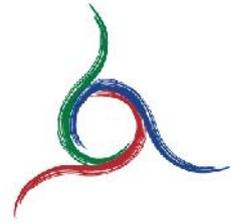




IAMCR 2018



International Communication Section

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

IAMCR

**Eugene, Oregon, USA
20-24 June 2018**

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Version: 11/06/18

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: 17287

Title: What are the Prospects of African Regional (News) Media'

Session Type: Individual submission

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Abstract: There is a growing expansion of Western and Chinese news media in Africa. This growth and competition is happening at the time when African regional news media organisations are financially and organizationally weak, particularly as represented by South Africa, as it used to be a potential regional media power. Equally, there are few satellite-based pay-TV providers that could be used for Africa-to-Africa news regionalisation; but these also mainly carry the established international news channels such as CNN International and BBC. Against this context, this paper explores the future prospects of African regional news media, in view of calls for pan-African media, African renaissance media, decolonization and contraflows. The paper argues that "contraflows theory" has paid less attention to the possibility that other media/countries of the South could grow so large as to pose a threat to other countries of the South and their media. To this degree, the growth of China global media is examined. The paper presents two sets of results. First, the first set of evidence on why all news media are expanding into African media space are presented. Second, twenty global media experts are interviewed on the prospects of African regional media growth. As such, their responses (expert interviews) will be presented in the complete, fully developed paper.

Id: 17356

Title: Analysis of Narrative Mode Tendency in Documentary Films on Environmental Protection

Session Type: Individual submission

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Abstract: As environmental protection becomes a hot social issue, the documentary films which reflect human conditions have aroused widespread concern over a period of time. In recent years, documentary films on environmental protection have made some changes in terms of narrative styles, modes and perspectives. To be more precise, in terms of rhythm and narrative style, the documentary films gradually become faster, and transfer from linear to laminar mode. The narrative style emphasizes on showing poetic aesthetics based on real events, turns from centering on macro perspective to the combination of both macro and micro ones, which not only finds problems, but also tries to solve them. Besides, changes have been made in narrative perspectives, from intricate plots to concise stories focused on general conception, from specific viewpoint of traditional documentary to various insights. Overall, for narrative mode, documentary films on environmental protection have transferred from “slow, macro and complicated” to “fast, micro and concise”. This article aims to analyze the narrative mode transitions of documentary films, and put forward corresponding opinions and suggestions to them.

Key word: Documentary films on Environmental Protection, Narrative mode, Artistic dimension

Id: 17362

Title: Development Priorities in New Information Environments in Kazakhstan

Session Type: Individual submission

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Abstract: In 1991, after the collapse of the USSR Kazakhstan achieved independence and maintained faces substantial political, economic, social, and cultural challenges. This study examines how social media has become a new lifestyle, and it makes people lives easier and efficient for communicative interaction that theoretically facilitates public debate and social change in Kazakhstan. This research project analyzing participatory online media and their potential for social changes, i.e. social media spheres, in four stages: I. The development of an elaborated theoretical framework for analyzing and understanding social media spheres in the age of information technology; this includes an in-depth reconsideration and discussion of already existing notions of the public policy. An extensive, comparative content analysis of Kazakhstan-related social media and social challenges in both quantitative and qualitative respect; this requires the development of a complementary methodological approach and the compilation of an appropriate text corpus. III. Interviews with a selection of professional content providers of social media and online journalism in Kazakhstan-related contexts (e.g. popular bloggers, online journalists), which I will conduct either off- or online (e.g. Skype); this allows me to evaluate the utilization of information technologies to communicate Kazakhstan. IV. Based on the findings of the previous steps, the establishment of a detailed social change In Kazakhstan online media, a characterization of 'civil society', and a map of social networks of public spaces within the content. To assess the structure, function, and content of social media regarding the social changes in Kazakstan, will approach and answer the following research questions: What social media content in Kazakhstan is available and does it add up to networked, digitalized public spheres across national borders, i.e. does the Social Media facilitate the emergence of Kazakhstan civil society? Where do they occur, what does their structure look like and what function do they have? What are the differences between the various social media networks (e.g. Facebook, Twitter, Vkontakte, Moi Mir, Odnoklassniki) as regards their potential for civil society in Kazakhstan contexts? The author of this study are discussed in detail the utility and its implications of the role of Social Media stimulates the civil society to the greater challenges in Kazakhstan.

Id: 17363

Title: ASEAN in Chinese Media: Representation and Geopolitics

Session Type: Individual submission

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Abstract: Abstract: It has been more than two decades since China's full Dialogue Partner Status with ASEAN (Association of Southeast Asian Nations) was accorded in 1996. Then in 2003, the relationship between China and ASEAN was upgraded to the strategic level followed by multi-layered cooperation in economy, security, media, culture, and so on (ASEAN Secretariat, 2017). Recently, against the backdrop of China's newly proposed Belt and Road Initiative, a more complicated encounter between China, ASEAN and other powerful players including the U.S. and Japan is expected, together with complex geopolitical implications in international communication. As Cao and Chen (2010) once claimed, a multipolar structure of power has emerged. Thus, there is a potential to contribute to international communication theories by incorporating the dynamics of communicative relationship in this region, which resonates with Tehranian and Ogden's (1998) three-dimensional paradigms in global communication, namely (1) centralizing and dispersing power; (2) homogenizing and pluralizing societies; and (3) globalizing and localizing culture identities.

However, due to the limit of one research paper, we are not able to draw a comprehensive picture of this multi-dimensional encounter but pay special attention on media representation, as an entry point to understand the cognitive complexity. Recognizing that the existing English-language studies on the relationship between China and ASEAN are overwhelmingly inclined to scrutinize the rising China's hard and soft power in Southeast Asia (e.g. Sokolsky, Rabasa & Neu, 2001; Liu & Tsai, 2014; Das, 2017), this paper aims to offer an opposite direction to take a close look at how China builds the narratives of ASEAN by examining a selection of Chinese mainstream media. The relevant news coverages of Xinhua News Agency, Cankaoxiaoxi, People's Daily from June. 1961 to June. 2016 were chosen as samples in this research. Framing analysis and discourse analysis of those stories will help us to deeply understand the media representation of the complicated relationship between ASEAN and China, which is supposed to contribute the knowledge of perception of ASEAN for Chinese society as well.

Furthermore, the geopolitics of Chinese media's representation of ASEAN will be discussed concerning China's historic ties with Southeast Asia defining by the Chinese two-millennia long Tribute System (Fairbank, 1968), and the recent Belt and Road Initiative underpinning China's

leadership in the restructuring of global and regional political-economic order towards, what President Xi Jinping coined (2017), “a community of shared future for all human beings”.

In conclusion, the paper will discuss the possibility to rethink the dichotomies of center-periphery, homogeneity- pluralism, and globalization-localization in international communication studies.

Id: 17404

Title: Socialism through advertising: Havana Club and the fight for the soul of Cuba

Session Type: Individual submission

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Abstract: Havana Club International (HCI), a joint venture between the Cuban government and the French corporation Pernod Ricard, launched, between 2013 and 2015, two global advertising campaigns: Nothing compares to Havana and From the Heart. The campaigns focus on the capital city as an example of contemporary Cuba's creativity. By looking at the advertising pieces, internal documents, press releases and journalistic coverage, this research shows how the Cuban firm builds a strategy that equates authenticity with the populist ideology of the socialist regime. As a response, Bacardi Ltd -a Bermuda-based company that left Cuba after the 1959 revolution- launched in 2016 its version of Havana Club with the same name that the Cuban brand but with entirely different advertising strategy. Aged Well, Bacardi's campaign conjured up the image of a thriving Cuba before the socialist revolution. The rum war- as the U.S. media has depicted the conflict between HCI and Bacardi- reveals that the quest for the Cuban authenticity is more than a trade conflict, but the extension of an ideological fight between Cuba and anti-Castro forces. This paper implies that advertising is a versatile ideological tool that, on the one hand, is helping companies to sell ideological goals that depart from the neoliberal creed, but, on the other, it maximizes the company's profits in the capitalistic world.

Id: 17418

Title: Sustainability communication as moral education: A case of ethical trade

Session Type: Individual submission

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Abstract: One of the most profound roles of communication is to bring distant people closer together, in both cognitive and moral terms. This normative function is crucial for projects to do with sustainability, whose success hinges on global imagination and collective action. To empirically interrogate how communication can be used to produce among the public attitudes supportive of sustainability, this paper looks at one such initiative, namely, ethical trade.

Ethical trade is concerned with terms of exchange and conditions of production in the context of global poverty as well as with environmental sustainability in relation to intensifying consumption. With that in mind, this paper theorises ethical trade as a communication problem in that it relies on a moral disposition of consumers which is construed through two modes of mediation. The first mode, mediated familiarity, establishes a representation-anchored cognitive connection between consumers and producers based on the factual knowledge and a degree of affinity. The second mode, moral education, is geared towards constructing consumers who independently consider the impact of their consumption on faraway peoples and landscapes.

From that theoretical vista, this paper investigates how ethical trade is communicated in Poland and Finland. Methodologically, it draws on the approach to discourse analysis offered by Michel Foucault. Within this framework, moral education is a discourse produced by ethical trade organisations with an aim of furnishing, through an interplay with the material, a desired subject position for its recipients. Empirically, the paper zooms in on Pizca del Mundo, the first fair trade brand in Poland, and Eetti (Pro Ethical Trade Finland), the main Finnish non-governmental organisation dealing with ethical trade.

The analysis uncovered that Pizca del Mundo's communication focused on establishing mediated familiarity between consumers and producers. At the same time, deeper moral engagement was limited to the relationship between producers and the firm themselves, relegating the public to their role as rational consumers. Meanwhile, Eetti were engaged in moral education that aimed at activating individuals as citizen-consumers, that is, independent agents entitled to demand change, capable of moral reflection and decision-making, and ready to participate in collective political action. In the last step, keeping in mind the interplay between discourse and materiality, the papers anchors communication approaches of Pizca del Mundo and Eetti in the material conditions of their audiences and the local discourses that give meaning to these conditions.

Id: 17435

Title: The conception of Europe in modern media research

Session Type: Individual submission

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Abstract: The exact definition of the term “Europe” in the humanities doesn’t exist: European geographical boundaries and political limits seem to be predominantly different. Consequently, there’s no clear understanding what to consider as Europe within media studies: the unequivocal categorization in terms of being Europe of some states (Russia, Turkey, Azerbaijan, Armenia, Georgia, Israel) and dependent territories (Akrotiri and Dheklia, Faroe Islands, Gibraltar, Guernsey, Isle of Man, Jersey) hasn’t been applied yet. It is also unclear which segments of European communication space, particularly media (print, TV and radio broadcasting, new media), are largely unexplored and with relation to which places (states and territories) they are unexplored to a greater extent.

To clarify these issues, a systematical review of leading scientific journals in the field of communication was conducted. The leading scientific journals were identified by using rankings published in InCites Journal Citation Reports, more precisely, by using data about 1-Year Impact Factor (IF) indicators into the “communication” category. The full-text versions of scientific journals included in annual rankings over the 2000 to 2015 period were collected and analysed. The systematical review was built on keyword search through the entire range of publications excepting book reviews, book notes, erratums, editorials, introductions to special issues, afterwords, epilogues, author responses and etc. The study involved scientific publications in four languages: English, Spanish, German and Slovenian. For each language the approximately equal lists of keywords and their derivatives have been drawn up, the total number of keywords in the lists is more than 600. The findings reveal key tendencies and significant gaps in media researches concerning selected European countries or Europe as a whole. The array of papers also could be used further for the study of the same issues in cases of other continents – Asia, Africa, North America and South America, Australia.

Id: 17447

Title: Is it a resolving way or a furious trigger' UN Sanction against North Korea, nuclear missile threats, media coverage, world-wide responses and international crisis: A discourse analysis on news coverage from South Korea, North Korea, Japan, China and U.S.

Session Type: Individual submission

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Abstract: The purpose of this study was to investigate media coverages on UN sanctions against North Korea of South Korea, Japan, China, and U.S., and figure out their patterns and frames. It also concerned different points, perspectives and discourses which media of five countries' produced, and discussed their international implications. Since North Korea attempted various nuclear weapon tests such as hydrogen bomb tests, nuclear bomb tests, ICBM tests, several launching missiles, etc., UN has imposed various sanctions against North Korea such as 'economic sanction', 'trade sanction', 'banking sanctions', 'oil and other natural resources' sanction', etc. through leading by the UN Security Council.. However, such sanctions has been less effective than should be expected.

In order to attain this purpose, five TV news media from five countries - YTN of South Korea, Central TV of North Korea, CCTV of China, NHK TV of Japan, and CNN of U.S. - were selected as main research objects. News items were collected from Jan. 1, 2016 over Sept. 3, 2017 (the 6th nuclear bomb test of North Korea) to Nov. 30, 2017. Such televised news items were divided into linguistic reports and image representations, and each of them were analyzed by various semiotic research methods and discourse analyses, especially Critical Discourse Analysis (CDA) of Fairclough's and Discursive Structure Analysis (DSA) of Baek's.

As results of this study, it was firstly found that there were different patterns and frames about the UN sanctions among five media. Central TV of North Korea covered it with rough signs and furious anger. CCTV of China reported it with very confused stance. It expressed a strong support for the sanction on the superficial level, while it tended to show a cynical stance on real effects on the in-depth level. The other three media shared similar stance with strong supports for it and paid

more attentions to real effects throughout the world. Secondly, it was also found that there were different discourses which each of five media produced. Central TV of North Korea produced 'self-defense', 'nuclear weapon state', 'irrational violence against North Korea' and 'U.S. initiated threats' discourses, while media of South Korea, Japan and U.S. produced 'rational sanctions', 'denuclearization in the Korean Peninsula', 'sanctions against a rouge state', and 'protection for the world-wide peace' discourses. Uniquely, CCTV of China tended to produce equivocal discourses such as 'self-defense of North Korea', 'none-intervention by outsiders', and 'peaceful resolution by talks' discourses. Thirdly, there were different roles of media in dealing with it among five countries. The Central TV was functioned as a kind of 'state speaker' or 'agitator', while other three media played as 'watch dogs' against various nuclear bomb tests of North Korea's. On the other hand, CCTV of China played as a kind of 'neutral stance' or 'opportunistic position'.

In addition, this paper discussed many other crucial issues regarding 'impacts of such sanctions on in-side North Korea', 'questionable involvement of China into the sanctions', 'world-wide expansion of sanctions against North Korea', 'doubts of such sanctions' effects', etc.

Id: 17484

Title: Populism and Social Inequality

Session Type: Individual submission

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Abstract: We present here a proposal for a study centered on the perspective that essential elements of sustainability (environmental protection, social inclusion, and economic growth) are antithetical to the ideological lines emerging in techno-bureaucratic societies in which bubbles of perception and intolerance have flourished. We begin with the hypothesis that the incapability of the leading techno-bureaucracies to learn from the historical reality of national peoples gives rise to the resurgence and the spread of various forms of populism.

Populism is homologous to the nationalism that burns with the sounds of the national hymn and that enshrines the phobias of anything that might be considered "other". First and foremost are the political populisms, which take advantage of and re-interpret fragments of discourse on the power of the elites and the State: they coopt individuals and abandon institutions, rather than making structural policies or any redeeming social policy.

In the populist mythology of the global periphery, the national people is seen as a pyramidal "family", with the elites on top, intermediary social spheres, and, at the base of the pyramid, the vast "kindred" of the plebs. The figuration is imaginary, but it gives rise to real hierarchies, in terms of both income level and shade of skin; to real inequality, fed by a chaotic tax system, which benefits the richest and penalizes the poor. The tranquil coexistence the leading elite experience with inequality is, in a determined context, an inheritance of the slave society. The dynamic of populism is a substitute for the slave structure, which consisted of a perverse, symbolic relationship of mutual obligations.

Inequality is the key word for the demystification of populism. Opposed to it is the possibility of a politic of the commoner, in which citizens can participate in the rules that affect them institutionally. Without a policy of structure, however - that is, without a policy capable of affecting the institutional models -, in the context of a visceral inequality, apparent social class conquests are susceptible to collapse by any variation in socio-historical circumstance. One can recognize an antidote to populism in the global agenda of US ex-president Barack Obama: defense of the reduction of inequality, dialogue (within and outside of the system), of tolerance and of the valorization of differences.

Now, even in the center of the financial and technological economy, the electronic society coincides with a historical weakening of political liberalism and of the spread of rational thought in favor of a more obscure popular mass, redefined and fixed by the broadened market. The power wielded over this mass mainly derives from business organizations which accumulate and concentrate enormous quantities of information on real and virtual consumers. Argumentative rhetoric has been replaced by quantifiers of volumes of information in computer systems which produce databanks under the title, Big Data. In cyberspace, one no longer hears mention of "people": "user" is the populist fiction of the era.

