



International Communication Section

Abstracts of papers accepted for presentation in the Online Conference Papers of the
International Association for Media and Communication Research¹

IAMCR

nairobi2021.iamcr.org

July 2021

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Version: 17/09/21

1 These are the abstracts of the papers submitted to the IAMCR section or working group named above for presentation in the Online Conference Papers component of the 2021 annual conference.

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Towards a typology of Chinese spectatorship of mediated distant suffering: Chinese cosmopolitanism, boundaries, and the “self-other” dichotomy

Authors

Mr. Zhe Xu - University of Cologne, Germany

Abstract

This article demonstrates the relevance of the concept of Chinese cosmopolitanism as an analytical lens for the study of Chinese media audience engagement with geographically, socially/culturally and morally mediated distant suffering. This article also invites us to consider how Chinese cosmopolitanism(s) might frame and shape the Chinese audiences’ moral sentiments and ethical dispositions, thereby constructing the Chinese ethnic-racial identity and imaginary image of others.

Drawing upon existing theoretical works on the analytics of mediation (e.g., Boltanski, 1999; Chouliaraki, 2006, 2008; Silverstone, 2006; Höijer, 2004; Scott, 2014), perennially historical evidence of Chinese cosmopolitanism(s) (e.g., Rofel, 2012; Fairbank, 1968; Calhoun, 2010; Vertovec & Cohen, 2002), and the coding system of the “self-other” dichotomy constructed by the concept of boundaries (e.g., Kramer & Ludes, 2019; Lamont & Molnár, 2002; Zhao, 2016), the article constructs an analytical framework. Applying this framework on a focus group study of Chinese audiences (N=56), the article provides an original typology of responding, consisting of four different types of Chinese spectatorship of mediated distant suffering: (i) celebratory universalism, associated with multiculturalism, multilateralism and patriotism; (ii) ideological politicization, associated with anti-Western Eurocentrism, anti-hegemonic hegemonies and anti-hegemonic nationalism; (iii) vengeful enjoyment, associated with anti-imperialism and anti-colonialism; and (iv) xenophobic dehumanization, associated with Chinese civilizational supremacism, racism, nativism, Islamophobia and social Darwinism. The typology allows for an exploration of possibilities where civilizational particularism and the everyday lives or lay moralities of the Chinese audiences, in their social, cultural and political contexts, may challenge assumptions made in the traditionally Western-centric and (often) highly normative literature on distant suffering.

This study is significant in three respects. First, it contributes to the de-Westernisation of studies of media and morality (Curran & Park, 2000), and advances the moral-ethical “turn” in media and communication studies in general (Ong, 2009); it is motivated by the necessary call for a move beyond Western traditions to arrive at a more comprehensive, subtle, and evidence-grounded understanding of the asymmetry of power between the safety of spectators and the vulnerability of mediated sufferers. Second, it shows how the viewing relationship between Chinese spectators and others, which is partly linked to Chinese cosmopolitanism, is influenced by the growth in Chinese geopolitical power pumped up by its economic success and rapid global impact. Third, it provides a conceptual working model to study the issue of whether the media can cultivate Chinese cosmopolitans with a sense of social responsibility towards others, especially in the context of the COVID-19 pandemic and with the

resulting rise of xenophobia, boundaries, de-globalization and populism (e.g., Allen et al., 2020; Walt, 2020).

Submission ID

48

Islamic Countries in Lens Model and Framework Based on News Coverage of People Daily and Public Survey

Authors

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Abstract

China and the Islamic world have their own deep-rooted historic origin and closely interconnected by the ancient Silk Road. In modern times, China and the Islamic world share similar destinies in national independence and liberation.

The cognition and attitude of China towards Islamic countries is the precondition for real dialogue between Chinese civilization and Islamic civilization. It also provides theoretical support and climate of opinion for people from two civilizations to communicate. National image is the highly politicized illusion made by mass media. For people who are far away from news sources, the agenda-setting function of media can play a much bigger role. Therefore it is important to know the final Islamic world image in Chinese people's mind as well as the image of Islamic world in Chinese mainstream media.

