major reasons behind the popularity of user-generated visual content on social media are the communicative affordances of mobile media and the emergence of photo-sharing applications such as Instagram. These applications support visual prosumption: the production and consumption of self-produced visual content online (Lee 2009; Scifo 2009) as part of everyday sociality (Serafinelli & Villi 2017). While engaging in the prosumption of visual sports media, practitioners feel connected; for them photography is a connective interface (Gómez Cruz 2016). However, what exactly makes visual prosumption online evoke a feeling of connection has not been studied in detail previously.

The paper builds on the concept of visual chitchat (Villi 2012) and the claim that visibility itself does not figure as a social agent, rather as a valid activator for social relationships (Serafinelli 2017). Importantly, recreational sports provide a rather unexplored, yet important context for the study of visual communication – images of sport are and have historically been an integral part of visual cultural production (Finn 2014). In addition, as a practical contribution, understanding the potential for social and visual media to provide social support for a physically active lifestyle can lead to new means of addressing physical inactivity (Meng et al. 2017).

In the paper, we examine how the sense of communality can be built and reinforced through photo-sharing activities among recreational sports practitioners. We accomplish this by asking what meanings practitioners ascribe to visual prosumption, and by observing how they communicate these meanings through photographs. The data consists of interviews with ten Finnish recreational sports practitioners (five practice climbing and five trail running as their main sport), and of 165 Instagram photographs posted by the practitioners.

We conducted qualitative content analysis of the interview data and identified four main categories of meanings that practitioners ascribe to visual prosumption: inspiration, motivation, information,

and identity. Using these categories, we carried out an image type analysis on the Instagram photographs to reveal how the practitioners communicate these meanings visually. The results indicate that different types of visual content build and reinforce sense of communality in distinct ways. Whereas inspirational photographs drive practitioners to explore, motivational photographs pull practitioners to keep going through goal-setting and peer-support. We conclude that visual prosumption on Instagram mediates a stream of such momentary encounters between the practitioners that merge into communally meaningful experiences. Based on the analysis, we argue that the social support that is generated by these visual experiences motivates practitioners for carrying out physical activity.

Id: 22567

Title: Prosumidores visuales. La fotografía incómoda en el contexto venezolano (2014-2018)

Session Type: Individual submission

Authors:

Name: Johanna Pérez Daza

Email: johanna.perez.daza(at) gmail.com

Country: VE (Venezuela)

Affiliation: Universidad católica Andrés Bello y Universidad Central de Venezuela

Abstract: La imagen fotográfica tiene un destacado peso en la sociedad contemporánea en la que se tiende a capturar y visibilizar tanto acontecimientos relevantes como hechos cotidianos de menor trascendencia, lo cual genera una sobreabundancia que tiende a generar desinformación y confusión, tal y como expone Joan Fontcuberta en sus reflexiones sobre la Postfotografía y que en esta investigación se vinculan con los planteamientos de Sociedad Red de Manuel Castells y Sociedad del Espectáculo de Guy Debord. Los avances tecnológicos han acercado la imagen a las audiencias, propiciando la emergencia de una cultura visual en la que participan usuarios activos que no solo consumen, sino que también producen contenidos por lo que podemos hablar de prosumidores visuales que, en ocasiones, funcionan como cronistas espontáneos que registran su entorno y comparten por las redes sociales imágenes de valor informativo, especialmente en escenarios de tensión política y crisis social. En este trabajo estudiamos el rol de los prosumidores de imágenes en el contexto de las manifestaciones venezolanas de 2014 y 2018, dos años de alta confrontación nacional en los cuales circularon por la Red imágenes que desafiaron al gobierno y sus controles desde la ciudadanía, la denuncia y la protesta. Nos referimos a ellas con la categoría de “fotografías incómodas” debido a su confrontación directa al poder y a las interrogantes que plantean debido a su contenido violento, indignante y perturbador, así como a las discusiones tecnoéticas que acarrearán. A partir de la revisión documental y la consulta a expertos analizamos estas fotografías y trazamos una ruta en la que indagamos la pertinencia de su difusión masiva y reflexionamos sobre su impacto, teniendo como referencia las ideas de George Didi Huberman sobre la imagen potente, entendida como aquella que, el marco de la cultura visual y su momento histórico, logra trascender, conmocionar y estimular respuestas. Los hallazgos de esta investigación constatan, por una parte, que la divulgación de fotografías incómodas ha sido utilizada por los ciudadanos como alternativa comunicacional y protesta creativa, advertencia y relato de un país que oscila entre el silencio mediático y la saturación de informaciones que deben ser revisadas contrastadas y corroboradas. Y, por otra parte, apuntan a la necesidad de atender la alfabetización mediática y las competencias digitales con la intención de fortalecer la mirada crítica, la duda, la reflexión y la verificación entre los prosumidores visuales, teniendo en consideración los riesgos de las falsas noticias, la manipulación y la descontextualización de imágenes.