Key words: populism - social inequality - perspective bubbles - politic of the commoner - Big Data

Id: 17548

Title: Developments and New Approaches of Internationalizing China's Media: A Case Study of China Global Television Network (CGTN) in Witness Perspective

Session Type: Individual submission

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Abstract: China Global Television Network (CGTN, launched on December 31, 2016) is a multi-language, multi-platform media grouping, which has developed from CCTV NEWS. Distinct from a traditional television station, CGTN is committed to media convergence: consisting of six television channels, three international production branches, as well as a video content provider and a digital media division.

The research tries to solve the following questions: What is the motivation for the launching of CGTN? Is there any difference in representation of traditional media platform and social media on CGTN? What are the challenges and implications for CGTN as well as the internationalization of China's media in the future?

Framing theory is applied to understand the different discourse in CGTN's reports between television platform and social media. This study will also use content analysis and in-depth interviews (during internship experience in CGTN). By doing in-depth interviews with international correspondents, editors, managers of CGTN, in-depth motivations and implications will be illustrated.

There are several new approaches in the process of Internationalizing for CGTN: globalization, localization, mobilization and socialization. Firstly, as for the content and discourse of its coverage, CGTN pays more attention to culture and social issues rather than political doctrine discourse in the eyes of overseas audiences. Secondly, although its headquarter is located in Beijing, CGTN has and hires international staff locally who are familiar to the targeted audiences. Overseas branches are North American branch in Washington D.C., African branch in Nairobi and European branch in London (under construction). Thirdly, to some extent, the "mobile first" principle pushes CGTN's to embrace various platforms of emerging media rather than merely focus on television broadcasting. Consequently, audiences could get access to CGTN programs simultaneously on television, online and on mobile. Fourthly, CGTN places emphasis on social media. Information is spreading by mobile applications as well as social media such as Twitter, Facebook, Instagram, YouTube, Weibo and WeChat. CGTN has inherent "media genes" adapting to the emerging media environment.

Id: 17551

Title: [Panel] Africa and Communication for Development: Navigating Emerging Scholarship and Practice, Panel Description

Session Type: Panel Submission

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Abstract: This panel seeks to explore contemporary scholarship and practice in communication for development in the African context. Historically, the conceptualization of development communication as a field has presented unique challenges in mapping theories, concepts and methodologies. Notwithstanding the definitional disparities of “communication” and “development” to different scholars and practitioners, development communication broadly involves the overarching concepts of communication, modernization, development, participation, and empowerment. A key assumption of this panel is that emerging scholarship and practice in development communication is increasingly exhibiting cross-pollination of these concepts that have resulted in hybrid conceptual permutations and accompanying controversies.

In addition to interdisciplinary overlaps at a meta-model level, the conceptual terrain of development communication has gone through further fluidity and nebulosity in recent years due to shifts in global trends. By this we are referring to phenomena that have substantially impacted research and praxis in development communication including the emergence of a consequential technological ecosystem, parallel discourses of nationalism and trans-nationalization, crisis in human migration, to name a few. In recognition of this dynamism, the premise here is development communication cannot be ahistorical, and, more importantly, is obliged to respond to how these phenomena are reshaping our conceptualizations of communication’s role in development.

It is in the spirit of recognizing the field’s dynamism that this panel attempts to explore emerging research in development communication in the African continent. Framed as an exploratory undertaking, the panel represents diverse discussions ranging from case studies to theoretical propositions pertinent to the African continent. It navigates through celebratory and critical approaches on the role of technology in Africa’s development agenda, particularly in the area of emerging debates in ICT4D. It also delves into macro-level policy critique involving recent trends in politics of aid, participatory communication, corporate responsibility, and digital empowerment. As the continent transitions from a development agenda framed under the Millennium Development Goals (MDGs) to the Sustainable Development Goals (SDGs), it is the hope of this panel, in line with the overarching theme of the conference, to deliberate on what it means to be sustainable in the context of emerging scholarship in communication for development. Finally, recognizing common continental development challenges—without ignoring the unique conditions of nation states and communities—the panel aspires to address the possibilities and challenges of considering an African model of communication for development.

Id: 17611

Title: The Role of Chinese Public Diplomacy in Promoting the One Belt One Road Initiative in Oman's Society Through New Social Media

Session Type: Individual submission

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Abstract: Globalization has strongly influenced the exchange of different aspects of communication between states, as technological revolutions let creative experts and policy makers to touch a global spectators.

This paper aims to examine the practice of Chinese Public diplomacy through new social media, which has carried out by Chinese government to support its foreign policy goals or diplomacy mission particularly in promoting the OBOR initiative in Oman's society. The paper examines the Public diplomacy of China to investigate how its presents a national image abroad through new social media and its role in how it advances domestic objectives.

On the other hand, the significance of this research is resulting from that public diplomacy remains a valuable tool of diplomacy and is possibility to become more important to governments, because of public diplomacy's declaration of a distinctive national identity, the increasing importance of a cultural aspect in economic interests.

The case study is supported by a theoretical framework that public diplomacy is conceptualized by explaining how the non-state actors play the role of government to interact with local audiences abroad to achieve the government's foreign objectives. Moreover by focusing on the characteristics of social media usage in, it is discussed what potential social media has for the practice of public diplomacy, and what is the possibility of changing the China's media policy to achieve its foreign policy agenda.

In-depth interviews of international Omani students in China who are studying in Ningxia Polytechnic University are conducted.

Based on the results of the analysis, the author has provided some recommendation which may help the Chinese Public Diplomacy to achieve its core message of promoting OBOR in Oman's society very successfully. Such as Chinese public diplomacy makers need pay more attention to the what type of new social media their target countries are used as important and effective tools of supporting public diplomacy regarding the nation's promoting issues, and since they are direct linking circle between the different cultures and nations.

Id: 17691

Title: The blockchain as a 'digital light chain' of truth in China

Session Type: Individual submission

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Abstract: The blockchain is a recent innovation within the field of Information and Communication Technology (ICT) that has the potential to transform the way we store, transfer, and authenticate information on the web. The ways it might re-order the global governance of information is the reason why China is lending its support to the ChinaLedger Alliance, a think-tank devoted to the research and development of an "Internet of Everything" with Chinese characteristics.

In examining six current and proposed uses of blockchain technology in China, as featured in an October 2017 China Daily news article, this paper deconstructs what is suggested by the representation of the blockchain as a repository of "digital DNA" and a "light chain" for the transmission of data that is transparent and incorruptible. What, for example, do these six vignettes say about how China plans to further develop its role as a global leader in science and technology? Regarding its potential use as a world-wide public ledger, how is the blockchain understood and represented in the media? And what do the suggested applications of this technology express about emerging influences in culture and society?

These are interesting questions because of the political tendencies in the rhetoric surrounding the blockchain. As with other technologies related to the sharing economy, the hype around the blockchain is less politically neutral than that surrounding other types of breakthroughs such as 3-D printing and brain mapping. As with Web 2.0 and mobile phones, supporters highlight its potential as a democratic tool. But is the blockchain likely to facilitate democracy without the democratization of technology? Or will it simply add the authority of digital "truth" ("a single source of truth" according to the China Daily article) to policies that may not necessarily be democratic in spirit?

In fact, this paper suggests that China's attitude towards the blockchain may be largely utilitarian, and cautiously positive... for now. While this is not all that different from the attitude expressed by governments in Western countries, there is the context of authoritarian governance and a tightly-controlled ICT environment (MacKinnon, 2011) that makes the discussion of a decentralized, disruptive (read anti-establishment) technology interesting.

Id: 17713

Title: An Empirical Study of Chinese Internet Users' Attitudes and Behaviors Regarding Personal Data Privacy

Session Type: Individual submission

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Abstract: With information and communication technologies shifting to mobile communication, big data and analytics, and the Internet of Things, the connotation of privacy has also changed its focus to consumers' personal data. Scholarly efforts have been made to understand privacy attitudes and behaviors of consumers in the United States and the European Union. Contextualized in the Chinese society which sees both draconian online censorship and surveillance, and a prosperous Internet industry led by Alibaba, Baidu, and Tencent, this paper explores empirical evidence about the relationship between Chinese Internet users' awareness, concerns, control, trust and trade-offs regarding their personal data privacy.

A survey of 1,636 participants found Chinese Internet users who are more aware of profiling strategies used by online businesses are more likely to see communication channels as insecure. Education and age are variables affecting Chinese users' privacy control behaviors and attitudes. The more well-educated and younger Chinese who have more knowledge about big data technologies and have undergone unpleasant digital privacy violation or identity theft are more likely to be pessimistic about privacy control but also take more measures to be invisible online. Under the influence of collectivism, Chinese users are used to surveillance and also give governments more trust than Internet companies to protect personal data privacy. When benefits occur, Chinese users' privacy concerns become less important confirming privacy paradox that shows the contradictory privacy attitudes and behaviors.

The results have practice and policy implications. To better protect consumers' personal data privacy, it would be urgent and critical to improve Chinese users' privacy literacy. Given the greater trust to the government, relevant governmental organizations may seek more effective ways to make use of their role in personal data protection.

This study confirms privacy paradox, which was found in Western cultures where there has been a privacy tradition, also exists in Chinese society where privacy awareness is still growing. The researcher discusses some possible reasons why Chinese users' privacy attitudes and behaviors tend to be congruent with earlier privacy studies about Western democracies regardless of its special media environment and Internet control.

Id: 17742

Title: [Panel] Communication and Sustainability in Development: Evidence from Rural China, Panel Description

Session Type: Panel Submission

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Abstract: In the contemporary era of global capitalism, “development” has become such a loaded term that is almost unable to detach itself from a constellation of western-centric experiences, ideas and mindsets. Being gradually contorted by western ideas of modernization, industrialization and urbanization, this term has given global hegemony to a unilinear path of social progress. This has substantially deprived peoples of different cultures of their own imaginations about the good life and their distinctive approaches to a better future.

In the field of communication studies, American scholars such as Daniel Lerner and Wilbur Schramm had already embraced this impoverished understanding of development during the Cold War period. With an explicit transmission model of communication and a triumphalist view of mass media system, their early works laid a paradigmatic foundation for many of the developmental projects of the World Bank and UNESCO in the following decades as well as the more recent “ICT4D” thesis that once again reinforces the perspective of the urban looking down at the rural margins. Even many of the critiques of the dominant perspective, which have well acknowledged the shifts in the rhetoric of development from “redevelopment” to “sustainable development”, still cannot easily get away with the urban-centric mentality, seeing planetary urbanization as “the end of history” rather than supporting the flourishing and enduring of a diverse natural and social life. A wide range of questions remain substantially understudied within this context. These unanswered questions include: how to address the intensified commodification and re-sourcing of the countryside; how to reflect on the neo-traditionalist movements towards the defense and reconstruction of a rural way of life; how to envision reciprocal socio-cultural relations between urban and rural areas; how to revisit the Marxist vision of “the full development individuality requires”; and finally how to move beyond media-centric approaches to the study of communication for social change.

Regarding China’s almost uninterrupted trajectory of agricultural civilization, rural societies and the peasantry have always been at the center of the country’s historical development, from peasant uprisings that periodically paved the path for dynastic transitions in the ancient times to socialist revolution and construction that laid the foundation for the country’s current takeoff as a global economic power. In the reform era, rural China still remains central to the country’s visions for national development, as clearly embodied in the discursive significance of the “three rural problems”, the contested processes of rural land reform, and the fast-growing rural cultural industries. All of these have made rural China a cradle of potential answers to the above-mentioned questions. Conducted in one of China’s rural frontiers of globalization, capitalization and

urbanization, researches of this panel will address a wide range of issues including the digitalization of the countryside, the rise of rural creative economy, the ebbs and flows of rural public cultural services, the mediatization of peasant self-expression, and collective memories of media usage and rural social change.

Chair: Ellen Seiter, University of Southern California, eseiter@cinema.usc.edu

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Id: 17743

Title: Broadcasting for Peasants' Reflections on the History of Radio and Television Development in a Chinese Village

Session Type: Panel Submission

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Abstract: Broadcasting system is part and parcel of the modernization processes in developing countries. However, the juncture of diverse paths towards modernization has witnessed a gradual shift of scholarly attention from a singular modernity to alternative modernities in different social and historical settings. Furthermore, the pursuit of alternatives is not limited to a nationalistic framework (e.g. from the West to the Rest, or from the U.S. to China) but should be grounded in concrete localities, such as a city or a village. This is the critical foundation and epistemological reorientation for examining the multi-layered embeddedness of broadcasting systems in the political, economic, cultural and social transformations in contemporary China.

Based on fieldwork in a Chinese village named Gezhu between 2016 and 2017, this paper aims to draw a historical trajectory of the development of radio and television as modern communication technologies in the village, and their changed roles in peasant life. The discussion will be unfolded on three different dimensions in chronological order: first, radio and its early use in agriculture; second, television and the process of rapid urbanization; and third, the establishment of China's National Emergence Broadcasting System and its ambiguous role in rural communication.

By conducting both individual in-depth interviews and focus group discussions in the village, the authors found that although broadcasting systems such as radio and television were mainly designed and established for mobilizing the villagers to adopt a techno-centric and urban-centric idea of modernization, their actual effects and social implications varied enormously among different families and demographic groups in the village. In addition, China's evolving state and its multi-level embodiments have also played an important role in the shifting media landscape of the countryside, which is closely associated with the country's national projects of information security, propaganda, economic development, and urban-rural rebalance. With a multi-agent analysis into such long-run historical dynamics between technology and power, the paper will further extend the discussion to the sustainability of broadcasting system for rural communication in contemporary Chinese countryside.

Keywords: broadcasting, modernization, rural communication, sustainability, Chinese village

Id: 17744

Title: Public Cultural Services in Rural China: A Case study of the Historical Changes and Continuities in Jinyun Cultural Centre (1949-2017)

Session Type: Panel Submission

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Abstract: Under China's rapid urbanization, the country's rural areas have witnessed dramatic demographic shifts, lifestyle changes as well as nascent mechanisms of cultural production and consumption. Apart from the decline of traditional agriculture, the hollowing-out of rural talents and the lack of public services, the degradation of rural culture is of particular significance as Chinese culture has long been recognized as rural-based. However, among the many emerging approaches to the regeneration of China's rural culture, the role of public cultural services has been largely neglected or belittled in both public and academic discussions.

The development of public cultural services in rural China is not only an indispensable part of the national project for cultural regeneration but also an ineluctable process of rebalancing urban-rural relations. As a basic unit of China's public cultural services system, the Cultural Centre (Wenhua Guan) operates at the county level, committed to the planning and organization of cultural enfranchisement activities for rural residents. Being a vital site of cultural production in the Chinese countryside, this public institution connects cultural policies at the state level with peasant participation at the grassroots level.

Taking the Cultural Centre of Jinyun county as an example, this paper examines the communication mechanism of public cultural services in rural China against the backdrop of broader political economic changes over the past few decades. Based upon a thorough study of the 68-year history of the Jinyun Cultural Centre, this paper has identified three different mechanisms of public communication: the "hegemonic approach" that prioritizes political mobilization, the "communitarian approach" that coordinates state actions with public participation, and the "self-reflexive endogenous approach" that focuses on peasants' subjectivity and creativity. With these findings, this paper further discusses the contradictory impacts of marketization on the public nature of the Cultural Centre.

Keywords: public cultural services, rural cultural revival, urban-rural relations, grassroots empowerment, marketization of culture

Id: 17745

Title: From Complaints (suku) to Live Streaming (zhibo): The Historical Changes of Chinese Peasants' Self-expression

Session Type: Panel Submission

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Abstract: With extremely low barriers to entry, the fast-growing live streaming industry in China has offered a brand new platform to a large number of Chinese peasants for their self-expression. Apart from attracting significant public attention and media coverage, the peasants' live streaming activities have also triggered unexpected social disputes on the contents and forms of their online presentation. It was during the land reform period that China saw the last nationwide wave of peasant self-expression, which was memorized as peasants' complaints (suku) in the 1940s and 50s. Historical changes and continuities between the two waves of peasant self-expression correspond to social transformations of rural China over the past few decades. The idea of suku combines peasants' life experiences with their class-consciousness in the process of social mobilization, while the activity of live streaming mainly aims at amplifying the voice of peasants in the era of market economy. Seeing peasants' complaints and live streaming as both representing dynamics between their lived experiences and the overarching political economic structure, this paper tries to explore the distinguished characteristics of the two different types of peasant self-expression, and to further understand how changes of the means and forms of self-expression associate with peasants' identity formation against the backdrop of the intensifying capitalization of cultural production.

The preliminary findings suggest that the peasants' self-expression during the land reform period was the product of large-scale social mobilization of the Communist Party of China. At that historical moment, various individual sufferings were consolidated into a class-based understanding of suffering through peasants' complaints, which consequentially contributed to the formation of the class-consciousness of the peasantry. Similarly, farmers' live streaming today is not only a kind of entertainment, but also an important representation of their identity. Being either degraded as a kind of grotesque fetish or praised as heritages of the vanishing folk life, peasants' living streaming manifests the withering away of their class-consciousness in the name of cultural diversity and the spectacularization of the peasantry as a nascent means of accumulation in the era of digital capitalism.