Based on Lens Model theory and Framing theory, this paper chose news coverage of People Daily towards Islamic countries and Chinese people's cognition and attitudes towards Islamic countries as research objects. The paper gave analysis in distance stimulus and proximal stimulus in news framework and audience framework as well as the formation of Islamic countries' image. It aims to find how did the proximal stimulus reflect distance stimulus in media and how did the audience framework finally form the image of Islamic culture.

According to the research of this paper, the most frequent topic in news coverage of People Daily is international relations, such as Arab-Israeli conflict and the Iran-Iraq war, the second one is terrorism topic. Those of two have accounted for 90.68% in news coverage, the relatively common content, such as economy, science or social issue is rarely mentioned.

From 2000, news sources from western countries occupied an increasing proportion in the news coverage of Islamic countries of People Daily. People Daily observed Islamic world from the window of western countries, unconsciously taking the attitude of western countries towards Islamic world into its own one.

From 2014, there is no other media frame except for the terrorist group: ISIS. Furthermore, the news coverage did not adopt its English name "ISIS", but using "Islamic State". To those who learned the

knowledge of Islamic world from main media, it is easily for them to link terrorism to Islamic countries.

From audience frame angle, Chinese respondents had very little recognition of Islamic countries. The majority of Chinese respondents have negative impression of Islamic countries, some even with “Islamophobia”.

It is found that proximal stimulus influenced the final image of Islamic countries. The audience frame further strengthened similar reflection of proximal stimulus towards distance stimulus. Since there is a deviation in reflection of Islamic countries in Chinese mainstream media, leading to the deviation in recognition and attitude of Chinese people, finally forming the distorted image of Islamic countries in China.

Submission ID

51

Network Structure of International Opinion: A Case of Opinion Campaign on the U.S.-China Trade War

Authors

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Abstract

The U.S.-China trade war launched on a scale like never before by the U.S. President Donald Trump since 2018, and both have engaged in multifaceted battles over this event, including an ongoing campaign of international opinion. This campaign involves not just Trump’s conspicuous Twitter feed, but also stiff editorials from China’s official newspapers, and a flood of coverage and comments from the media of both countries. They each hope to create an atmosphere of international opinion to their advantage. Of course, they have also attracted worldwide attention (Qiu & Wei, 2019), and sparked widespread controversies in various countries and their different social strata.

By referring to some relevant theories on international opinion (Rusciano & Rusciano, 1998; Kinsella et al., 2013; BenLevi et al., 2019; Goldsmith et al., 2005; Liu, 2015; Shlapentokh, 1999) and incorporating actual situation of the trade war (e.g., Ha & Phuc, 2019; Sussangkarn, 2020), this study attempts to structure a network framework analyzing contemporary international opinion system, and analyzing some key roles in this network and their mutual relations. The network consists of two interconnected networks of key states in the international community and key classes in domestic societies, including states directly or indirectly involved in relevant events or issues, and representative traditional powers, as well as their elites, publics and policymakers.

This study conducts thematic analysis of *The New York Times*, *China Daily*, *Nhân Dân*, *Kayhan*, *The Guardian* and *The Moscow Times* from August 2017 to December 2019, to identify the key players and their relations in international opinions on the U.S.-China trade war. More specifically, it will discern which countries and classes are the primary opinion sources, and find the connections among them in

the selected countries' media discourses, to analyze their roles and relations in the international opinion. Its purpose is to make a case research and basic work for further discussions on the characteristics and evolution of international opinion system in the context of the Internet and globalization.

Submission ID

115

The Intercultural Communication Strategies and Effects of Hollywood Films in China

Authors

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Abstract

In the future, the irreversible function of globalization has strong “decentralization” institutional power. The cultural phenomenon of the future global system will be a “global localization” cultural system in which local cultures coexist through collisions and dialogues. That is to say, the language coding, information content, science and technology, image and other resources under the context of globalization can be transformed into a localized form. This is also a new form of international cultural exchange and communication.