Palabras Clave: Cultura visual, fotografía, tecnología, poder, imagen.

Id: 22803

Title: #Foodporn: Eating a corpus

Session Type: Panel Submission

Authors:

Name: Gaby David

Email: championnet4(at) yahoo.fr

Country: FR (France)

Affiliation: IRCAV, Sorbonne Nouvelle Paris 3, MobCrea Group Lecturer, University Paris 8

Abstract: Following a transdisciplinary perspective, analysed under visual cultural studies approach and mainly stimulated by the colloquium “#Foodporn: The Mobiles of Desire” I co-organized December 2018 at la Sorbonne Nouvelle Paris 3, this study is an open reflection on the notion of foodporn. Based on big data statistics it describes the affective and social stakes visual representation of food and its associated hashtags can have in social networks in France. Popularized through mobile applications such as Instagram, the practices of shooting and sharing culinary dishes online questions the contemporary digital uses of everyday life staging. The #foodporn hashtag is one example of these affective pop culture and visual culture digital performative environments. In the everyday life, on holidays, in its aestheticization through technical artefacts, - such as filters, framing, and metadata -, the amount of #foodporn images illustrates the fact that these images have become a cultural object to study, where its online representation practices affect its own economies.

We study how these visual mobile practices can relate to interrogations formerly posed by Rosalind Coward (1984) in her feminist queries when introducing the notion of food pornography, and/or by Laura Mulvey (1975) and her remarks on the visual pleasure dimension present in cinema. This presentation will thus be concerned with the function, power, and performativity of the #foodporn hashtag, its imaginaries, and its “visual pleasure” economy, and its socio-economic and aesthetic repercussions. What roles do food imaginaries play in the making and sharing of #foodporn images? What are the country, gender and/or cultural differences seen in the #foodporn hashtag uses? Can different mechanisms associated with the use of the #foodporn hashtag be identified in mainstream discourses and counter-narratives?

Id: 22949

Title: Quantitative Analysis of Japanese films in 1950s

Session Type: Individual submission

Authors:

Name: Koki Manabe

Email: koki0210manabe(at) gmail.com

Country: JP (Japan)

Affiliation: Kyoto University

Abstract: Many previous studies have pointed out that the advent of television in Japan made a great impact to the film industry. In the second half of the 1950s, television had become popular in Japan. Until the middle of 1960s, most of the Japanese families had their own television. As a result, film industry lost their audiences. Although the number of film audiences increased in 1950s, and it amounts to 1.1 billion in 1958, in 1965, less than 400 million people went to a movie.

Some researchers emphasize two characteristics that are as a consequence of a sharp decrease in the number of audiences (e.g. Tanaka 1976; Yomota 2014). 1) Many directors and actors became independent to create their ideal works. 2) More and more films used violent and/or sexual images to get male audiences. It seems that two aspects of films, films as arts and films as commodities, have been reflected in these characteristics. Many people have been believed that getting a reputation as an “artistic” film is incompatible with economic success.