Keywords: peasant self-expression, complaint, live streaming, class consciousness, media spectacle

Id: 17747

Title: The Rise of Creative Economy in Rural China: A Case Study on Agricultural Tourism in Jianchuan Village

Session Type: Panel Submission

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Abstract: This research aims to critique the applicability and sustainability of creative economy to the socio-economic regeneration of rural China. During the processes of planetary urbanization and modernization, creative economy has been increasingly recognized as an effective developmental approach for rural and remote areas that have been withering away or completely “hollowed out”. Whereas previous urban-rural manufacturing shifts were predominantly driven by economic factors such as lower costs of labor and land, more recent trends of counter-urbanization are quite often coupled with a desire for new lifestyles as well as a “post-productivist” portrait of the countryside as a site of both consumption and nascent entrepreneurial activities. Following Richard Florida’s thesis, many researchers and policy makers have presented the idea of creativity, the presence of the creative class and the development of creative industries as key catalysts for rural revival.

Embodied in President Xi’s intriguing remarks on “rural nostalgia” and the emerging popularity of idyllic rurality in the public discourses at large, rural China is now being increasingly envisioned by the state, market and society as a space to redirect capital investment and domestic urban consumption as well as to achieve a better quality of life. The past decade has witnessed rural cultural industries and rural tourism flourishing all over the country with various creative elements. Under such circumstances, the current research is situated in Jianchuan, a village on a small flat basin in the mountainous interior county of Jinyun in the well-developed east coast area of China. This village started a cooperative project of agricultural tourism in May 2016, which then generated almost one million dollars in revenue within only two months and hence got extensive media coverage at both local and national levels as a phenomenal success. Drawing upon data gathered by in-depth interviews and participant observation during the author’s multiple visits to the village over the past two years, this paper explores the (new) rhetoric of development, the cultural production of rural creative economy, the subjectivity of the peasants, and the dynamics of rural community wellbeing in China’s fast-changing “post-agricultural” countryside.

Keywords: creative economy, creative class, agricultural tourism, rural nostalgia, peasant subjectivity, rural China

Id: 17748

Title: After Access, What' Taobao Villages and the Politics of Rural E-commerce in China

Session Type: Panel Submission

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Abstract: With the number of Internet users in rural China reaching 201 million, accounting for 26.7% of the 724 million “netizens” in China, the rapid development of rural e-commerce – especially the emergence of “Taobao village” – has come to the fore. Two important criteria contribute to the making of a Taobao village -- 10% of its households are active sellers on Taobao (a Chinese online shopping website) and the total online transactions reach 10 million RMB in a year. This paper examines Taobao village as a typical example of rural e-commerce in contemporary China and the cutting edge of Chinese rural development within the dynamics between the state, the market, and the village itself.

In December 2008, a nationwide campaign “Home Appliances Going to the Countryside” (jiadian xiexiang) was launched in China in the name of boosting domestic consumption and equipping rural households with more modern digital gadgets such as television sets, refrigerators, mobile phones, and computers. Subsequently, the Chinese government has further initiated the “Widespread Entrepreneurship and Innovation” campaign (dazhong chuangye wanzhong chuangxin) since 2014 to mainly encourage Internet-based startups. Under such circumstances, the development of rural e-commerce has been regarded as a significant means to proceed with the above-mentioned campaigns by the municipal government of Lishui in Zhejiang Province. Concurrently, the Internet giants in China, especially those e-commerce platforms, also have their rural pursuit to tap into the new growth pole when China’s urban e-commerce market is near saturation. As one of the pioneers in rural e-commerce and the parent company of Taobao, Alibaba launched its rural expansion strategy in 2014. Therefore, the current study chooses to focus on one of the first Taobao villages in China, the Beishan Village in the City of Lishui, Zhejiang Province, as well as its distinctive “Beishan Model” of rural e-commerce.

This paper contextualizes the transformation of the Beishan into a Taobao village within the global dynamics of what Dan Schiller called “digital depression” and analyzes the uncertainties and possibilities of Taobao villages through the interactions between the state, the market, and the village.

Keywords: rural e-commerce, Taobao Village, rural developmental campaign, digital depression, global capitalism

Id: 17831

Title: Press Freedom and Corruption: Do Forms of Corruption Matter'

Session Type: Individual submission

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Abstract: Existing literature offers significant evidence that corruption impedes sustainability and hinders economic growth. Furthermore, literature details empirical evidence of a significant relationship between higher levels of press freedom and lower levels of overall corruption. The purpose of this study is to examine whether this relationship is consistent when considering different forms of corruption. The dependent variable of this study is the corruption perceptions index (CPI) obtained from the Transparency International source. This index provides the amount of overall corruption in a country as measured on a scale ranging from 0 (highly corrupt) to 100 (highly clean). Additionally, this study considers twelve specific corruption perception indexes: business, education, judiciary system, medical services, media, military, non - governmental organizations, public officials, political parties, parliament, police, and religious bodies. The independent variable is press freedom as obtained from Reporters Sans Frontiers (RSF). Its values range from 0 (total press freedom in a country) to 100 (no press freedom). Two controlling variables are used in this study: Rule of law (ROL) and Gross Domestic Product per Capita (GDPPC). ROL measures the strictness of a country's judiciary system where higher scores represent a country's strict behavior. GDPPC is the ratio of a country's gross domestic product and its population, and is considered as an indicator for measuring country prosperity. Regression model results show that the relationship between press freedom and overall corruption is negative and consistent with literature. Moreover, this consistency was present in five particular forms of corruption when modeling press freedom alone, and seven forms of corruption when modeling press freedom with the control variables. The most important contribution of this study according to several statistical analyses is that PF not only has a negative correlation with overall corruption, but that this negative correlation is consistent with a number of particular forms including education corruption and non - governmental organization corruption. When rule of law and gross domestic product per capita, are taken into account, the correlation between press freedom and overall corruption remains negative and consistent with the same particular forms of corruption. This study uses the cross - sectional version of the 2017 Quality of Government (QOG) data (accessed at <http://qog.pol.gu.se/data>). The sample consists of 194 countries with nearly all continents represented. It offers several policy implications in areas of Sustainable Development Agenda of the UN.

Id: 17834

Title: WhatsApp and Mobile money towards Successful Crowdfunding and Social Change: A Kenyan Case

Session Type: Individual submission

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Abstract: Social media and mobile money are household media that most Kenyans use as a method of communication. However, this research focuses on explaining how new media technology (social media and mobile money) is promoting and bridging the generational differences on crowdfunding locally known as Harambee in Kenya and its support towards development and social change.

During pre-colonial era, the Harambee principle existed in every traditional society in Kenya. Each society had co-operative work groups in which people organized common work parties, such as cultivating or build houses for each other; clear bushes or harvesting.

Today, Harambee is not just about the concept of describing the community spirit. It refers to all activities that relate to community development such as physically building schools, development of social amenities and fundraising events (crowdfunding) in support of in need families to pay school fees, hospital bills and buy food. Private social events too such as weddings, funerals and even birthdays are also deemed causes for fundraising.

As Zhou, Lu, and Wang (2010) states, a new technology may be perceived as being advanced and exciting, but if it does not fit users' task requirements, then they may not adopt it. By integrating their task-technology fit (TTF) model and the unified theory of acceptance and usage of technology (UTAUT), this research will look at how WhatsApp and mobile money as new technologies have been adopted and work simultaneously to help organize Harambees.

Safaricom's M-pesa service (M – Mobile, pesa is a Swahili word meaning money) is the commonly used mobile money service to carry out financial transactions. M-pesa, which started in 2007 targeted customers who were unbanked, unconnected, often semi-literate, and who faced routine challenges to their physical and financial security (Hughes & Lonie, 2007). According to Smith (2010), "Social media sites are virtual platforms for interactivity and information exchange (p. 330)". In Kenya, WhatsApp is not just used for communication but Harambees as well. Creating WhatsApp groups and adding members who are willing to contribute in the groups who in turn send in their contribution via M-pesa and the group administrator updates the contribution in the group for transparency purposes is the new trend.

Before M-pesa and WhatsApp, People willing to contribute had to travel to the venue where a Harambee is organized to contribute. Long distance traveling was tiresome, time-consuming and costly especially to those members of the community who stayed in the cities. The organizer prepared meals and bought beverages for the guests on the Harambee day hence spending the little amount that could add substance to the contributed money.

This research will employ the use of a mixed method as a design to address the research problems. The target population is Kisii University staff, Kenya who are using WhatsApp and mobile money to carry out successful crowdfunding calls

Id: 17853

Title: Cultural capital, career stage, and online learning: focusing on creative youth in China and South Korea

Session Type: Individual submission

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Abstract: In addition to the fact that more and more people benefit from online learning all around the world, the discrepancy rooted in prescribed attributes may trigger a dramatic effect on the quality and sustainability of learning outcomes. It is urgent for young people who live under the pressure of intensive competition and fast technological change. In East Asia, the young generation has witnessed the growth of the internet and involved in the digital life deeply. At the same time, they have to face the uncertainty about the future and try to “survive” by aggregating more capital and giving up more personal happiness. To this end, this study attempts to investigate how and why young people behave differently in online learning. This collaborative research will compare the young people whose job related to the so-called creative industry in South Korea and China. In this exploratory analysis, we want to 1) clarify what kind of platform(s) these creative youths preferred; 2) explore the relationship between one’s cultural capital, career stage, and online learning intensity; 3) compare the performances in two societies. We follow an empirical research approach and has collected the survey data in 2016.

The study is believed to be exploratory. Therefore, a purposeful sampling strategy was employed for the data collection. In China part, we distributed the questionnaire through an online survey platform. A combination of snowball and quota sampling strategy was applied to reach those who are qualified for this study as efficiently as possible. The size of final China sample is 905. In South Korean part, using similar strategy only slightly different, we get a dataset with 500 valid cases. We measure online learning by asking them the frequency of visiting “Open courses online (MOOCs),” “Using video clips on YouTube, iTunes, etc.,” “Online forums, communities, blogs focused on your field” and “Subscribe professional accounts on SNS, i.e., WeChat official accounts”. We divide the career stage into “the apprentice at school,” “beginners” and “the established.” We will submit the detailed report of comparison in full-text version.

Keywords: online learning; SNS; cultural capital; career stage

Id: 17861

Title: Theorizing Gender and ICT4D in Africa: Perspectives, Prospects and Challenges

Session Type: Panel Submission

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Abstract: This paper reflects on gender and information and communication technologies for development (ICT4D) scholarship in Africa by drawing from empirical studies on ICT4D in Ghana over the past decade. Drawing on document analysis, in-depth interviews and ethnographic research conducted in Ghana, the paper critically examines the prospects and challenges of promoting gender equality and women empowerment through ICTs. It identifies policies and theoretical perspectives that underpin ICT4D and discusses the implications of the findings for advancing scholarship on gender and ICT4D in Africa. The paper argues that the problem of inequities and disparities in the current global information economy is a problem of power. Existing power relations determine who benefits from and shapes the content, development and use of ICTs and thereby sustains a hegemonic relationship that fails to address gender inequities. It is this power that invariably defines the conditions within which these ICTs are embedded for use. Addressing gender empowerment through ICTs requires an approach that strengthens the voices, communicative practices and visibility of citizens in developing countries and ensures more inclusiveness of women in ICT policy-making and practice.

Id: 17862

Title: A 'Hotbed' of Digital Empowerment' Media Criticism in Kenya between Playful Engagement and Co-option

Session Type: Panel Submission

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Abstract: Much has been written about the production and textual features of international media portrayal of Africa, but very little about how audiences within the continent perceive such coverage. We fill this gap by investigating a campaign led by Kenyans on Twitter to challenge CNN's portrayal of Kenya. Our analysis of the most prominent tweets, images, and users, reveals the various strategies adopted by Kenyan audiences to criticize Western representations and simultaneously construct alternative representations of Kenya. This media criticism, we argue, constitutes a form of metajournalistic discourse, which should not be reduced to single story of digital empowerment. While contesting long standing stereotypes and inequalities shaping global narratives, this criticism recreated an image of Kenya aligned with a corporate project of nation branding that essentially uplifted the voices and perspectives of digitally connected Nairobi-based elites. In conclusion, we call for greater consideration of the interplay of global and local power relations in which such digital practices are embedded.

Id: 17864

Title: Corporate Sustainability as a Hegemonic Discourse of Globalization: An Example from Tullow Oil in Ghana

Session Type: Panel Submission

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Abstract: Based on the notion of corporate responsibility (CR) and its other conceptual variants such as CSR, corporate citizenship, and corporate sustainability (CS), business organizations are increasingly expected to address issues beyond narrow economic, technical, and legal requirements. The idea encourages businesses to act on a range of issues outside what the law and shareholders require. The discourse of CR and CS, while growing in popularity, has limitations due to globalization and its attendant power imbalances. Thus, what are the limits of CR practice in a globalizing world marked by accentuated asymmetrical power relations between businesses (especially corporations based in global power centers), and the communities they operate in, the consumers they serve and the regulators who are expected to police them? One industry that embodies globalization discourses such as knowledge and capital flow, market (de)regulation, and ecological stewardship is the fossil fuel industry. Using the discourse historical approach to analyze a British independent oil production firm—Tullow’s—CS communication, this research observes how CS discourse (as a form of hegemonic globalization) is used to perpetuate dominant tropes and conceptions about Ghanaian (and by extension African) local communities as homogeneous and lacking agency. It also demonstrates the asymmetry between the global and local. Conversely, it shows how particular mitigation and intensification techniques are employed in the CS discourse to uphold Tullow’s position as a ‘do good only’ actor, thereby entrenching the power asymmetry that already exists between the firm (as an agent of powerful center of global power) and Ghanaian communities (as less powerful interests in the globalization process). Suggestions for disrupting the hegemony are provided.

Id: 17865

Title: Participatory Communication in a Health Crisis: Insights and Lessons from the 2013-2016 Ebola Outbreak in Liberia

Session Type: Panel Submission

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Abstract: Development communication has evolved to view participatory communication as the preferred framework in development communication projects. Yet, this paradigm is on a continuum from participation as the expected end to participation as the means to an end approach. Health is a concept that is tied closely to development. The WHO defines human health as the state of complete physical, mental, and social well-being and not merely the absence of disease (WHO, 2006). Therefore, health is a basic requirement for development. Sustainable development communication interventions require time and resources, two factors that are most times unavailable during health crisis situations. How then can participatory approaches be used during health risk/crisis situations to enhance or ensure sustainability of interventions and which type of participation is most productive during such situations?

Scholars and advocates of participatory communication for social change push for more balanced forms of communication and development initiatives that value perspectives of all stakeholders (e.g., Huesca, 2002; Melkote & Steeves 2015; Morris, 2003, Mowlana & Wilson, 1988; Nair & White, 1997; Obregon & Waisbord, 2010) with the expectation that the intervention will be self-sustaining and have positive impacts on the beneficiaries by empowering them to be the proponents of their own development. Melkote and Steeves (2015) go further to advocate for social justice in order for beneficiaries to take social and political action on their opportunities or problems themselves. However, not much focus has been given to the peculiar context of a health crisis situation and how participatory communication might be conceived and implemented. This study assesses how participatory communication played out in the response to the 2013-2016 Ebola virus disease outbreak in Margibi County, Liberia to draw out lessons for how communication for development might be conceptualized in crisis and risk situations.

The study adopted qualitative in-depth interviews with communication and social mobilization team members and opinion leaders/influencer who produced communication, as well as focus group discussion with community members who were at the receiving end of the communication. This study contributes to dialogue about participatory approaches and sustainability by drawing out what participatory communication might mean in a not-so-ideal health crisis context.

Id: 17866

Title: Ferments in Aid-based Communication Empowerment: Reflections on Ethiopia's Girl Band "Yegna"

Session Type: Panel Submission

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Abstract: With the launching of the Point Four Program in 1949 and the Foreign Assistance Act of the U.S., a model which was quickly reproduced by many industrialized countries, official development assistance (ODA) became institutionalized giving rise to a highly influential body of multilateral and bilateral aid organizations. ODA has since been regarded as the mainstream line of thinking in bringing about economic development to Sub-Saharan Africa. Today, ODA to Sub-Saharan Africa is linked with social, economic, and humanitarian programs. The majority of ODA is directed toward the social sector that includes education, health, reproductive and population health, water supply and sanitation, government and civil society and others. Presently, the largest aid-recipient country in Sub-Saharan Africa is the Horn of Africa nation of Ethiopia.

Although Ethiopia's development assistance portfolio is quite diverse and involves multiple actors, the United Kingdom has historically been a top-tier ODA partner to the East African nation. Most recently, Ethio-UK partnership in development assistance has come to the spotlight after Britain's Department for International Development (DfID) withdrew its funding for the five-member all-female band known as Yegna, or "Ours." Founded in 2014, Yegna produces a radio drama and music videos aimed at helping girls through the perils of adolescence in Ethiopia. DfID's defunding of the Yegna project came after a campaign by the conservative newspaper The Daily Mail that called the band "the most wasteful, ludicrous and patronizing" aid project in Africa. Critics lambasted DfID's move by highlighting the shortsightedness and facileness of the rationale and, as the Washington Post put it, unfairly attacking the idea of using media for social change, "a method development workers say is getting good results around the world."