From this perspective, the products manufactured through the cultural industry also need to be adjusted according to the different local cultures, and the products promoted to the world will be improved locally. So as to be able to integrate into the local social culture, and further try to attract more local audiences and gain their love. This coincides with the theory of “cultural proximity”. However, although the cultural proximity theory is all the rage and has been confirmed by many empirical studies, it also has its shortcomings. This study takes this theory as a starting point, taking works involving “reproduction of China” in American films as examples, and expects to have a dialogue with this theory. Specifically, this research explores: how does American cinema imagine the Chinese? What are the “globalization” and “localization” strategies adopted by American films to achieve intercultural communication? Are the above intercultural strategies effective for Chinese audiences?

Based on the policy background of China's entry into the World Trade Organization and the time node of the theory of “global localization”, this study first lists all Hollywood movies (including animated movies) released in China from 2000 to 2020, and then Based on the Chinese box office, sorted from high to low. Subsequently, based on the awareness of the research question, Hollywood films (14 in total) that clearly “reproduce” Chinese culture were selected from the hot movies as the research object. In addition to the film texts mentioned above, this research also collects news about the production and marketing of these films, and selects the most complete and authoritative film online social platform in China “Douban Movie” as the object. The “short comment” section of the audience on the movie page examines the audience's evaluation of the movie.

In research methods, first, this research will analyze the content of the above-mentioned movies and summarize the overall impression of China presented in American movies. Secondly, in addition to the investigation of film content, this research also combines the formal aspects of the film production process. This research will combine data and literature analysis methods to try to capture the overall picture of Hollywood film promotion and marketing strategies, and comprehensively investigate the intercultural communication strategies of Hollywood films in China. Finally, in order to explore the communication effects of intercultural strategies, this study uses the “short comments” part of the audience in the “Douban Movies” community to analyze the content of each movie's webpage. Based on this, we examine the effects of American film strategies and the attitudes of Chinese audiences.

Submission ID

123

Communication Media and the Mediatization of Popular Culture: A Study of China's Short Video Industry

Authors

Prof. Tian Weigang - Communication University of China

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Abstract

Background

In recent years, the short-form video industry has become an important component of the mobile Internet platform in the world. Against the background of global turn of mobile and visual communication, how should we view the current development and future trends of China's short video industry? How does it relate to China's changing media environment and social transformation? This study is not only an interpretation of short video's textual content, platform attributes and industrial chain, but also a reflection and examination of the larger media environment, social life and cultural consciousness in specific historical contexts. Alongside the new windfall of mobile Internet platforms, short-form videos have developed rapidly in recent years, forming a new explosive industry in the era of integrated media. The market is gradually saturated, but it is gaining momentum.(caasdata6,2020)

Method

This research will start from the "mediatization" theory, through the comprehensive application of text analysis, case studies and other research methods, try to study the phenomenon of short video production and dissemination in China from four aspects.

Conclusion and discussion

Based on the analysis of the development status of the short video industry today, including the scale of commercial development, two super and many strong competition pattern has been formed, the

platform celebrity promotion channel narrowing. this study concludes that the future development of the short video industry has incremental market continues to open the battle, new technology-driven platform upgrades, higher quality content to enhance the user aesthetic trends, summarizing the future direction of the short-form video industry and the core issues (Huang Chuxin, 2020), and rethink about the development of the short video industry under the system, the trade-off between media and people.

As an important component of popular culture, short video application is not only an important source of entertainment experience for the general public, but also a microcosm and reflection of the whole society to some extent. In terms of the occurrence and development of the short video industry in China, Firstly, it is an important part of the material media platform for production and exchange and industrial layout; secondly, as a "barometer" of the industry, it acutely reflects the development status and historical changes of the entire media environment; thirdly, it concentrates on reflecting the social, cultural, economic and other elements of a country in a specific historical Third, it reflects the interaction of social, cultural, economic and other elements of a country in a particular historical period. Fourth, short video gradually from "short video + X" to "X + short video" transition, short video is becoming the standard function of the new APP, (BizNext, 2019) when people's time is fragmented, short video presents a pervasive pattern worthy of our consideration.