In order to examine whether there is the conflict between artistic evaluation and economic success in 1960s, this paper quantitatively analyzes the data of the Japanese films screened from 1962 to 1965. The analytical method used in this paper is the multiple correspondence analysis, which can analyze categorical variables and describe hidden structures in the data set (Roux 2010). The variables used are seven: 1) the number of criticism, 2) the number of audience, 3) studio, 4) genre, 5) long film / short film, 6) color film / black and white film, and 7) original story / adaptation.

In addition, to consider the impact of television on films, the result of analysis is compared with the data of the films from 1955 to 1958, which I already showed in my published paper (Manabe 2019).

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Id: 23034

Title: Constructing Contemporary Schizophrenia: Studying the Pathological through Schizophrenic Patients in Virtual Reality

Session Type: Individual submission

Authors:

Name: Bjorn Beijnon

Email: bjorn.beijnon(at) hu.nl

Country: NL (Netherlands)

Affiliation: Utrecht University and HU University of Applied Sciences Utrecht

Abstract: This research asks the question: “How do the cognitive processes of schizophrenic patients, as studied through the Virtual Reality Head-Mounted Display (VR-HMD) within the medical discourse, fit into today’s conception of the normal and the pathological in Western urban screen cultures?” Through a medical humanities approach, this research intends to identify the ways in which schizophrenic patients perceive and make sense of virtual environments in the VR-HMD through medical case studies, and secondly examine what such a divergent perception and cognition can tell about current conceptions of the normal and the pathological in contemporary Western urban screen cultures.

In the field of medicine, the VR-HMD has shown to be a popular device in the last couple of years with a significant increase in clinical case studies with it across various objects of study: rehabilitation (Powell et al. 2018), surgical training (Harders 2008), posttraumatic stress disorder (Meeker et al. 2015), and exposure therapy (Richard, Lauterberg, and Gloster 2008). In the case of schizophrenic patients, the VR-HMD has been used to analyse the cognitive dysfunctions, and especially the executive functions and memory (Han, Kim & Kim 2012). Although these studies focus on the bodily changes that the VR-HMD as device offers through particular interventions in the virtual environment, not much attention has been given to its social implications for what is considered as the normal and the pathological (Foucault 1976, 18).

The development of schizophrenia has been related to the exponential increase of urbanisation and to the contemporary globalized screen culture. Gruebner et al. (2017) have shown that through growing urbanisation, more people tend to get exposed to increased amounts of stress that may increase the risk of development of schizophrenia. Simultaneously, present-day screen culture demands of citizens to prioritize efficiency, functionality, and speed (Crary 2014, 88). A dependency on screens and multiple, parallel processes thus ask of neoliberal citizens a societal remaking of attention, as attention now needs to be focussed on fast repetitive operations and responses. Schizophrenic patients, who struggle with the focus of their attention, can in this case be understood as the sorts of citizens that are not able to catch up to this restructuring of attention.

To get a better understanding of contemporary medical notions of schizophrenia meet today’s societal conception of the pathological, a critical discourse analysis shall be conducted. The corpus for the analysis consists of two components. Firstly, the latest version of the Diagnostic and Statistical Manual of Mental Disorders (DSM) (American Psychiatric Association, 2013) shall be analysed. The DSM functions as a guidebook for mental health professionals to ensure global

uniformity of diagnoses such as schizophrenia. As a second component, medical researches that involve VR-HMD's in their study of schizophrenia, as for example proposed by Bennekom et al. (2017), shall be analysed. This shall be done to examine how a threshold for the pathological is set by contemporary Western urban screen cultures to eventually review and reassess what is being considered as the normal and the pathological within these cultures.