This paper aims to unpack the multiple policy, stakeholder, and discursive layers of the Yegna model of development assistance from a critical political economy perspective. We argue how development programs such as Yegna that rely on foreign assistance continue to be volatile to political shifts in the source country, thereby arresting possibilities of sustainable impact. Through data generated from interviews and document analysis, the paper: (a) maps out the Yegna development model by illustrating its institutional design and mission; (b) critically examine change and continuity in the effectiveness of project-based development assistance to Sub-Saharan Africa

through the case of Yegna; and (c) critically assess the extent to which the Yegna project attained its proposed mission of empowering adolescent girls through media.

Id: 17881

Title: Translating Communication Theory: Mapping the Conceptual Ecosystem of Contemporary Latin American Media Studies Research

Session Type: Individual submission

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Abstract: In recent years a growing number of edited volumes and journal special issues have attempted to promote regionally specific approaches to mass communication or media theory in an attempt to provincialize and thus de-stabilize the prominence of Euro-American communication theories/theorists published in English as necessary reference points within global theoretical production (e.g Gunaratne, 2015; Steinberg and Zalhten, 2017). While these attempts are useful for questioning geopolitical asymmetries within contemporary scholarship, we argue that they often fail to capture the messy interactions between Euro-American and non-Euro-American theoretical approaches for a few reasons. Instead, they polemically present an opposition to so-called “Western theories” of global communication. For example, in a recent special issue of *International Communication Gazette*, Sheldon Gunaratne (2015) argues that contemporary theories are an extension of Western philosophical traditions and should be replaced with new theories derived from Eastern philosophy.

While polemically powerful, critiques like this focus too heavily on their prescriptive function as a call to include new concepts and theorists from outside the Western cannon. In the process, they sacrifice the level of in-depth analysis needed to understand how regional approaches to communication theory negotiate between indigenous and imported concepts and theorists. In an attempt to complicate the relationship between Euro-American theories and regional alternatives, we have created a quantitative content analysis of theorists cited and theories mobilized between 2014 and 2016 in four of the most heavily cited Latin American mass communication journals: *Matrizes* (Brazil), *Palabra Clave* (Colombia), *Comunicación y Sociedad* (Mexico), and *Razón y Palabra* (Ecuador). Adapting a research design used by Lozano and Frankenberg (2009) to categorize and analyze research on television audiences in Latin American communication journals, our paper analyzes which theorists are being most frequently cited and which theoretical

frameworks are mobilized most often. In offering this content analysis, we hope to problematize both the idea that European and American theories are universal reference points and that it is possible to develop a wholly autochthonous theories that are not in conversation with Euro-American theories and theorists.

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University Press.

Id: 17902

Title: Africa's Image in the Ghanaian Press: Is self-representation ever possible'

Session Type: Individual submission

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Abstract: Research on the portrayal of Africa in mass media over the years has been largely concentrated on the Western media coverage of the continent. Apart from the publication of UNESCO's McBride Commission (1980) and Sreberny (1985) reports, a good number of individual scholars have investigated this phenomenon from varied interdisciplinary perspectives (Mody, 2010; Robins, 2003; Fair, 1993). The collected editions of Hawk (1992); and Bunce, Franks, and Paterson (2017) have offered detailed overview with interesting perspectives from academics and journalists alike. Irrespective of the existence of this comprehensive literature, more recent studies have rather started contesting the validity of Africa's negative Western media representation as a myth, and empirically non-existent (Scott, 2017; Nothias, 2017; Obijiofor & MacKinnon, 2016). This paper offers a new empirical examination of Africa's portrayal from within the continent itself by examining foreign news in the Ghanaian press for sources utilized, subjects and tone of the coverage, and the dominant themes of representation.

The case of Ghanaian newspapers' coverage of the continent was investigated using postcolonial critique, which supports the argument that Africa's self-representation in the Ghanaian press, just like the continent's global representation, is constructed through a "Western gaze" (Bunce et al. 2017, p.2). This Western gaze according to Sawant (2012) is inevitably postcolonial because of the uneven meeting of two the cultures, where one is deemed superior and the other, inferior. This situation could be re-enforced by transnational global media or self-inflicted. In this paper, the analysis provide further illumination on how Afro-pessimism has evolved to cover self-representation even on the continent. Considering the poignant role of Ghana's early press in the pan-African and nationalists struggles across the West African sub-region (Ibelema & Bosch, 2009; Karikari, 1992) and the recent Africa rising discourse reported in the work of Flamenbaum (2017), that country's contemporary press provides a good fit for the comprehensive investigation of the continent's image.

The corpus of 180 foreign news articles belonging to the top four Ghanaian newspapers-which represent 92% daily circulation covering a two year period (2011 and 2012) were analysed using ethnographic content analysis as outlined by Altheide (1987). The analysis shows that the continent's media portrayal was dominated by themes of war, crime, killings, crises, terrorism and omission of progress. The African story was mostly narrated through the subject of politics and with a predominantly negative tone.

The article contends that the over 80% Western sources used in the reportage of the continent confirms the evasive spread of Afro-pessimism and the established hegemony in international

newsgathering. These pose a real challenge to the sustainability of any meaningful self-representation and agency. The paper through the application of postcolonial critique and ethnographic analysis of news articles challenges the claims of the emerging literature that Afro-pessimism is empirically non-existent.

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Id: 18041

Title: [Panel] Intertwining City and National Cultural Policy Agendas and their Impacts on the "Asianization" of Asian Media, Panel Description

Session Type: Panel Submission

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Abstract: This panel explores the complex and contested economic and cultural policy agendas initiated at the Seoul-city, Bucheon-city and national level, and their impacts on the so-called Asianization of Asian Media. In updating existing approaches to “global media flows” (Black, Epstein & Tokita 2010); “soft power” (Chua 2012); aesthetics of media change (Thorburn & Jenkins 2003); and convergence (Jenkins 2006), each panellist offers a case study that sheds new light on South Korea’s soft power “success story”, and its influence on the production, distribution and reception of Asian digital and broadcast media.

Specifically, this panel investigates how local and national models for economic growth and social inclusion, resulting from the continued support and expansion of Korean popular culture, is leading to unintended consequences across the region. The first paper by Brian Yecies, “Korean Webtoons, Cross-cultural Flows and the Asianization of Asian Digital Media”, investigates how Korean webtoons (aka digital comics) and key publishing platforms are impacting on the “Asianization” of Asian digital media. Such cross-cultural flows can help us to identify some of the fundamental qualitative changes in the way Asia is internally associated and (re)constructed among diverse groups of peoples, cultures and political economies in the region (Funabashi 1993; Chang 2014). The second paper by Aegyung Shim, “Local and National Influences on Korean Film Adaptations and their Pan-Asian Encounters” extends this line of inquiry by building upon Jin (2015) and Jin and Yoon (2016). Dr. Shim shows how the Seoul Business Agency (SBA), Bucheon city-run Korea Manhwa Contents Agency (KOMACON), and national Korea Creative Content Agency (KOCCA) are utilizing a range of international “biz-matching” and industry networking events to shape collaborative production across Asia in inventive ways. Finally, the third paper by E.K. Choi, “Of the people and by the people, but for the government?: The case of Korea’s TBS”, analyzes the Seoul Metropolitan Government’s Traffic Broadcasting System (TBS) television and radio network. Today, as Kwak (2012; 2017) observes, TBS includes cable, IPTV, and digital radio channels, offering a percentage of programming in both English and Chinese languages. Dr. Choi builds upon Dirlik (2003), Iwabuchi (2002), and Jenkins et.al (2013) by demonstrating, on the one hand, how this internationalization “going-out at home” strategy devised by Seoul city is inspiring cultural production and policy transformation at the local, national and international level. In taking this approach, the panellists (including discussants Professor Dal Yong Jin and Dr. Jack Jie Yang) offer theoretical and methodological insights that seek to reassess the so-called “rise of Asia” by interrogating some of the qualitative and economic ways that South Korean media and popular culture are shaping and impacting on media and cultural production and reception in Asia. In sum,

the task is to gain a better understanding of how various local and national stakeholders and their policy agendas are assisting with the complex processes of Asianizing Asia.

Moderator: Brian Yecies, University of Wollongong, byecies@uow.edu.au

Discussant-1: Professor Dal Yong Jin (Simon Fraser University, yongjin23@gmail.com)

Discussant-2: Dr. Jack Yang (SMART Infrastructure Facility, University of Wollongong, jiey@uow.edu.au)

Id: 18050

Title: Korean Webtoons, Cross-cultural Flows and the Asianization of Asian Digital Media

Session Type: Panel Submission

Authors:

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Abstract: This paper launches the main theme of the panel "Intertwining City and National Cultural Policy Agendas and their Impacts on the "Asianization" of Asian Media" by investigating how Korean webtoons (aka digital comics) and key publishing platforms are impacting on the "Asianization" of Asian digital media. Through a case study of the promotion, translation and reception of Daum's popular urban martial arts action series Breaker and Mr. Blue's top-selling high school action series Raid, we can begin to assess some of the dramatic intensification of intra-Asian interactions and flows in the online and mobile media sphere. In so doing, such cross-cultural flows can help us to identify some of the fundamental qualitative changes in the way Asia is internally associated and (re)constructed among diverse groups of peoples, cultures and political economies in the region (Funabashi 1993; Chang 2014). At the same time, exploitative labor practices involving armies of volunteer translators are exposed, and potential solutions at the city and state levels are considered.

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Id: 18051

Title: Local and National Influences on Korean Film Adaptations and their Pan-Asian Encounters

Session Type: Panel Submission

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Abstract: This second paper in the panel "Intertwining City and National Cultural Policy Agendas and their Impacts on the "Asianization" of Asian Media" extends the line of inquiry and builds upon the work of Jin (2015) and Jin and Yoon (2016) through a political-economic and textual analysis lens. It shows how the Seoul Business Agency (SBA), Bucheon city-run Korea Manhwa Contents Agency (KOMACON), and national Korea Creative Content Agency (KOCCA) are utilizing a range of international "biz-matching" and industry networking events to shape collaborative production across Asia in complex and inventive ways. Shim's case study focuses on the phenomenon of trans-media adaptation, including South Korea's recent Pan-Asian blockbuster fantasy hit *Along with the Gods, Part 1* (2018), as well as the political thriller film *Inside Men* (2015), which is the top box-office grossing R-rated movie of all-time in Korea. The narrative transformations facilitated by various stakeholders at different events sponsored by these creative industry agencies explains how some South Korean stories are being shaped in inconspicuous ways for Asian audiences.

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Id: 18052

Title: Of the people and by the people, but for the government': The case of Korea's TBS

Session Type: Panel Submission

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Abstract: This paper investigates the Seoul Metropolitan Government's Traffic Broadcasting System (TBS) television and radio network. During the "compressed" economic growth in South Korea, Seoul began to attract a workforce of young laborers who were eager to contribute to the developmental "miracle on the Han River". In 1990, in order to assist this enlarging metropolis – ranked the world's 4th most economically powerful city measured by GDP, the Seoul city government launched TBS, facilitating sustainable training and job opportunities for youth, as well as the production of popular Korean content. Today, TBS includes cable, IPTV, and digital radio channels, offering programming in both English and Chinese languages. This paper builds upon Kwak (2012; 2017), Dirlik (2003), Iwabuchi (2002) and Jenkins, Ford and Green (2013) by demonstrating how this internationalization "going-out at home" strategy devised by the Seoul Metropolitan Government has begun to inspire cultural production and policy transformation at the local, national and international level. However, these changes have caused unintended ramifications through the mobilization of audiences that have created new and oft unfiltered user-generated content on the TBS platforms, which has inspired both local and foreign citizens to join anti-government candle light demonstrations in Seoul (in 2016-2017). As such, the issue of TBS ownership and its internal agenda setting continues to cause conflicts for stakeholders at the local-national-international crossroads, and in a new "age of cosmopolitisation" (Beck 2011).

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Id: 18079

Title: Rethink the Discourse of Globalization: Hegemony Shifting or Value Reconstructing

Session Type: Individual submission

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Abstract: With the rise of emerging economies such as China, and the development of new information and communication technology, the globalization has new phenomena and characteristics. It is necessary to rethink the current discourse of globalization, especially the recognition of the mainstream Western globalization theory and practice. This paper reviews and analyzes the current globalization policy practice and theory of the mainstream discourse from the perspective of international organization and globalization policy arrangement and related theories. Then the paper argues that the mainstream discourse of globalization embodies supreme as the hegemonic logic and economic value, but the emerging global power endowed with new connotation of globalization. It's time to construct a pluralistic value balance and mutual coexistence discourse paradigm.

Id: 18129

Title: [Panel] China's Digital Industry in the Critical Juncture: A Neoliberal Turn and its Implications, Panel Description

Session Type: Panel Submission

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Country: US (United States)

Affiliation: Carnegie Mellon University

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Country: CN (China)

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Abstract: Moderator: Deqiang Ji, Communication University of China, jideqiang@cuc.edu.cn
Discussant: Yuezhi Zhao, Simon Fraser University, yzhao@sfu.ca

Panelists:

Xinyu Lu, Eastern China Normal University

Hong Shen, Carnegie Mellon University

Min Tang, University of Washington Bothell

Changchang Wu, Eastern China Normal University

Description:

This panel explores the contests nature of China's broadly defined digital industry. Taking a critical political economy perspective, the panel foregrounds two intertwining processes in current China: digitization and financialization. While much attention were paid to the policy discourse in enabling and constraining the market mechanisms in China's communication sector, this panel assesse the practices, and, political economic, social and cultural implications of these transformations. This panel argues that, the digital industry in China, at the same time as it carries forward the long standing contradictions between maintaining and the country's socialist characteristics and pivoting

market-oriented capitalism, is evolving with emerging features. In what ways and to what extent these changes would continue or reshape those contradictions is the foci of this panel.

The four papers in the panel centers around examining the practices and ramifications of digitization and financialization, supporting and complementing each other. The first two papers take a macro-level perspective in understanding historical dynamics and political parameters in China's digital turn, while the other two papers delve into the praxis aspect by building case studies on online TV and streaming, digital payment, and information commodification. Specifically, "Archaeologies of the Future in the Era of New Media in China" engages the broad debate surrounding the nature of China's new media industry through unpacking the contentious and contradictory characteristics encompassed by Wechat, a social media platform developed by one of China's digital giant Tencent, and, discussing the relations between user labor, information commodity and participatory democracy. "Sustaining Growth or Crisis? Toward a Financialization of China's Internet Industry" looks then at the political economic progress toward the interacting dynamics between China's financial and digital sectors. "Re-establish the Cultural Leadership in the Networked Era? Varieties Online and the Future of the Youth Sub/Culture" continues the conversation from the first paper regarding the social and cultural outcomes of struggles with and efforts in digital transformation by studying online variety shows. "The rise of Ant Financial: The Double Articulation of "platformization" and "infrastructuralization" in China", last but not least, provides empirical data and analysis to China's financialized digital economy. The papers work together to examine how China's digital industry, under the neoliberal logic, progresses and informs the existing political economic and social cultural pursues. Meanwhile, they also challenge and pose questions to these practices in pushing academic agenda forward with respect to reinvent economic sustainability and political and cultural balances in China's digital capitalism.

Id: 18130

Title: Archaeologies of the Future in the Era of New Media in China

Session Type: Panel Submission

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Abstract: China's new media development history is only 20 years old. 2005 was the first year of the blog. 2010 was the first year of microblogging. 2011 was the microblogging burst year. In 2014, the media collectively announced that the microblogging era has ended, and that the WeChat era has arrived. Microblogging from the initial rise to its rapid decline lasted only five years, and the blog's life cycle is almost the same.

WeChat is the form of social media to achieve the utopian ideal of fair share, to call forth the desire for democracy, allowing users willingly to the platform for reclamation, in order to build a shared communist utopia. The digital communist declaration (The dot Communist Manifesto) is the representative model, which includes "the protection of the dignity of creative labor". But the paradox is that the creative work itself in the new media era is the process of selling out the self. The self-digitization of human beings becomes the "big data" of the new media era, and the reproduction process of the human / laborer becomes the source of value, the thorough data of people is the most profound embodiment of "information capitalism". In this sense, man's "proletarianization" has gained an unprecedented accomplishment.

In this sense, we need to rethink the difference between "socialist market economy" in the new media era of China, which is to meet the people's needs for political democracy and economic democracy, and the digital capitalist market economy. This is an ongoing battle.

Id: 18131

Title: Sustaining Growth or Crisis' Toward a Financialization of China's Internet Industry

Session Type: Panel Submission

Authors:

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Abstract: Post-crisis global political economy continues to evolve. One particular trend of the ongoing restructuring, notably, is the increasingly interlocked relation between the financial and digital sectors. With the contours and nature of such connection still unfolding, I maintain that it is high time, if not earlier, that we started building some preliminary knowledge on its history, present forms and potential implications. Therefore in this study, I historicize the political economy of the financialization of the Internet with two analytical purposes: first to outline the theoretical framework of financialization, and, second, to characterize the interactions between the financial and digital sectors. While I take such development as a global process, my interest is focused on that of the Chinese context.