Submission ID

285

#Coronavirus or #Chinesevirus?!: Understanding the dynamics of hashtag mediated construction of racism and xenophobia on Twitter under Covid-19

Authors

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Abstract

Under the global outbreak of Covid-19, social media are providing critical avenues for the expression of racism and xenophobia in the online public sphere (e.g., Matamoros-Fernández, 2017; Oboler, 2016). Especially, social media have become important platforms for the proliferation of discriminatory hashtags, such as #chinavirus and #chinesevirus, which facilitate the wide dissemination and circulation of posts embodying toxic and offensive languages to impose attacks on a specific race/ethnicity, nation-state, or (im)migrant community. While an emergent set of scholars have spotlighted the negative social consequence brought about by discriminatory hashtags in boosting the spread of hate speech (e.g., Chaudhry, 2015; O'zerim & Tolay, 2020), relatively limited attention has been drawn to the dynamics beneath the accumulation of posts under discriminatory hashtags - how these hashtags keep on increasing their visibility and expanding the influence on social media. To fill

this gap, our study introduces the state-of-the-art computational methods to extract and analyze the big social data from Twitter that include posts under two popular racist and xenophobic hashtags - #chinavirus and #chinesevirus. To specify, we apply VADER (Valence Aware Dictionary for Sentiment Reasoning) - a lexicon-based approach for sentiment analysis that enables us to capture the sentiment shifts reflected in posts aggregated under these two hashtags alongside the development of Covid-19 from a domestic epidemic to an international public health emergency and later, to a global pandemic. Additionally, we also extract keywords of these posts for a better understanding of the changing focus of opinions expressed under hashtags of #chinavirus and #chinesevirus. Through these approaches, we find the emotional transfer and sharing occurred under the aggregation of posts under #chinavirus and #chinesevirus across the stages of Covid-19 - to specify, posts became less likely to be expressed in a neutral tone and instead, an increasing number of posts manifested a negative sentiment. In the meanwhile, the focus gradually transferred from discussion over the virus and health to comments on political system and figures. The contribution of our research is two-fold. First, our research contributes to understanding the dynamic changes reflected in discursive construction mediated by racist and xenophobic hashtags alongside their expansion of social influence on social media platforms in the context of Covid-19. Especially, a nuanced understanding of the construction and development of online social discourse related to race under Covid-19 leads to constructive policy suggestions that will enable more effective interventions to combat race-centered hate and conflicts while uniting people from different socio-cultural backgrounds together to fight with this severe global pandemic of all human beings. The second contribution lies in the methodological advancement that provides novel approaches for future research to explore the hashtag mediated discursive construction of other social agendas centering on race and xenophobia.

Keywords: Covid-19; hashtag; social media; racism; xenophobia; computational methods.

Submission ID

417

From intercultural competence to sociocultural resilience: Overcoming emotional boundaries in today's societies

Authors

Prof. Thomas Herdin - University of Salzburg

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Abstract

Conspiracy theories, partisan divisions within government, race and immigration, the coronavirus as a hoax, Telegram vs the *New York Times*, fake media vs factual news ... While globalization led to 'time-space compression' (Harvey 1989), and it seemed that the world would continue to shrink, more and more fractures are apparent in societies, in the form of demonstrations and political rallies. These social disruptions cross geographical borders and exist beyond the global/local paradigm. Opposing

worldviews and belief-systems permeate societies and lead to ever-greater polarization even at the micro-level, as in families. While the concept of intercultural competence is helpful to improve encounters between people from different cultures, in today's world sociocultural resilience is required.