Id: 23269

Title: What the burkini ban photos uncover: French exceptionalism and the new regimes of visibility

Session Type: Individual submission

Authors:

Name: Sandrine Boudana

Email: boudanasandrine(at) gmail.com

Country: IL (Israel)

Affiliation: Tel Aviv University

Abstract: On August 23, 2016, French policemen were photographed confronting a woman on a beach in Nice, forcing her to remove her burkini before handing her a fine (Figure 1). With the large support of public opinion and politicians from right and left leanings alike, thirty French towns have imposed a ban on this female swimsuit designed to comply with Islamic rule of modest dressing. For its supporters, such ban guarantees freedom and equality of rights for female citizens, and protection of the endangered French model of integration of minorities, including Muslims. Contra this conception, opponents argue that women should be free to dress as they wish but also to use clothing to convey any ideological message. They also call for a model of co-existence that would respect the minorities' ways of life and particularities, including in their public expression: Acceptation of the other should not be conditioned by their visibility or invisibility.

As this case first points to domestic tensions about what is acceptable to show or hide, it reveals what is at stake in the complex question of visibility: individual and collective identities, and power relations structuring society. Whereas religious decency prohibits the exhibition of female bodies, French secularism considers public decency being violated by "ostentatious" signs of religious identity in the public space.

The global circulation of the photograph inflated and added yet a new dimension to the controversy. The English-speaking traditional and social media items analyzed were largely critical of the ban decision. This includes most of the 59 articles published on the topic by the New York Times, which denounced "France's Burkini Bigotry". Rather than inspiring self-questioning or what Orgad (2011) called "estrangement", the French media and politicians reacted by vividly defending their country's values. Some even expressed doubt at the authenticity of the scene depicted in the controversial photos. Thus, while the gaze has become ubiquitous – be it that of officers patrolling or that of photographers – visual representations are more and more objects of conspiracy theories and their authenticity is challenged. This case thus interrogates the profound changes of, and in, the regimes of visibility that occurred in the past few decades. In particular, while Debord and Foucault disagreed on the new regime of visibility supposed to dominate society, with Foucault arguing that "our society is not one of spectacle, but of surveillance", this case illustrates that spectacle and surveillance need not be mutually exclusive, but can, on the contrary, reinforce each other, for worse.

Figure 1: One of the "burkini ban" affair photographs

Figure 2: Images illustrating opposition to, and criticism of, the ban in the world

Id: 23430

Title: A semiotic analysis of the imaginary of contemporary visual culture through the study of the contrasting impact of two viral video advertisements

Session Type: Individual submission

Authors:

Name: Fernando Andacht

Email: fernando.andacht(at) fic.edu.uy

Country: UY (Uruguay)

Affiliation: Universidad de la República

Abstract: For the analysis of the imaginary of contemporary visual culture from the perspective of Peircean triadic semiotic two viral videos are analyzed and compared. In one case, the campaign Pepsi #Resist- LIVE FOR NOW produces a strong backlash in social media, in the other, the social awareness campaign of PETZ, a Brazilian large chain of pet shops which promotes the adoption of pets generates exactly the opposite effect. Through a semiotic analysis of what went so wrong in the former – described as “tone deaf” by its critics - and what worked so perfectly in the latter, I develop an account of the social imaginary based on Peirce’s phenomenological categories – the phaneroscopic analysis of experience - that are the foundation of triadic semiotic. A little explored notion, namely, ‘mentality’, is used by Peirce in his later writings to “express the Firstness of Thirdness, the peculiar flavor or color of mediation” (CP 1.533, Lowell Lectures, 1903). This concept could be extremely helpful to understand in a systematic and thorough way the working of the imagination of visual culture, particularly at a time when images have become so powerful in social media. Why does a large corporation of one of the two best-known soft drinks make such a big mistake in its advertisement, which obviously aims to capture and seduce social-minded youth? And why does the advertisement of a Brazilian chain of petshops produce the massive acceptance or spreadability (H. Jenkins), that is the highest reward of commercial videos in this day and age? These two videos are paradigmatic examples of the working of metaphor/iconic signs – the failed Pepsi campaign which blatantly exploits the Black Lives Matter movement- and of the working of metonymy/indexical signs – Petz’s successful advertisement to encourage the adoption of pets through an ingenious use of the tattoo fashion and its most obvious inconvenient. Iconicity and indexicality are two of the ways in which the action of signs or semiosis produces the imaginary that is at the basis of our visual culture, and thus may contribute to develop a critical approach to this realm.