In the sections to follow, I first explore the historical trajectory of financialization and deregulation in the western, mainly the U.S., context. In doing so, I aim to provide a theoretical framework under which the financial sector and digital industry find their ways to each other. By definition, therefore, I use the term financialization in a broadened sense, referring to the processes by which the Internet industry is sponsored by- at its infant stage- and now interacted with, as it matures and expands, the financial sector.

I then turn to investigate the practices of financialization in China's Internet industry, highlighting the regulatory conditions within which such practices have been enabled or constrained. I argue that the Chinese state, consistent with its intention to liberalize the nation's information and communication technology (ICT) industry and the newly promoted Internet Plus policy, has taken a quasi-deregulating approach, gradually opening up the ICT sector to capital of various types. Particularly favored are the venture capitals with transnational linkages, which has become the powerhouse for the country's digital economy. While China is likely to benefit from the magnified entangling strength of finance and ICTs, the ramification is yet to manifest: to what extent is such growth mode sustainable? In what ways would it impact the potentially conflicted- if not already- global political economy reorganization? I conclude the paper with a discussion on these questions, pointing to vectors of changes, or crises, of digital capitalism.

Id: 18132

Title: Re-establish the Cultural Leadership in the Networked Era' Varieties Online and the Future of the Youth Sub/Culture

Session Type: Panel Submission

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Abstract: This summer, The Rap of China produced by iQiyi, one of the biggest video websites in China, has an overwhelming effect on the young generation. With the rise of BAT and its invasive financial investment into the production of varieties in the past few years, the traditional state-owned TV stations have generally faced the challenges of struggling for the re-establishment of the cultural leadership of the young generation that has already been deeply indebted into the discursive disciplining of the logic of possessive individualistic citizenship and lliberalism. This article first maps out the status quo of the programs and dramas, produced by the top 3 video websites. It then draws upon Raymond Williams' discussion of the relationship between TV and ideology, addresses the limitations and essence of those culturally-monopolistic products, and thus argues the unexpected influence on the young generation and its possible leadership in the networked era.

Id: 18135

Title: The rise of Ant Financial: The Double Articulation of 'platformization' and 'infrastructuralization' in China

Session Type: Panel Submission

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Abstract: This paper looks at the recent rise of Ant Financial as an example to elucidate the double articulation of “platformization” and “infrastructuralization” in China (Plantin et al, 2016). Drawing on the critical political economy tradition to media industries, and relying upon a systematic review of state policies, industrial records, trade journals, as well as interviews with policymakers and industrial practitioners, the paper highlights three mini-cases in the process – the Alipay dispute in 2011, the Yu’ebao drama in 2013 and the monetization of Sesame Credit in 2016. Through the three cases, this paper foregrounds three vital types of power dynamics that have animated and characterized the Chinese “platform capitalism,” i.e., the fierce power struggles between private and state capital, the complex interactions between transnational capital and state entities, as well as the often-contradictory imperatives between basic infrastructures that offer services of great public value and private platforms that primarily pursue profits. By devoting its attention to China, a major Global South country and one of the largest digital economy in the world, this paper not only contributes to the growing literature on digital platforms in media and communications research (see, for example, Kelkar, 2017; Napoli & Caplan, 2017; Plantin et. al, 2016; Srnicek, 2016), but also enriches the discourse and imaginary of the digital economy that have long been dominated by stories of tech titans from the Global North.

Id: 18173

Title: Reality Television as Transnational Product

Session Type: Individual submission

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Abstract: Reality television (RTV) is one of the most important components of contemporary popular culture. In the past couple of decades reality shows like American Idol, Big Brother, Fear Factor, Survivor and Donald Trump's The Apprentice have aired to worldwide audiences, supplementing more traditional forms of fictional storytelling associated with the novel, the cinema and broadcast entertainment. This paper will argue that reality television is the quintessential transnational product in terms of its mode of production, distribution and constitution. Reality formats are produced across the globe, notable exporters include the UK and US, Germany, Argentina, Sweden, Japan and the Netherlands. In the first section of the paper I examine the structure and operating practices of two preeminent RTV production companies - Endemol and Freemantle - to show that reality programming owes little to local or national context, and that its logic of production is driven solely by transnational factors.

An analysis of reality television's mode of distribution reinforces the thesis regarding its transnational nature. If the traditional flow of cultural content was one from center (developed) to periphery (developing), with a significant time lag between the two instances; in the case of reality television distribution is instantaneous. For example, the original version of Who Wants to be a Millionaire was developed in the UK in 1998, its Indian version aired in 2000, whereas the American counterpart of the show released as late as 2002. In other words, the level of distribution for RTV is a level playing field, characterized by flows and counter-flows, where no part of the globe gets precedence over the other. Finally, RTV is also transnational in its "mode of constitution" that is in the way its formal properties are constructed. I argue in my last section in the case of reality television the category of "form" is replaced by that of the "format." What is distinctive about the format is that it is an abstract blueprint based on syntactical rules (do this, do that) than the expressive semantic content that we associate with such artistic forms as lyric poetry or the novel. It is this bare-boned constitution that enables reality formats to travel so easily around the globe, as an Endemol executive put it, "the reason why Endemol is so successful is that we take a format, strip everything cultural off it, export it to a new country, then, over time, add cultural aspects of that country to it." Reality television, I conclude, is the transnational product par excellence, embodying economic and artistic principles that allow it worldwide currency.

Id: 18264

Title: Contested discourses of 'Africa Rising': The struggle for control of the image of the foreign 'partner'

Session Type: Individual submission

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Abstract: News reporting of foreign interventions on the African continent has positioned Africa as exploitable and lacking an ability to develop independently of external powers. Contemporary commercial and military interactions between African countries and powers like the US, France, and China are variously depicted as neo-imperialism bringing little benefit, or as welcome 'partnership' under African control. This project expands on a prior study (Paterson & Nothias, 2016) to explore the dynamics of this dichotomous discourse about African autonomy in the face of ongoing foreign interventions and involvement. Recent optimistic narratives of "Africa Rising" contrast with longstanding patterns of negative reporting broadly characterized as "Afro-pessimist." Referencing military, commercial, and religious expansions into Africa originating from the US and state-sponsored commercial interventions by China, Bunce et al (2016) note concerns that such narratives "perpetuate a neo-colonial framing of the continent by presenting Africa as a site for international intervention and resource extraction" and conclude that "the meaning and implications of these new representations requires further research."

There is a nascent and lively literature engaging the Chinese involvement in Africa, including: the global, Chinese and African media portrayal of Sino-African relations; the involvement of China on African media landscapes and infrastructure; and the intertwining of these with China's public diplomacy objectives. US military intervention in Africa, for its part, is becoming a focus of international relations and political science scholarship (e.g., Moore & Walker, 2016) making investigation of the facilitating or inhibiting role of the international news media especially pertinent. Finally, French military involvements, while particularly impactful in several countries such as Mali or the Central African Republic, are seldom being studied from the vantage point of international media. Our paper, based on research for a current British Academy funded project, seeks to answer the following research question: "to what extent do global media portray a diverse range of perspectives about French, US, and Chinese foreign interventions on the African continent, and what are the key influences on the narratives provided?"

Our analysis is structured in two moments. Firstly, we provide results from a comparative content analysis of two years (2015, 2016) of coverage of those involvements in Africa in a selection of

international online news sources (All Africa, Al Jazeera, BBC, CCTV, CNN, France 24). We compare the perspectives that are given prominence, ignored or diminished in global media by notably analyzing the thematic and geographical framing of the articles, their tones, the voices that have a space in the coverage, how often the legitimacy of these involvements are called into question, and the extent to which the coverage reproduces tropes of Africa Rising or social disorder. Secondly, we draw on 15 interviews conducted with a range of journalists working for international media in Kenya and South Africa to shed light on the range of influences shaping the coverage. By combining the examination of media content and production, we aim to capture the dynamics behind the production of – and struggle over – international representations of foreign interventions in Africa.

Id: 18329

Title: Sustainability and the Media in the European Union: Regulation and Application

Session Type: Individual submission

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Abstract: Sustainability is a term long related to Communication and Media, even when it has been only recently that people are becoming aware of its relevance. In a digitalized world, 'sustainability' referring to the flows of information related to the public, to political communication, and to the different business environments has evolved significantly in the last decades. EU regulation also has something to say regarding the importance of including the meaning of 'sustainability' in their communications on media, referring to both the economic part but also to the environmental importance of the term.

It is now time for EU citizens to figure out new ways of imagining how the different flows of communication can be effective, assertive, but, most of all, sustainable. In this presentation the different levels of sustainability in communication in the media that are being developed in several EU countries will be analyzed, with the aim showing its importance in an ever-changing world.

Id: 18370

Title: Media literacy for the digital age: placing the Irish experience in international context

Session Type: Individual submission

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Abstract: This paper interrogates and challenges narratives of digital media literacy, drawing on experiences from the Irish context, as well as political economic analyses of the media studies tradition.

Recent responses to problems identified in online media - including fake news, fears over sexual exploitation of children, etc. - are often grounded in neoliberal models of individualism and fragmentation, rather than ethics of care, solidarity, and social responsibility. This, then, becomes what is understood as 'media literacy' in the digital context - checklists and performing the role of 'informed consumer' in media and cultural engagement.

In Ireland, recent legislation has charged the broadcasting regulator, the BAI, with developing a media literacy policy, primarily for the broadcast media. At time of writing, it is anticipated that possible changes to European and national laws might expand responsibility to digital realm. The policy developed is one that offers a 'menu' approach, in which fragmented activity, no matter how minimal, can be described as fitting within a media literacy framework. This paper interrogates this approach to understanding media literacy, placing the approach within the context of broader conversations about digital media literacy and the political economic calculations of regulators in a trans-national, converging media landscape.

In particular, the paper will draw on the concept of hope labor, whereby producers on social media platforms are encouraged to contribute in the hope of future returns - while the content, and their presence as audience members, are both mined for commodification processes.

- Sites like YouTube - child (audience) commodity - minimal evidence of social responsibility in approach to regulating what children watch (or providing meaningful control to parents)
- Calls for parental oversight grounded in myths of parental figures with time & ability to provide ongoing attention and monitoring - and instil feelings of guilt in parents who fail
- Other commodity / ...

Id: 18482

Title: People, planet, and profits: Comparing media treatment of Dubai's Sustainable City.

Session Type: Individual submission

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Abstract: Dubai, a city-emirate in the United Arab Emirates, has burgeoned into an urban conglomeration with a 2.1 million population in the past decade. With the continuous expansion of the city's boundaries, its massive growth is not necessarily supported by an equally adequate infrastructure to sustain such growth. As with other cities, Dubai has heavily relied on industrial processes. However, in recent years, there is a growing acknowledgment that negative production externalities can no longer be ignored. For the United Arab Emirates, water conservation, coastal erosions, and greenhouse gas emissions are of particular concern especially in light of the city's rapid population growth, numerous construction projects and increased tourist arrivals.

In this regard, the related concept of 'sustainability' (i.e., living simply and meeting the needs of the present without compromising future generations' needs) has been gaining traction. Dubai's leaders have indicated the need to address the negative externalities by creating a socio-economic environment that fosters the take up of sustainable practices and favorable identity associated with it. After the Paris Agreement, Dubai's leaders have committed to low-carbon development and the Sustainable Development Goals (SDG).

One way that people come to know about sustainable development and its importance is through media coverage. This occurs when various projects and initiatives are proposed and in some cases concretely realized. One such project initiated in 2012 and completed in 2016 is Dubai's 'Sustainable City', the emirate's first net-zero energy working model. This property development receives ample local coverage and has also garnered attention in the world press. This paper investigates and compares the coverage the Sustainable City has received by utilizing a content analysis methodology (coding articles written about the project) guided by framing theory (which indicates that the media package and present information in certain ways to the public).

The importance of this paper lies in the investigation of the differences between local and external media coverage. The research joins the discussion on issues regarding how the media discuss and publicize aspects of 'sustainability' and how it takes hold within a society, whether it be by grassroots or government policy.

Id: 18485

Title: Old and the young in India and challenges of multinational advertising: A qualitative study

Session Type: Individual submission

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Abstract: Old and the young in India and challenges of multinational advertising:
A qualitative study

The political economic theories of Inglehart (1971) proposed that following economic prosperity for more than a decade, generations in countries tend shift towards post materialist values which marks a departure from their traditional cultural values.

In a 2002 study, Schultz had empirically demonstrated that generation X in countries like Japan and India are more bicultural than their previous generation. The younger generation is believed to be culturally more exposed to diversity through mediascapes (Appadurai, 1996) in general. Zhang in her 2001 study has also pointed out that the Chinese generation X is more bi-cultural than their traditionalist generation.

Following the rapid pace of globalization in India once it had opened its doors to Foreign Direct Investment (FDI) in 1991, the national cultural values of India acquired greater importance for its increased business opportunities for multinationals. In a review of literature in intercultural communication and also cross-cultural communication, tendencies to standardize and adapt advertising strategies of multinationals to the national cultural values of the host country was found to be a hotly debated proposition. While there are merits of standardization (Levitt, 1981), the advantages of adaptation in advertising strategy to local cultural values has been highlighted in the context of countries which have complex past histories.

In this context, a qualitative study was designed with in-depth interviews in two age groups – traditionalists and generation X on a sample size of 50 to understand the comparative effectiveness of advertising appeals on the two generations. Both the groups were shown advertisements by multinational corporations, belonging to the same or similar product categories, but portraying contrasting national cultural values. Despite the general Hofstede diagnosis of India, the two generations showed different orientations in terms of the appeals portrayed by the ads. In fact, the results of the study reveal that more number of traditionalists showed awareness and appreciation towards the modern, westernized values that the generation X found relevant.

Findings:

- The qualitative interviews reveal that there is a greater understanding about women empowerment as a core value than care. Both the traditionalists as well as generation X acknowledges that family and balance are aspired, but that in no way undermines independence and respect for the feminine sex. This has great implication where masculinity is the second highest scorer in the Hofstede index.
- However, the qualitative interviews show that even the new generation identify more with status, uniqueness, and wealth compared to equality, and the Hofstedian orientation (Index score: 77) continues even in globalized India.
- Indian youth remains oriented towards the traditional long term orientation, uncertainty avoidance.
- The collectivistic dimensions showed mixed reactions from both the generations.

Id: 18499

Title: From Rupture to Cooperation: A Study of Chinese Government's Discourse to International Organizations

Session Type: Individual submission

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Abstract: The international environment has changed tremendously since 21st century. The in-depth development of globalization not only promotes the circulation of people and capital between different international subjects, but also poses a potential risk of social crisis of globalization. Public health issues, sudden natural disasters, economic and financial crisis and other local events which occur in one country, will spread to surrounding regions and countries like wildfire, and even cause a global impact. Under this circumstance, the communication of coordination and cooperation between the international bodies is particularly important.

As important behavioral subjects of modern international society, international organizations bear the significant responsibility of promoting regional and global cooperation and development. The relationship between Chinese government and international organizations has moved on from rupture to recovery and to negotiation and cooperation.

Since the Twenty-First Century, the Chinese government has a different degree of change to the discourse demands and the expression of international organizations due to the international situation and the demand of China's own development. Successful Olympic bid and the accession to the World Trade Organization(WTO) in 2001 and the outbreak of "SARS" in 2003 opened a new chapter in the cooperation between the Chinese government and international organizations. The Chinese government also began to seek active recognition in the international communication system. In this process, the Chinese government has re-examined its own discourse in international communication and demand and has also tried to find the dominant position in the discourse system because of the collision and friction of the language system at home and abroad.

This paper chooses three representative "low political" international organizations as its research subjects: World Health Organization(WHO), World Trade Organization(WTO), and International Olympic Committee(IOC). And it sorts out major events on which international communication of Chinese Government take a turn towards each organization, analyses and interprets relevant materials such as negotiation proposals, protocols and press conference manuscripts. The study aims to shed light on how China, under the circumstance where the opportunity brought forth by the rebuilding of international discourse system and the potential risks brought by globalization coexist, could make the transition from seeking identity discourse to actively engaging in the rebuilding of international discourse system which is of its own benefit based on the mechanism responsible for building and executing international discourse system——international organizations.

The main purpose of this study is to investigate the discourse turn of the Chinese government to international organizations. Therefore, it is not confined to a specific field or specific organization. This paper investigates and analyzes more from the overall situation.