The paper has a twofold structure. In the first part, the oscillation model of internal and external cultural experience is introduced and applied to show how sociocultural resilience is distinct from intercultural competence. It is beyond doubt that intercultural competence is of importance in a globalized world, but it is no longer sufficient to adequately deal with increasing polarization within nations, because the concept is generally understood as the ability to communicate appropriately in intercultural situations (Deardorff 2004). Intrapersonal communication (communication with oneself) is often marginalized or even forgotten, but this neglected type of communication is important because it leads to self-knowledge. Through self-communication it becomes possible to access one's own feelings. It is key to handling the emotions that arise when we have to deal with completely opposing worldviews. Only the interplay between interpersonal and intrapersonal communication can help to establish resilient and successful communication with others.

The second part of the paper discusses sociocultural resilience as a new indicator of how the individual and society as a living organism can master current challenges by developing the ability to deal with cultural diversity and opposing worldviews. Theoretically distinct from psychological approaches focusing on positive development after traumatic, adverse experiences (Masten 2015), and sociological group-centred efforts to achieve social resilience in the face of neoliberalism (Hall/Lamont 2013), sociocultural resilience refers to individuals' embeddedness in various contexts. Building sociocultural resilience means becoming increasingly comfortable in intercultural environments, but also developing resistance to polarizing, exclusionary developments within societies. Resilient individuals manage to balance consistency and change: they are not only able to adapt to new realities, but they can also rely on a firm foundation of personal, ethical values and social relationships. This process of learning goes beyond merely acquiring competences: it requires establishing a mind-set of openness to the unfamiliar, and fostering novel inclusive ways of thinking. Sociocultural resilience is largely constituted through communication processes (Buzzanell 2010) and is promoted by several key factors, which it is the aim of this presentation to discuss.

Buzzanell (2010). Resilience. *Journal of Communication* (60), 1-14.

Deardorff (2004). *Intercultural Competence*. NCSU/Raleigh.

Hall/Lamont (Ed.) (2013). *Social Resilience in the Neo-Liberal Era*. Cambridge University Press.

Harvey (1989). *The Condition of Postmodernity*. Oxford/Blackwell.

Masten (2015). *Resilience in Development*. New York/Guilford.

Submission ID

546

Cultivating the imagination of China and the western world: foreign Youtubers on Chinese digital platforms

Authors

Dr. Zheng Li - Henan University

Ms. Jie Su - Henan University

Abstract

In this article, we aim to deepen the understanding of cross-cultural communication in a filtered information environment. Opinion leaders are influential actors in mass communication. Especially in international communication, the effect tends to be more significant due to the lacking first-hand experiences of other countries. Cross-cultural YouTubers accordingly plays a crucial role in building a mutual understanding between the countries of different cultures. In China, there are several counterparts of YouTube, such as Bilibili, Weibo, and Douyin. Our study investigated an emerging group in these Chinese digital platforms, namely, foreign internet celebrities. It refers to some non-Chinese content creators who focus on the topics of China and their native countries. These channels open a window to Chinese audiences to know about other culture. More interestingly, Chinese audiences can grasp how foreign people view their homeland by watching videos. Some content creators become influential figures in representing China and other countries on Chinese digital platforms. Most of them claim to bridge the mutual understanding between China and other countries and our research aims to examine how this initiative is processed in Chinese internet environment. It focuses on the influence that foreign internet celebrities have on Chinese audiences, especially their perceptions of China and other countries. To have an accessible examination, we select Jerry Kowal's channel as the case. Jerry Kowal is an American YouTuber and is one of the most successful foreign online celebrities on Chinese digital platforms. His videos are generally about Chinese and American food, the travel experience in China, and American society. In 2020, He was interviewed by China Central Television for his video about COVID-19 in New York City. We examine how his videos build the Chinese audiences' perceptions of China, America, and global order. More importantly, what implications could be drawn from the latest cooperation between the state-run media and foreign online celebrities? The data is drawn from Jerry Kowal's videos and in-depth interviews with his subscribers. Qualitative framing analysis is applied to interpret the meaning-construction process of Jerry's representation and audiences' perceptions. The findings reveal the significant impact of Jerry's channel on Chinese audiences in understanding China and America. However, the channel exhibits a discernible tendency to accommodate the audiences' prior attitudes and policy environment, which contributes to the stereotypical understanding and the surge of nationalism. The study provides critical insights into the interplay between state power, online celebrities, and their audiences in the context of a filtered international communication.

Submission ID

577

Parajournalism as an analytical lens: understanding challenges to journalism as an affective institution

Authors

Dr. Débora Maria Moura Medeiros - Freie Universität Berlin

Prof. Margreth Lünenborg - Freie Universität Berlin

Abstract

Around the world, the emergence of hybrid media systems (Chadwick, 2017) raises questions around changes in journalism, especially with regards to networked digital communication. Drawing on new institutionalism and affect theory, this paper contributes to understand these developments by providing theoretical grounding for studying how journalism as an institution changes with regards to the articulation and circulation of emotion in the public sphere.

We argue that journalism asserts its role not only by circulating information, but also by providing an emotional evaluation of events, thus establishing an order of emotions. Paradoxically, this happens as journalists mostly rely on downplaying emotions (Wahl-Jorgensen 2019). Such emotional evaluation, however, does not remain unchallenged, as the growing popularity of public communication outside the journalistic field shows, performed by YouTubers and influencers, for instance.

In order to study the challenges posed by such actors to journalism as an institution, we propose the concept of parajournalism. Parajournalistic actors do not necessarily practice journalism, but rather offer hybrid formats combining information, radically subjective evaluation and entertainment. Parts of the public, however, regard them as offering “functional equivalents” (Neuberger & Quandt, 2010) to journalism and, thus, also fulfilling a role previously exclusively reserved to journalism. While this term has been used to describe “rudimentary” forms of journalism (Neuberger, 2000, p. 310), we propose a relational understanding, which considers the different ways in which parajournalistic actors and professional journalists invite their audiences to perform affective media practices (Lünenborg & Maier, 2019) and, thus, produce and circulate emotions in the public sphere as part of their efforts to interpret events.

While our understanding of parajournalism emerges from empirical research in the German context, it may be fruitful to study similar phenomena happening in other national contexts. Current research on YouTubers and content creators in general is an example of how scholarship is already exploring the interaction between local and global through genres that are gaining popularity on social media platforms available worldwide. These studies focus on aspects such as the articulation of humor by YouTube users from the US (Boxman-Shabtai, 2019) and Brazil (Carter, 2017), content creators’ interactions with the more established cultural industry in India (Mehta & Kaye, 2019) or tensions between authenticity and commercialization YouTubers of various nationalities face (Christian, 2009; García-Rapp & Roca-Cuberes, 2017; Tolson, 2010). Comparatively fewer studies have focused explicitly on YouTubers’ interactions with journalism (e.g. Newman et al., 2017; Papacharissi, 2009, Zabel et al., 2017). Due to most platforms’ global character, it is also important to highlight that more

and more parajournalistic actors on YouTube and elsewhere address transnational audiences. This offers promising paths for future research.

In this theoretical contribution, we propose a more nuanced understanding of the affective foundations of journalism as an institution and how parajournalism challenges it, pointing a path ahead for researching actors whose media production is becoming increasingly central to audiences' informational needs yet do not fit the current definitions in alternative media scholarship.