Id: 18503

Title: How do the Media affect the perception of climate change reporting'

Session Type: Individual submission

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Abstract: This study uses a combination of tweets and online media reports related to the COP23 summit held at Bonn-to frame the context of climate change reporting using frames. The COP23 was held between November 6-12, 2017 in Bonn and media related tweets witnessed a surge post the event (November 16), while tweets relating to Government Leaders surged during the summit. This shows that government leaders were more likely to give the discussion prominence, before and during their speeches at the summit, and the interest died down later. However, journalists use various resources, search for relevant data and establish facts before publishing an articles related to the event. There were also statistics that showed that there was a perceived rise in interest in the second week - November 13-16, rather the November 6-10 week Government leaders from Germany (where the conference was taking place) were tweeting more, while majority of media reports were from the USA. Using the stage of an international environment summit to speak politics; shifting the discourse to sustainability in political communication-world leaders were making the most of this event. Journalists, editors and media owners have a critical role to play in the narrative of climate change. The role of the media in addressing the challenges of global climate change should not be restricted to science or environmental coverage. This is an issue which is interdisciplinary at its core-affecting economies, communities and policy decisions. The role of the media must shift from disaster narratives to developing solutions. This study highlights the major themes and frames that emerge in media reporting and finds that journalists are faced with challenges from a range of actors-on the field, in the corridors of power and inside their establishments. Climate change is a complex area of reporting and unraveling the complexities of this issue is a daunting task that the media is facing. The emergence of frames from this study will help understand the difficulties and opportunities for the media in covering a complex issue such as Climate Change.

Id: 18510

Title: Researching global media flows: a critical analysis of the documentary offer on Belgian VOD platforms

Session Type: Individual submission

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Abstract: In the digital age, cross border communication, data flows, and content flows have grown exponentially, at the same time bringing the discussion on the imbalance in global media flows back into focus. The wide majority of flow studies currently conducted focus on film, TV programmes, and news coverage. In an attempt to address a gap in flows research, the current paper focuses on a genre that has received limited attention, namely documentary. In the context of increased internationalisation and expansion of digital platforms, we are also witnessing a growing offer of documentaries. Although it's a genre that can go beyond commercial and entertainment goals (e.g. educating, raising awareness, informing), it is still prone to the same imbalance in distribution observed in other audiovisual products, mainly driven by commercial interests.

The aim of the present paper is to conduct a flow study on the online documentary offer in Belgium, thus focusing on the origin of documentaries available. Similar to other audiovisual products, investment in locally-produced documentaries may often lag behind, thus generating a library of imported content, that primarily originates in the 'global North'. In this context, we are interested in the proportion of local content compared to imported documentaries. Furthermore, we are interested in whether locally-produced documentaries are mostly focused on locally-oriented topics, or whether they approach more general topics, thus aiming also at international distribution.

To this end, the present paper draws up an inventory of available VOD platforms aimed at the Belgian audience, including the online libraries of Belgian broadcasters, international platforms (e.g. Netflix, Amazon, Google Play), and other locally-based VOD platforms (e.g. Universciné, Dalton). Secondly, we compile a list of all documentary titles available on these platforms. Thirdly, we analyse the titles by looking at (1) the production countries, (2) the language, and (3) the topic tackled (local, regional, or international). Based on this analysis, the paper concludes with a series of reflections on the share of locally-produced documentaries on digital platforms compared to imported content, as well as an account of the countries of origin for the latter. Some preliminary results indicate that Belgian documentaries are under-represented on the spectrum of VOD platforms in Belgium, and the few titles that are available can be found on the local platforms.

Meanwhile, international platforms, although providing a rather rich catalogue, primarily base their offer on imported US and British productions.

Id: 18540

Title: REPRESENTING FOREIGN CAREGIVERS: COSMOPOLITAN POTENTIAL OF JAPANESE NEWS DISCOURSE

Session Type: Individual submission

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This study looks at the representation of Otherness of foreign caregivers in two largest newspapers – the liberal Asahi Shimbun and the conservative Yomiuri Shimbun. With the number of citizens older than 65 years projected to exceed 30% in 2025, the demand for elderly care in Japan is increasingly high and foreign labor is being considered as one of the possible ways to tackle the problem. In November 2017, the government reformed the controversial Technical Intern Trainee Program, previously applied to areas such as construction, agriculture and fisheries and expanded it to caregiving. The program has been criticized for being a cover-up for the use of a cheap labor force from developing Asian countries in the guise of “transferring technical skills”.

This move has brought the issue of elderly care performed by foreign nationals to the attention of the media. The cases of the foreigners already engaged in caregiving through Economic Partnership Agreements with Philippines, Indonesia and Vietnam as well as long-term residents, have been covered by the Japanese media when discussing the possible expansion of the scope of the Technical Intern Trainee Program. Their experience was used as a way to introduce the readers to the strangers, standing in the opposition to “us”, or Others, that are about to enter their intimate sphere in increasingly large numbers. It is conceivable that the discourse on foreign caregivers would entail the attitude of openness, especially as the Others are needed for one’s own survival. However, it is also possible that media discourse was a way to shut off from the unwanted encroachment.

The concept of cosmopolitanization as formulated by Ulrich Beck was applied to the analysis of the discourse on foreign caregivers. With the world becoming an increasingly interconnected place, where borders still exist but no longer correspond to the boundaries of nation states, we do not simply depend on the Others outside our countries. Our lives become entangled on the most intimate levels, and elderly care is a vivid example of this process. However, such existential enmeshment with the Others does not always entail cosmopolitanism, defined as the necessarily attitude of acceptance, openness and responsibility towards them.

This study aims at clarifying the discursive conditions under which the representation of foreigner caregivers was serving as an orientation towards the cosmopolitan attitude. Few past studies examine representations of immigrants in media from the viewpoint of cosmopolitanism. However, in previously analyzed examples immigrants were subjects of pity, whereas this case has a variety of depictions, from rescuers providing much needed help to means perfectly fit to its purpose, to intruders standing on the way of the necessary reforms. In this study, through critical discourse analysis of the articles published between January 20, 2014 (the day Japanese government has first announced the intention to accept technical interns as caregivers) and December 20, 2017, I argue that certain types of representation of foreign caregivers created necessary conditions for the cosmopolitan attitude.

Id: 18554

Title: Topic: Coverage of Sustainable Development Goals by leading Indian news websites through an application of Giffard and Leuven framework.

Session Type: Individual submission

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Abstract: Indian mediascape is changing fast with the changes in the digital space. Online news is seen as the future of news in India. One estimate says that the number of internet users in India will rise to 511 million by 2022. A lot of news is now being consumed digitally. This research studies five most used news websites of India over a period of six months starting July 2017 to December 2017 to analyse the amount and kind of information available to online readers about Sustainable Development Goals. These websites are Times of India, NDTV, India Today, The Indian Express and The Hindu. This is the period after the delivery of India's speech at the UN on SDGs. Taking off from an earlier study done by Giffard and Leuven (2008) which studied the pattern of the five international news agencies, this study primarily maps the sources of the news stories to understand the weightage given to the international news agencies over Indian news agencies/ website's correspondents. In the process, the research will revisit the assumptions about framings of perspectives to measure the extent to which Western and top-down perspective occur in the coverage of SDGs. Based on the Giffard and Leuven framework, the findings will reflect on the variables of news geography, actors, organisations and SDGs. In the process, the research will also prepare a typology of SDGs as covered by the Indian news agencies/website's correspondents and those by the foreign news agencies. The intent of the research is also to understand if the Indian websites' coverage was aligned with the findings of Giffard and Leuven or if they show a changing trend towards a more bottoms up approach and reliance on Indian news agencies/websites correspondents.

Keywords: India, news websites, Giffard and Leuven, news agency, international, sustainable development goal

Id: 18618

Title: ATTEMPTED MILITARY COUP IN TURKEY AND DOCUMENTARY FILMS: A COMPARATIVE ANALYSIS

Session Type: Individual submission

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Abstract: Since the end of the Second World War in 1945 and in the Cold War era afterwards, a significant rise has been recorded in the mass production and distribution of content globally by many prominent Western Mainstream media outlets who have a wide transnational presence. (Powers & El-Nawawy, 2009) In this period, documentaries emerged as one of the most effective modes of communication to convey narratives about historical events of immense geopolitical significance which have occurred in Western, as well as non-Western world. (Kilmurry, 2017) However, in the era post 9/11, we see the emergence of several international media outlets from the non-western world, aimed at catering to international English speaking audiences (Xie & Boyd-Barrett, 2015). Some of these channels include RT network from Russia, TRT World from Turkey and Al-Jazeera from Qatar. Since their emergence, these channels have produced and globally distributed their own documentaries on geopolitical affairs. (Simha, 2014) However, they are often labelled as propaganda mouthpieces by the Western Mainstream Media (Rutenburg, 2017). They are also accused of working on the orders of the head of states of their respective countries (Srivastava & Mance, 2016).

This paper aims to study the viewpoint put forth by Non-Western broadcasters in the international news market with respect to the documentary films made by TRT World (Turkish Radio and Television Corporation) and DW (Deutsche Welle is Germany's international broadcaster) on the attempted military coup in Turkey.

Objectives of the study.

- To study the documentary films produced by TRT World and DW on attempted military coup in Turkey in the year 2016.

Methodology

For this study, a comparative content analysis of documentary films made by TRT World and DW (a Western Perspective) on the attempted military coup in Turkey in the year 2016 will be conducted. Following documentary films have been produced on the topic by TRT World and DW.

- That Night In July (TRT World, 2017)
- Turkey: One Year After The Failed Coup (DW,2017)

- A Failed Coup: From The Eyes Of The Journalists (TRT World, 2016)

Theoretical Perspective

This study is based on the propaganda models by Noam Chomsky which emphasized on news and information, that gets shaped by a number of 'filters.' The model states that due to the concentration of power in few hands (individuals or corporates), filtering of information or news stories is done in such a manner that general public receives only that information which supports the purpose of only those few stakeholders.

Keywords: Coup, Documentary Films, DW, Propaganda, TRT, Turkey

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Id: 18652

Title: ICT for (Sustainable) Development: How to conceptualise ICT4D in the context of the Sustainable Development Goals

Session Type: Individual submission

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Abstract: The question if and how information and communication technologies (ICTs) can support the efforts of international development has been debated for many decades. The notion of ICT4D (ICT for Development), which refers to the role of ICTs in development, has evolved alongside the shifting paradigms of development itself. Coming from the early enthusiasm around, for example, colourful laptops that promised to automatically modernize not only the African classrooms but also the continent's economies and societies, we have reached a more nuanced conception of ICTs being only as valuable (or harmful) as the intervention in which they are embedded.

Given that what we mean by ICT4D thus depends on what we mean by development, this article argues that the introduction of the Sustainable Development Goals (SDGs) in 2015 marks a significant shift. On the basis of a literature review, the article analyses the SDG framework and applies it to theories of ICT4D, outlining the implications of transitioning to the post-2015 concept of 'sustainable development', beyond the cosmetic reflex of adding an 'S' to the acronym. The obvious novelty of the SDGs' widening scope of goals concerning people, planet, and prosperity might suggest that post-2015 ICT4D simply faces a widening 'playing field', which would be a shortsighted assumption. Indeed, the holistic architecture of the SDGs goes far beyond these new topical priorities.

Firstly, the horizon also widened in a geographical sense. The SDGs acknowledge sustainable development as a global challenge, since areas such as climate change, sustainable production, or reducing inequalities are as much a challenge for the Global North as they are for so-called developing countries. Moreover, the network character of the goals adds another crucial element of complexity, being that of coherence. While the concept of policy coherence for development traditionally meant ensuring that domestic policies do not harm efforts of development policies, coherence must now be ensured between all of the SDGs' 169 targets, making sure that actions to achieve one of the goals does not undermine another.

These new characteristics lead to a number of potential dilemmas. Should, for example, an infrastructure project in Belgium be considered an ICT4D intervention, according to the global SDGs? Or does such a broad definition dilute the notion into a meaningless catch-all term? Should ICT4D interventions be abandoned if they are incoherent with other goals? Is it even possible to have an ICT4D project without, for example, technologies that were produced unsustainably and under unfair conditions, or which have a negative environmental footprint? Where should a line be

drawn to avoid putting ICT4D in a deadlock? This article does not aim at providing an easy answer to these dilemmas, but hopes to sensitise stakeholders towards the emerging spectra along which ICT4D must be situated consciously.

Id: 18712

Title: When Media Advocate: Assessing the Role of Media and Civil Society Organizations in Sustainable Development

Session Type: Individual submission

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Abstract: Introduction

The social, economic, and environmental impact of artisanal and small-scale mining is a hotly contested issue across Africa. In countries such as Ghana, Ethiopia and Tanzania this issue has driven policy debates and strategic recommendations for sustainable development. In Ghana, the social-economic potential of artisanal small-scale mining has been eclipsed by the deleterious effects of illegal small-scale gold mining activities referred to in the local parlance as galamsey. Illegal small-scale gold mining has become a dominant issue that has led to recent active and consistent national discourse involving various civil society organizations, media institutions, and local and foreign government officials. Contributing to this groundswell of opposition to illegal small-scale gold mining in Ghana is the advocacy work of Occupy Ghana – a civil society organization and the media coalition against illegal mining – consisting of both state sponsored and private media organizations, religious organizations, civil society organizations, and political parties. The coalition was formed in 2017 to address this specific issue of illegal small-scale gold mining in Ghana. The strategies and media coverage of this multi-sector advocacy coalition tackling the multifaceted issue of illegal small-scale gold mining in Ghana provides an ideal opportunity to re-examine, analyze and evaluate how civil society organizations and the media advocate for policies and strategic reforms that support sustainable development goals. There is growing research on advocacy journalism and coverage of environmental issues (Fahy, 2017; Hansen, 2010, 2015) and this paper adds to the literature by examining the nature of media coverage of issues when media institutions go beyond their watchdog, common carrier, and public representative roles (Patterson, 1995) and take on advocacy roles.

Method

This paper is a content analysis of print and online news coverage of legal and illegal small-scale gold mining in Ghana from 2016 through 2017 as well as social media posts related to the hashtags #stopgalamseynow and #RedApril. Specific aspects of the coverage analyzed from a framing perspective (Semetko & Valkenburg, 2000) include issue definition and consequences frame, responsibility frame as well as the presence and prominence of competing claims manifest in support for either ad-hoc palliative interventions or long-term transformational policies. Using

framing and advocacy coalition framework (Sabatier & Jenkins-Smith, 1999) as theoretical foundations, and the assertion that news media favor groups working on issues overlapping with a news organization's focus (Andrews & Caren 2010), this paper hypothesizes that the news media are more likely to favor positions similar to their advocacy stance on illegal small-scale mining. Secondly, the paper addresses whether policy positions receiving prominence in the media represent long term transformational policies that reflect sustainable development goals. Thirdly, the paper answers the question of whether or not traditional news media make room for discourse about competing claims when they assume advocacy roles.

Id: 18736

Title: Legitimization Communication Tactics of Environmental NGOs in China: A Case Study of Greenpeace

Session Type: Individual submission

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Abstract: In today's increasingly mediated Chinese societies, non-government organizations, or NGOs, play significant roles in civil society. However, due to their non-state nature, NGOs always have to face the question of legitimacy or their existence in Chinese society under an authoritarian state. Whereas traditional party-state (or government owned) media have adopted a vigilant approach to NGOs, the booming Chinese social media have provided alternative communication platforms for international NGOs. Among which, Sina Weibo, one of the most popular social media sites in China, becomes a most battled-for opinion field. Based on a case study of Greenpeace, an international environmental NGO that has initiated its operations in China since 1997, this research aims to illustrate how international environmental NGOs have strategically deployed narratives to construct self-legitimacy and advance their normative aims and advocacy operations in Chinese context. Textual analyses of all the 4354 posts by @Greenpeace, the official Sina Weibo account of Greenpeace, showed that diverse legitimization strategies are at play. First, a balanced and complementary media strategy is identified. Party-state media, governments of different levels, key universities and experts become key source of information to complement "Greenpeace opinion". Second, hybridized narrative strategies which depoliticize the advocated issue in general but tactfully politicize it at partial levels are adopted to ensure self-legitimacy and maximize communication effectiveness. Third, an avoidance strategy that withdraws from any direct criticism of China-policy or China government is identified. When it has to, Greenpeace offers praise and compliments before putting up cautious suggestions. A longitudinal examination of the posts through 2009 to 2018 affirms such a stance. Overall, Greenpeace appears as a "mild advocate" rather than a "radical actionist". This article proposes that the diverse narrative strategies used by international environmental NGOs are effective in obtaining their legitimacy of existence to develop environmental campaigns and conduct advocacy work in China.

Id: 18748

Title: Sustainable Engagement with Chinese students: a longitudinal study of UK Universities' use of Weibo

Session Type: Individual submission

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Abstract: Social media provides an opportunity for international communication between individuals and organizations. In the higher education sector social media has been used by many universities, in Canada, for example, to engage with students and promote the university's teaching and research (Bélanger et al., 2014). In the UK, Facebook and Twitter are used by most universities, although with varying levels of interaction (Kelly, 2012). However these technologies are not truly global as their use is restricted in China and other countries. With Twitter and Facebook being banned in China, Sina Weibo is the most popular Chinese microblogging site. Weibo began to provide service in August 2009 and has gained popularity with oversea users which account for 10% of the total members. Many overseas universities and their agents had started using Weibo to connect and engage with potential students, existing students and alumni from China.