Submission ID

603

#CommunicationSoWestern: A Comprehensive Study of Global Disparities in Scholarly Knowledge Production in Communication Research

Authors

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Dr. Brian Ekdale - University of Iowa

Mr. Mir Ashfaquzzaman - University of Iowa

Ms. Mehrnaz Khanjani - University of Iowa

Mr. Frankline Matanji - University of Iowa

Mr. Ryan Stoldt - University of Iowa

Dr. Melissa Tully - University of Iowa

Abstract

Scholarly knowledge production exists within systems of power that have material consequences for which research is produced and whose knowledge is valued (Willems, 2014). Within the field of Communication, the “academic imagination” (Appadurai, 2000) has been built on an enduring legacy of sexism, racism, and colonialism (Chakravartty et al., 2018). The colonial legacy of Communication research, in particular, is evident by the fact that the vast majority of research in our field is being produced by scholars based in the United States and Europe. For example, one content analysis of 5,228 articles published in top Communication journals between 2004 and 2010 found that only 25 articles (0.5%) were authored by scholars based at an African institution (Miller et al. 2013). In addition, scholarship about the Global South or by scholars based in the Global South often appears in less prestigious journals or in regional journals with limited reach (Elega & Ozad, 2018; Wasike, 2017). While previous research on scholarly knowledge production in the field has found global disparities, to date this research has relied on manual content analyses of relatively small datasets limited by number of years and journals included.

Our paper contributes to this conversation by providing the most comprehensive study of Communication scholarship to date. Our dataset, which was constructed using automated data pulls from the Scimago Journal & Country Rank (SJR) database, includes 30 years of journal articles (from 1990-2019) in all 400 journals listed under “Communication” by SJR. In total, our dataset includes more than 130,000 journal articles, considerably larger than datasets in any previous studies. Based on the country location of the first author’s institutional affiliation (for a similar approach, see Chakravartty et al., 2018), we ran several analyzes to answer the following research questions:

- (1) What is the geographic distribution of published scholarship in peer-reviewed journals in the field of Communication?
- (2) How has the geographic distribution changed over time?
- (3) what is the relationship between geographic distribution and (a) journal ranking, (b) age of the journal, (c) geographic home of the journal, and (3d) article citation rates?

Preliminary analyses indicate that the vast majority of journal articles in the field of Communication were produced by scholars based in the United States and Europe. While there has been an increase in scholarship produced by scholars based in Asia, Latin America, and Africa, this work disproportionately has been published in newer journals, lower ranked journals, and journals housed in the Global South. These findings further demonstrate the enduring colonial legacy in Communication research and contribute to continued silos in our field.

Submission ID

639

Framing International Development: News about Development (N@D) in the United States.

Authors

Mr. Michael Kim - University of Miami

Abstract

The United States (US) is the largest international donor country in the world committing nearly 50 billion US dollars annually for foreign assistance, wherein two-thirds of the amount (nearly 35 billion) is designated as an Official Development Assistance (ODA) overseas.[i] However, relative to their position as a major player in the international development assistance flow, lack of attention has been given to examining the nature of how such development assistance issues have been reported in the US news media.

We recognize this gap as mainly stemming from the lack of attention to how development is communicated *about* to the public within the broader field of ‘development communication.’ Studies in the field have paid much attention to ‘communication *for* development’ (C4D) perspective, which concerns how communication can do-good *for* the citizens of *the developing countries* rather than

‘communication about development’ (C@D) perspective which concerns how communication informs the citizens of *the developed countries* about what development is, how it works and why it matters (Wilkins & Mody, 2001; Enghel & Danielsson, 2019).

Recognizing this gap in research, we explore the ways in which the US news media communicate *about* development assistance issues to the public. Specifically, we examine the news articles published in the three US major daily newspapers (*The New York Times*, *The Washington Post*, *The Wall Street Journal*) to explore how these news outlets have framed the subject of US’s involvement in international development assistance, and what roles they have played in regard to delivering the ‘news *about* development’ to the public in the recent decade (from 2011 to 2020). We distinguish ‘news about development’ from the more prevalent concept of ‘development journalism/news’ in order to redirect the geographical (from recipient countries to donor countries) and conceptual orientation (from C4D perspective to C@D perspective) affixed to the term.

Our preliminary analysis reveals that the US press engages US’s ‘securitization,’ ‘ally-ship,’ and ‘cultural power’ frames to support and justify US’s overseas development assistance, and ‘unwise budgeting’ frame to criticize US’s ODA. The implication of this study goes beyond mere identification of a ‘development news’ *frame matrix*, which can be utilized and expanded upon for future research. We hope to expand the conversation on how development is communicated about to the global public of the developed nations, so as to critically reflect on the role of journalism within the drivers of global development.