This study will analyse the use of the popular Chinese micro-blogging site Weibo by UK universities. We compares data collected from Weibo at 2012 and 2018 from 163 UK Universities in total. It examines universities' use of Weibo, and explores how Weibo become a bridge for communication between UK Universities and Chinese students. We will analyse the various ways in which Weibo is used for marketing and community development and public engagement. This paper will also examine the use of social media profiles, representing UK institutions, by Chinese students.

The results suggest that most UK universities have selected Weibo social media platform to engage and communicate with students. We found that 94 UK universities had a presence on Weibo in 2012, whether through formal verified accounts or informal alumni groups. This number had increase to 115 in 2018. A large number of universities got verification over the years from 41 institutions in 2012 to 87 in 2018. Students are more interested in and more likely to follow top-ranking universities on Weibo. We also found that being verified, having pictures and videos, having connections to alumni organization and active interaction with users, are factors associated with the popularity of followers on Weibo.

Through looking at the use of Weibo by UK universities and Chinese students we will be able to examine the intercultural interactions which take place in this complex social, linguistic and cultural space. This will help inform wider discussions of the impact of internationalisation on social media, and the importance of social media on the sustainability of global flow of students from China to the UK.

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Id: 18749

Title: Circulation and scheduling of European television fiction: A comparative study of public and commercial channels

Session Type: Individual submission

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Abstract: Fiction is one of the main anchors of television schedules and is a genre with strong social and cultural values. Imported fiction has a significant presence and often surpasses domestic fiction on general-interest channels as well as portfolio channels. Conversely, the diversity of sources of these programs has been characterised of being limited. Despite the efforts of the European Union to create a common European market with different Directives and quotas for European works, the hegemonic presence of North American content has prevailed (Lange, 2015). However, a different approach can be found between public and commercial channels. With public corporations, their channels should favour more the social aspects of television and, in consequence, the variety of schedules should be greater. Furthermore, fiction acquisitions should be imported from a broader group of sources.

This study analyses the presence of international fiction on the main public and commercial corporations of the United Kingdom, Spain and France. The sample of this analysis is all the imported fiction broadcast during a composed month of season 2017-2018 of the main general-interest channels of the three markets (UK: BBC One, BBC Two, ITV1, Channel 4, Channel 5; Spain: La1, La2, Telecinco, Cuatro, Antena3, La Sexta; and France: France 2, France 3, TF1, M6). The central aim of this research is to explore the circulation of fiction in the public and commercial corporations and quantify the diversity of sources as well as their scheduling practices.

This comparative analysis shows us that even though the hegemony of the United States still prevails in the three markets, on the general-interest public channels we can find a broader diversity of sources. The presence of European fiction is specially significant in the Spanish and French market and this diversity can be found in movies as well as in serialized content. However, in Spain the peak time slots are still reserved for American fiction on all types of channels.

In the context of audience fragmentation, public corporations should be a place to establish and grow a European television flow where audiences can benefit from the diversity of sources and broaden the cultural and social values of television. Furthermore, the success of scheduling

European fiction on public channels could establish a trend for commercial and VoD corporations to follow.

Id: 18774

Title: Trump and the USA (United Shitholes of Africa): Communicating sustainability or galvanising resistant solidarity'

Session Type: Individual submission

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Abstract: The objectives of this paper are two:

- to define sustainability from a human ecological perspective;
- to use the definition as communication tool to analyse Donald Trump's derogatory reference to African and Haitian countries as "people from shithole countries".

On 12 January 2018, the Washington Post (Dawsey, 2018), published a report about derogatory comments made by President Trump about people from Haiti and African countries. The statement caused uproar from political and intellectual figures from within and outside the USA. One of the arguments was how such thoughtless comment can threaten sustainable relations between the US and some of its non-Western allies.

I will situate this argument within sustainability communication, using the works of people like Jan, Emily, Song, Danielle, and Thanu (2012); Servaes (2016); Servaes and Lie (2013); Magee et al. (2013); McDonagh (1998); Genç (2017); Nelly (2014) etc. The analysis recognises as Newig et al. (2013) noted, that sustainability communication involves more than the sender (in this case, Trump), but also involves dialogue and discourses – the global fallout and reactions. Lodhia (2014, p. 142), says that sustainability communication looks at how social and environmental organisations relate to their stakeholders. In this paper I define stakeholders to include citizens whose lives and activities are impacted by decisions and policies of people entrusted with legislative and economic powers.

I will also define sustainability to include wellbeing (O'Brien, 2016); (O'Brien, 2010), because well-being and happiness of individuals are inextricably associated with the well-being of their natural environment. The environment is therefore not out there, "we are the environment" (O'Brien, 2016, p. 126). The sustainability of social beings is therefore the focus of this paper. In other words, our wellbeing and happiness contributes to the wellbeing of our community and the world (Thinley, 2012, p. 64); (Helliwell & Barrington-Leigh, 2010). By implication, how we perceive ourselves as stakeholders within our society impacts, and defines the sustainability of our relationships.

Research Questions:

According to Godemann and Michelsen (2011, p. 6), "human behaviours, social values, and attitudes towards the world are mediated through effective communication", the question therefore is whether President Trump's comment enabled sustainable social wellbeing, or galvanised the

ostracised into resistance groups. Taking a constructivist approach, (Vygotsky & Kozulin, 1986), the paper uses comments from an online hashtag (Hoffman, 12 January 2018), to ask whether the comment galvanised Africans into a sustainable development agenda, or merely enabled an otherwise dissipated group to found a collective voice for the disenfranchised.

Id: 18785

Title: Intranational Approaches to the Study of African Media Systems: Comparing Kenya, Nigeria and South Africa

Session Type: Individual submission

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Abstract: The seminal work of Daniel C. Hallin and Paolo Mancini, *Comparing Media Systems* (2004) has generated a lot of interest among media scholars not only in Western Europe and North America, but in other continents as well.

While the three models of media and politics espoused by Hallin and Mancini have been tested cross nationally, a major weakness of their study is looking at individual countries as single entities without much effort to analyse intra-national differences in culture, history and political system.

African countries have a much distinct history, diversity, religious differences and regional and geographical peculiarities. Yet the colonial boundaries that created today's African nation states brought together independent pre-colonial empires and merged them into single nation states. This is the case with countries like Nigeria, Ghana, Cameroon, Cote d'Ivoire and South Africa etc.

The media systems in these countries cannot be divorced from the historical peculiarities of their precolonial history. Within the framework of Hallin and Mancini's media system theory, this paper will study the media systems in Kenya, Nigeria and South Africa. Using interviews with journalists in the three countries and a review of the literature on their media systems, the paper will explore how the history, political systems and culture within these countries shape their media systems. The paper will particularly test the notion of regional parallelism, which implies a modification of Hallin and Mancini's political parallelism framework. The paper will particularly focus on the press coverage of corruption scandals in these countries in order to see the intranational approaches to news coverage in these countries that have some of the most vibrant press in Africa.

Id: 18921

Title: Framing Hurricane Maria: Monitoring Media Coverage in United States and Puerto Rico

Session Type: Individual submission

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Abstract: In past natural disasters, core nations tend to frame the disaster in the media based on how the event relates to the economic relationship between the devastated developing nation and the core nation. This paper draws from findings of a content analysis of twitter and online news outlets over a period of ten days, following the day Hurricane Maria hit Puerto Rico, to examine how media in both the United States and Puerto Rico framed Hurricane Maria's aftermath and aid relief efforts. Monitoring the Twitter accounts of President Donald Trump, United States Senator Nydia Velazquez, Puerto Rico Governor Ricardo Rossello, and Mayor Carmen Yulin Cruz as well as news stories in the New York Times and El Nuevo Dia, this study sought to examine the differences and similarities in media coverage. In the aftermath of Hurricane Maria, President Trump's tweets have elicited much speculation over the economic relationship between United States and Puerto Rico. Framing Hurricane Maria based on the economic relationship between the two countries links foreign policy with media agenda setting. The media in the U.S. utilized the "savior frame" by portraying the U.S. in a more positive light and by depicting Puerto Rico as extremely dependent. On the other hand, Puerto Rico's media coverage, especially El Nuevo Dia, omitted the United States from its reportage of the recovery and rebuilding of Puerto Rico, focusing instead on how Puerto Ricans are helping each other and themselves without external aid. The findings of this study support earlier studies that media in core nations disseminate significantly more negative news about natural disasters in so-called less developed countries while utilizing the "savior frame" to the core nation's advantage. Such media coverage can negatively affect the relationship between the respective countries and has implications for international relations, communication, and policy making between core and developing nations.

Id: 18927

Title: Shaping Cybersecurity Discourse: A Comparative Study between China and the United States

Session Type: Individual submission

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Abstract: This paper examines the ensemble of discourse speakers who have shaped the cybersecurity controversy in the media forum of China and the United States in the post-9/11 era. A content analysis (N=1412) revealed remarkable common points between cybersecurity discussions of the two countries. Cyber companies have gained greater discursive opportunities than other discourse actors in both China and the United States. Significant differences are found in the standing of discursive actors, diversity and quality of discourse in the two countries. Furthermore, a meta-discourse analysis of two cases “Google Exit” and “Prism-gate” explores embedded discursive structures. The two countries excuse their conflicts by historical traditions, fundamental differences between ideological values which justifies the deep distrust between them in cybersecurity realm.

Id: 18947

Title: An Unsustainable Forest: A Qualitative Content Analysis of How Senegalese Journalists are Adapting to Desertification and Climate Change

Session Type: Individual submission

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Abstract: A vigorous non-profit and UN-driven movement to arrest the spread of desertification across the Sahel desert in 11 sub-Saharan African nations has been underway for the past two decades. Desertification- the encroachment of dry desert onto once-fertile farmland, fueled by climate change- is severely affecting the northern portion of Senegal, a francophone country on the western edge of the African continent. Many scientific studies have tracked the steady spread of this dry plague, including studies of the Great Green Wall (La Grande Muraille Verte), a recent solution to build a massive span of trees across all of Africa in order to stop the spreading desert.

The purpose of this study is to explore how journalists in Senegal write about desertification in terms of 1) sourcing of information 2) events driving the coverage of climate change. Most journalists, and the large NGO and UN industry that works on climate change, are located in the metropolitan city of Dakar, which is located to the south of the country. The Sahel desert is in the far reaches of northern Senegal, meaning most journalists never travel to this region for eye-witness sources or footage. While some literature exists on how African journalists cover climate change in general, few studies touch on the response of local media in African nations along the Sahel, including Senegal (Bosch 2012; Rao 2012; Jones 2012; Finlay 2012; Fleury, Lublinski & Mbarga 2012). This study is a qualitative content analysis of several hundred news articles pulled from 10 Senegalese newspapers published from 2013 to 2017. Articles are analyzed for their source content and the event covered.

Findings show journalists are largely reporting on climate change by visiting government-funded trainings and conferences. There is a lack of quotes from people living in the Sahel region of Senegal, which means news articles are typically written from a top-down perspective.

Additionally, findings show a general lack of coverage on climate change in Senegalese news, compared to other news categories such as politics, development or sports.

What makes Senegalese reporting of the environment different from a Western model of journalism is that the country has been forced into a unique corner of environmental problems not experienced by Western nations, but caused by them. The Senegalese population, including its media outlets, struggle economically, in part because of Senegal's massive debt to the International Monetary Fund. Newsrooms in Senegal are often underfunded, which affects the coverage of topics like climate change. Secondly, desertification across the Sahel desert is a symptom of climate change, a scourge which is largely driven by Western nation's aggressive consumption and drilling of fossil fuels. This study asks, how do Senegalese journalists orient their coverage based on these highly specialized conditions? What model of journalism are they practicing in order to continually report on desertification, given their obstacles?

On a theoretical level, this study adds to the conversation on media and ecofeminism and neocolonialism as it relates to extractivism of fossil fuels in the Global South, pulling from scholars such as Vandana Shiva, Naomi Klein and Arundhati Roy.

Id: 18994

Title: [Panel] The effect of the #Me Too and #Time's Up movements in the media around the world: Different perspectives from very different societies (U.S., Brazil, Spain, Mexico and India) for a better understanding, Panel Description

Session Type: Panel Submission

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Abstract: Since October 2017, and immediately after the Weinstein scandal, there has been a proliferation of articles that denounce inappropriate conduct – more specifically, sexual harassment / abuse / or even rape – from powerful men from the global entertainment industry towards women who have worked with them, either continuously or occasionally. The debate has reached all spheres of the public life and has given birth to initiatives such as the #MeToo or #Time's Up movements. On January 8, during the 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.

For some others, though, the frequent repetition of this movement and its continuous use in everyday newspapers also implies the hidden danger of transforming the main purpose of these movements into some kind of 'white noise'. "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?"

To take a closer look for another type of reaction, on January 9 in France the 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 phallographic demons". This letter was backed up by Oscar winner actresses such as Marion Cotillard, Juliette Binoche, and Oscar nominee Isabelle Huppert.

What have been the reactions of the media to the #MeToo and #Time's Up movements in other parts of the world? To what extent these movements have brought up new feminist initiatives or associations that have seen the light with similar purposes? Are there any other 'counter movements' to consider? Are the political authorities / parties taking part in any of these debates – either for or against?

In this panel we want to provide a general overview (with some interesting conclusions) on what has been the reaction to the #Me Too and #Time's Up movements in countries as different as the United States, Brazil, Spain, Mexico and India.

Chair: Karen Arriaza Ibarra

Articles cited in this abstract:

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https://elpais.com/cultura/2018/01/23/actualidad/1516698134_762164.html

Id: 19058

Title: Barriers to innovation: Examining the impact of cultural schema and adoption of an Bus Rapid Transit System

Session Type: Individual submission

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Abstract: With an estimated cost of \$175 million for 11 kilometers of rail (DNP, 2014), TransCaribe, bus rapid transit system, was designed to facilitate mobility and sustainability throughout the city of Cartagena, Colombia, while reducing emission rates and known carcinogenic pollutants. Currently, the system mobilizes 39% of the more than 40 million individuals who transit the route (Canabal, 2015). As such, this study seeks to assess current attitudes, specifically cultural schemas, potential barriers pre-and post- implementation, and overall effects on individual-level health factors.

In this study, the formative research allowed for a more complete understanding of the impact of built sustainable environments on well-being as it relates to low socio-economic communities, transition neighborhoods, and marginalized sectors. Data was collected by utilizing a mixed methods approach in two phases. The first phase consisted of a deductive examination of Transcaribe-related stories in Colombian national news outlets. Through applying a media framing scale which were: (1) attribution of responsibility; (2) human interest; (3) conflict; (4) morality; and (5) economic consequences (Semetko & Valneburg; Wendorf Muhamad & Yang, 2017). In phase two data was collected via: (1) 100 hours of participant observation of physical environments, mobility activities, and behaviors and (2) 30 in-depth narrative interviews. The aim was to cross observation and self-report – tangible and intangible cultural heritage – for a robust understanding of implementation climate, ultimately gaining insights on how to mitigate potential resistance.

Preliminary findings suggest that although the transportation system counts with adequate infrastructure, city design (cluster versus grid) complicate accessibility. Individuals must rely on privately operated, independent bus systems to reach the TransCaribe lines. Not only do these create unsafe system due to lack of regulation (diesel pollutants), they inevitable increase emotionally-based individual level health factors such as stress and anxiety. Specifically, hypervulnerable individuals – those at the intersection of multiple vulnerabilities (Wendorf Muhamad, 2017), are disproportionately affected. Beyond not being consulted, individuals were also not educated on the new transportation system leading to a greater sense of doubt and thus avoidant behaviors.

Lastly, individuals were primarily concerned with the drastic changes to long established routes. Overall, there was no buy-in for environmental benefits because they did not understand the impact of the previous system nor how the new system enhanced air quality. Further, individuals felt that what they gave up (e.g., running into friends, stopping by local street vendor) did not compensate for what they gained (decreased travel time of ~3 minutes per route). The lack of recognition of cultural schemas, how individuals utilize pre-existing knowledge and information in their interactions (Garro, 2000) prior to implementation amplifies some of the pitfalls of not engaging in a participatory manner.

Id: 19067

Title: #MiPrimerAcoso and #MeToo: The Analysis of the Media Coverage of Gender Problems in Mexico During a Presidential Election Campaign

Session Type: Panel Submission

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Abstract: The statements of the movement #Me too and the response of French artists (10-1-2018) have caused different reactions in Mexican society. Intellectuals and people from the media industry have shown that their position on feminism is diverse (El Economista, 01-18-2018). This paper shows the most relevant aspects of the information coverage that has occurred in this phenomenon in Mexico. This research goes further and analyzes the role played by the media in the representation of women, from the perspective Betty Friedan (1963, 1978) – initiator of the feminist movement and Judith Butler (2006) – from the French feminism.

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Id: 19121

Title: The International Mediation of the Belt and Road Initiative: Appreciations and Apprehensions

Session Type: Individual submission

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Abstract: The Belt and Road Initiative of the People's Republic of China has emerged as a highly conversed area in recent times not only due to its enormous volume of investment prospects (a cost estimated to eventually total between CA \$5 to \$10 trillion) but also because of its gravity "as a response to Western-centric globalization" (Zhao, 2018) with its massive geopolitical implications for the global political, economic, and cultural power shifts which are yet to unfold in upcoming decades. While some influential Western media (e.g. the New York Times) are quick to label this initiative as a vehicle of Chinese financial imperialism in progress, the Chinese global and national media outlets (such as CGTN, China Daily, Xinhua) vie to emphasize President Xi Jinping's vision of peace and cooperation, openness and inclusion, mutual learning and mutual benefit. Addressing the validity and shortcoming of both views, this paper addresses the question of local mediation – a view from the bottom receivers of the Belt and Road Initiative – a relatively underrepresented area of media analysis comparing to the growing body of literature that addresses the rise of Chinese media in the context of BRICS formation (Thussu, de Burgh & Shi Anbin, 2018; Nordenstreng & Thussu, 2015). This paper considers Pakistan as a unique partner of the Belt and Road Initiative given its contentious geopolitical relations with India vis-à-vis China-Pakistan Economic Corridor (CPEC), along with its troubled alliance with the US-led War on Terror. The paper also takes into consideration of Bangladesh, which occupies an important location as a gateway between the ASEAN and the SAARC markets, while also being deeply integrated with the Western-centric neoliberal globalization. This paper critically analyzes how do the top circulated local mass media in Pakistan and Bangladesh (The Dawn, The Daily Star between 2016 and 2018) mediate the Belt and Road Initiative from the native point of view in comparison to Chinese media outlets on the same issues, primarily on web and social media platforms. Alongside political and economic issues, the paper pays special attention to the framing of local concerns, such as the potential impact of Belt and Road Initiative on the environmental sustainability, class inequalities, and urban-rural divides in the partnering countries. Departing from the conventional discourses of propaganda and imperialism, the paper draws insights from the theoretical framework of alternative histories of globalization (Arrighi, 2007; Frank, 1998) as well as critical approaches to soft power (Zhao, 2014; Thussu, 2013) that allow us to identify the postcolonial agency, discursive contestation, and the formation and facilitation of dialogues between and across the Southern nations through the processes of mediation (Couldry, 2008; Silverstone, 2005).

Id: 19161

Title: Interpretation and Construction: Research on International Media Coverage of China's 'The Belt and Road' Initiative

Session Type: Individual submission

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Abstract: In March 2015, the Chinese Government authorized the promulgation of "Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road". As official documents stated, 'The Belt and Road' should be an initiative that benefits for all countries and parties included with all-around pragmatic cooperation with countries along the Belt and Road and give consideration to the interests and aspirations of all parties.

'The Belt and Road' Initiative can be seen as a big gesture from the Chinese government as a choice for peaceful growth. However, the world is changing into a landscape of multi-polarization, and the voice of China Threat Theory lingers. Although many countries geographically connected 'The Belt and Road' responded to the initiative, there were obstacles promoting it.

'The Belt and Road' involves political, economic and cultural issues with cooperation of multiple stakeholders and benefits. The initiative attracts media's attention from all over the world in that it is the strategic choice for China and the vision for global governance as President Xi stated in at the World Economic Forum (WEF) held in Davos last year.

Mass media is still the significant channel to understand the society and to interpret attitude, especially for media coverage of international issues. Therefore, according to the background of global attention of China and 'The Belt and Road', the paper studies reports discussing 'The Belt and Road' as a particular case study of international communication, aiming to analyze the image presence of various media towards the agenda of the very initiative, to discuss how international mass media interpret the initiative and how they respond to it.

As for objects of study, we choose four authorized websites of traditional newspapers from five countries including the website of Washington Post (<http://www.washingtonpost.com/>), the website of The Times (<http://www.thetimes.co.uk/tto/news/>), and Asia & Japan Watch (<http://ajw.asahi.com/>) the English website of Asahi Shimbun, and the website of The Times of India (<https://timesofindia.indiatimes.com/>), and the website of Russian Gazette (<https://rg.ru/>) for their popularity and influence on a global horizon. From 2015.3-2018.3, we search and select related articles from these media.

The paper's methodology is mainly content analysis with help of text analysis, with framework of framing analysis and international communication. Research questions are listed below:

1. How these articles interpret the term 'The Belt and Road'?

2. Among all these news coverage, do those media regard 'The Belt and Road' Initiative as a benefit or a harm to their country? Do media reports reveal their vision or attitude towards this China's initiative?
3. Through 'The Belt and Road' coverage, how China or the Chinese government is presented as constructive image?
4. What are the priorities of themes when there media cover the issue?
5. Whether media coverage concerning for 'The Belt and Road' is put into a global context in that human is a community of common destiny or they treat 'The Belt and Road' as a regional issue of China as a foreign country?

Id: 19164

Title: Rethinking Development Communication in Africa.

Session Type: Individual submission

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Abstract: Development is central to the various aspirations of all human societies, their institutions, and organizations because the desire to make progress is intuitive but requires strategic planning and systematic actions. Although there are different interpretations of the term “development”, it is widely accepted to mean a type of social change that involves new ideas that leverage sustaining a polity, developing the economy, shaping the society, and ensuring a more equitable distribution of socio-economic benefits. It is the goal of every human society to develop in all important aspects such as socio-economic, educational, technological, cultural, and health areas. Communication is integral to development, hence the necessity for development communication. As a field of study, development communication was more popular in American universities in the 1970s and 1980s. However, its practice today is in greater demand in the emerging economies of Africa, Asia, and Latin America. In this paper, we examine the necessity and the strategies for reimagining and rethinking development communication in Africa. The most serious social problem in emerging economies, especially Africa is obviously development and how it can be leveraged by strategic communication.

The goal of this presentation is to provide relevant multiple definitions, explanations, and examples of development communication in African contexts. Our emphasis will be on extant case studies of selected African countries (especially among the best and worst performing economies) to illustrate their different approaches to the uses of development communication and the results of such efforts. The top five economies (by GDP size) are Nigeria, Egypt, South Africa, Algeria, and Morocco; while the bottom five are Sao Tome and Principe, Comoros, The Gambia, Guinea-Bissau, and Seychelles. References shall be made to any of the other countries for situations that illustrate some of the important principles, practices, strategies, and tactics of applied development communication. The presentation will provide contextual explanations of “development”, “communication” and “development communication” and show how these apply to the selected African countries. The final result is a repositioning of development communication theory and practice in the context of an African reawakening as well as a reimagining of an authentic African paradigm for strategic uses of communication for development on the continent.

Id: 19193

Title: Ethiopia (up)Rising: the politics of sustainable development and civic acts of desiring in Ethiopia

Session Type: Individual submission

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Abstract: Media, particularly in the west, have widely used the term ‘Africa rising’ to refer to sub-Saharan Africa’s recent phase of strong economic performance. The “Africa rising” narrative was popularized by a 2011 Economist cover story and ensuing mainstream coverage of Africa as a rising economic and social force. Within this context, the Ethiopian government has spun off the idea of “Africa rising” to promote the vision of ‘Ethiopia Rising’. While the narrative of “Ethiopia rising” comes on the heels of glowing international coverage regarding Ethiopia’s economic performance, it has also been imbricated by a series of civil acts of dissent and critique that bring to light the negative effects of the state’s authoritarian developmental strategies and resulting infringement on civilian’s rights. In response to this, an Ethiopian blogging collective known as Zone9 launched the #EthiopianDream campaign on Facebook and Twitter in 2013 - within Ethiopia’s politically repressive and hostile media environment which prevents online/offline political civic participation - to challenge the state’s narratives and governance model. Thematic and network analysis is conducted on both historical Facebook and Twitter data to consider the ways in which the views promulgated through the #EthiopianDream social media dialogue relate to, and diverge from, the “Africa rising” trope. The researchers hypothesize that the #EthiopianDream dialogue, and the later discourses carried out on social media, resist and complicate aspects of the ‘Africa rising’ trope as well as the developmental strategies being implemented by the Ethiopian state. The researchers begin with the hypothesis that the discourses taking place under the #EthiopianDream campaign offer alternative narratives to the initially rosey images painted by the “Africa rising” narrative about sub-Saharan Africa’s developmental strides. While the Ethiopian government has committed itself to UNDP’s Sustainable Development Goals (SDGs) and implemented a series of development initiatives of its own to realize rapid and broad-based economic and social development, it has done so in the midst of growing socio-political tension and critique - from both within and abroad. This project aims to consider the ways in which goal-setting through broad-based development initiatives relates to the Ethiopian government’s mode of governance and response to critical, at times outright oppositional, online and offline civic engagement. Through the analysis of Ethiopian civic desiring cultivated through the #EthiopianDream campaign, we examine the ways in which development goal-setting (Kaine et al,

2017), as a governance strategy in Ethiopia, has been deployed to rationalize the continued stifling of civil rights and public discourse about desirable, and more sustainable, visions of progress.

Id: 19231

Title: Identification and Division in the Rhetoric of the #MeToo and #TimesUp Movements in the United States

Session Type: Panel Submission

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Abstract: The beginnings of the #MeToo movement and the media's reactions to it in the United States are well-known. The events surrounding the Weinstein scandal, Oprah's speech at the Golden Globes, the Time's Up campaign, and the sentencing of United States gymnastics team doctor Larry Nassar have been widely covered by the media. While some worry that the overuse of the hashtag might turn the movement into "white noise," other media outlets have identified problems lurking within the movement. One such problem is that of the marginalization of women of color from the movement, turning it into an exclusively elite white feminist movement. Some media outlets have reported that elite whites have co-opted the movement from women of color, erasing women of color from the movement. The concept behind #MeToo was originally developed by Tarana Burke, a black activist who started the idea for survivors of sexual assault, primarily women of color. However, white actresses Alyssa Milano and Rose McGowan have taken much of the credit for the #MeToo movement. McGowan stars in a new documentary series about the topic, and has been criticized in the media for whitewashing the movement and profiting off of Burke's work. Huffington Post writes that "[t]he #MeToo movement highlights a common problem: Feminist movements are often whitewashed when they're brought into mainstream conversations. Women of color are often overlooked and left out of the very conversations they create." Likewise, shortly before Time's Up began, Latina farmworkers with the Alianza Nacional de Campesinas wrote a letter about their experiences with sexual harassment in the workplace. The letter inspired Time's Up and is linked on their website, but has barely been covered in the media. The Los Angeles Times writes, "So far, the headlines have mostly been attached to the stories of women in the high-profile fields of entertainment, media, tech and politics who have alleged various forms of sexual misconduct by powerful and often well-known men. Missing have been the stories of the hotel maids, farmworkers, restaurant servers and others whose economic need and relative powerlessness has often left them without recourse....If there's to be a second act to this cultural movement — and we hope there will be — it should focus on the plight of lower-wage workers in industries where sexual harassment is also rampant, but where victims have fewer resources than the average movie star. Many of these women are immigrants or women of color, with little protection from retaliation if they complain." Thus, this paper will focus on the critique of the movement's lack of intersectional feminism, including new hashtags and counter-movements developed out of it, such as #solidarityisforwhitewomen and #WOCaffirmation.

Id: 19232

Title: Primeiro Assédio: Brazil Had Its Own #MeToo Four Years Ago

Session Type: Panel Submission

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Abstract: This study intends to provide a basis for the deconstruction of the northern hemisphere's preconception that there exists a supposed backwardness in countries from the southern hemisphere, using Brazil as an example. It takes as a starting point the premise that the preaching of an ethnocentric logic, spread even by political leaders, does not always benefit a specific cultural reality. Here the focus is feminism, a theme in which Brazil occupies the vanguard, even preceding foreign movements. #MeToo had its Brazilian version in 2017, nine months before the North American movement. Coincidentally, both came from the world of entertainment: Hollywood in the US, and in Brazil, Rede Globo, the most powerful broadcaster in the country. In Brazil, the movement began after a costume designer denounced an important actor, who was later fired despite a public apology. Actresses from the broadcaster then started the movement #mexeucumamexeucumtodas [messed with one of us, messed with us all], which won over the streets and the social networks. In reality, the wave had begun to grow in an earlier movement, which began on social networks in 2015 with #PrimeiroAssédio (FirstAssault), where women told their everyday stories of sexual assault. This movement also originated with television (with the program MasterChef Junior) with an episode featuring a 12-year-old girl, who became the target of sexist comments on the social networks. Upon exposing this chauvinistic behavior, the campaign "Chega de FiuFiu" ("Stop whistling") was created, which even inspired the creation of a national map of sexual assault. However, the first, more consistent signs of this movement occurred in April of 2014, when the media disseminated a study on rape in Brazil, relating it to the behavior of women, which was immediately criticized by the movement "Eunãomereçoserestuprada" [I don't deserve to be raped]. The feminist wave finally arrived in this decidedly chauvinist country, where, as well as sexual assault, the rates of domestic violence and cases of rape are also high. The majority of victims are children, according to the most recent data from 2017 and despite the campaign, with a total of 135 rapes and 12 violent, female deaths per day. In the southern hemisphere, #MeToo added to the movement, but did not have the triggering role suggested by the national media.

Id: 19233

Title: Idolised and worshipped, yet raped and humiliated -- the Indian women and their struggles continue unabated: The effect of social media campaigns

Session Type: Panel Submission

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Abstract: In December 2012, India woke up to an ugly gang rape incident that took place in its capital of Delhi. Five years hence, the media continues to report on such gruesome crimes against women. A social media researcher, I scan posts on Facebook and Twitter trying to get behind the beautiful masks of those profile pictures and juxtapose them with my analysis of their posts. I was appalled to read the comment of a businessman with three daughters. He has close connections with the film industry and had posted a picture of himself with scratch marks on his face, (he was shooting for the role of a villain). There was a comment below his picture -“Delhi gang rape accused #” to which, the person in question had proudly commented-“yes buddy, you nailed it”. In a few months, I am sure his daughter is going to be on FB, his wife already is. Will they confront him? Will they choose to ignore the comment and keep the family peace? This is the tragedy and irony in our society. In offices all over the country, smoking breaks and cafeteria time are spent by men gossiping and cracking lewd jokes. It doesn't matter that they have female members in their own family. For them, if a lady can be a porn actor or prostitute, it gives them the right to speak loosely of a lady's character. How many women do we have in the top rungs of the corporate sector and how many of them are comfortable when after a few drinks at a business conclave, the top brass slips into the lewd jokes territory?

What ails our society?

The #MeToo campaign highlighted the cultural undertones that far outweigh the law and order element of this problem. From the academic field to the glamorous world of Bollywood, from the 20 million commercial sex workers in India to the homemaker-sexual predators are everywhere seeking their next victim. The Indian media's reaction to the campaign was met with widespread #MeToo incidents from women on social media. However, with only 480 million Internet users (India's total population is 1.25 billion), out of which 200 million live in rural areas with no access to these apps and knowledge on usage-it is the woman in the backward sectors of Indian society who need to voice out their angst but remain in the shadows of poverty and injustice.

The complexities of India's diverse culture and its patriarchal society, make the issue of sexual harassment murkier to deal with. India's corporate sector though, has put in place sexual harassment committees and mechanisms to deal with the increasingly large skilled women workforce joining them.

India's multi-million dollar film industry-Bollywood is the largest influencer of this issue-it continues to churn out Magnus opus productions which glorify women as well as demean them as objects of sexual fantasy. That is the complexity of the Indian story.

Id: 19252

Title: The #Me Too and #Time's Up movements in a country where men still lead the way: the case of Spain

Session Type: Panel Submission

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Abstract: On October 15, 2017, Alyssa Milano wrote on her twitter account: 'A friend suggested: If all the women who have been sexually harassed or assaulted wrote 'Me Too.' as a status, we might give people a sense of the magnitude of the problem.'" Then she asked, "If you've been sexually harassed or assaulted, write '#Me too', as a reply to this tweet". Still, she was far from imagining that she would trigger an unstoppable chain of reactions, in the U.S. and far beyond. Hundreds of thousands of women who had suffered sexual harassment or had been molested at their jobs and other spheres of their everyday lives soon began denouncing the injustices they had suffered, either recently or in the past. The movement #Time's Up came immediately after, as a need to stop these behaviors for good.

However, in some countries like Spain these movements, although were clearly reflected in the media, didn't go beyond its interpretation as another "witch hunt" from Hollywood stars to those who had abused from their privileged position. 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 2017 there were 49 women who were killed by their male mates – and of those, only 11 had denounced their inquietude for potential violence at home and only 8 requested protection against physical aggression at home. In the work environment, male workers still earn approximately 6.000 euros (per year) more than women, and in politics only 138 out of the 350 seats are occupied by women nowadays.

So, given these figures, What is the real potential for these #Me Too and #Time's Up movements in Spain? What has been the reaction of the Spanish society and from the Spanish users of social networks? In this presentation there will be a clear display of the current situation in Spain and its possibilities for the future.

Artículo en 20 Minutos sobre la desigualdad de la mujer en España:

<https://www.20minutos.es/noticia/2978270/0/dia-mujer-trabajadora-datos-desigualdad-brecha-salarial/>