[i] ODA refers to grants or loans to developing countries undertaken by the official sector with a particular purpose of promoting economic development and welfare of the states. Foreign assistance is a more general term referring to ‘any tangible or intangible item provided by the US Government to a foreign country or international organization’ (USAID, n.d.).

Submission ID

649

The Change to the Structure of Global Media Brought by the Influencer Phenomenon in Social Media Communication

Authors

Ms. Siming Li - Tencent

Abstract

Abstract: In the global communication of the Internet age, new variables have emerged in the contrast of power within regional discourse: the elite discourse system previously controlled by the international mainstream media is being deconstructed by the netizen discourse system empowered by the Internet; grand narratives and traditional arguments are being dissolved; and diversified values are being highlighted in the cyberspace; this trend is concretely manifested as the rise of Influencer communication on a global scale.

Influencer is called Key Opinion Leader, Internet Celebrity or Content Creator in different regions and contexts. With the growth of the digital influence of this Internet-based group, its media identity as an Internet social communication node has been established. This article uses traditional media's perspectives, and "anxiety", together with other manifestations, as the "coordinate system" that anchors the development of Influencer communication, and uses the Big Data to analyze the distribution of amount, location, emotion and theme and etc. in related reports from a global sphere. This will reflect the global development trend of Influencer communication and the development similarities and differences between different regions.

Based on the current communication practice of Influencer cases, this article focuses on the synergistic symbiosis between Influencers and traditional media, transmission routes for the content that uses audience participation and quantitative evaluation as a prerequisite factor, and the Internet environment based on platform-based digital services and content governance and other key issues. The discussion has led to the conclusion that Influencer communication has the characteristics of blurring the identity between individuals and institutions, crossing the boundaries of many digital business fields, and reconstructing the boundaries between local and global communication.

Key Words: Influencer, Media Ecosystem, International Communication, Social Media Communication.

Submission ID

815

Collaboration or Competition: A Framing Analysis of People's Daily and The New York Times' News Coverage of COVID-19 Vaccine

Authors

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Ms. Ke Du - Tsinghua University, Journalism and Communication School

Abstract

As a sub-field of international communication, global journalism is essentially viewed as a news style within the context of globalization. Previous studies have argued the tension between the local and global news over the pandemic. In the field of the COVID-19 vaccine, the tension especially refers to the collaboration and competition among countries. Collaboration is in line with the value of global journalism, while competition includes the ethnocentric perspective. On the one hand, to establish dominance over others, world powers have kicked off intense competition to become the first vaccine producer. On the other hand, there is also cooperation on the battleground. For instance, the World Health Organization launched COVAX, -a multi-national cooperative initiative aimed at providing countries worldwide with safe and effective vaccines.

By adopting the transnational comparative framing model (TCFM) proposed by Lei Guo, et al. (2012), this study investigates the collaboration and competition frames used in news coverage of *People's Daily* and *The New York Times* about the 2020 COVID-19 vaccine. By comparing the two representative medias, we explore the difference between news frames used by China and the United States, and whether global journalism is embodied in their news coverage of the COVID-19 vaccine or not. First, we list all the frames from sample box. Second, we sort out the frames under three levels of context: individual, national (countries under analysis), and global. Third, we make note of framing devices that help identify each frame (metaphors / catchphrases / depictions / roots).

After analyzing 28 reports of *The New York Times* and 13 reports of *People's Daily*, two findings were given. First, the two news agencies effectively showed the common value of collaboration as the COVID-19 vaccine is a public good for the human being. However, the primary difference between *People's Daily* and *The New York Times* lies in the former focuses on transnational collaboration, while the latter pays more attention to the domestic inter-organizational cooperation. Second, at the competitive level, *The New York Times* pictured that China as a charm offensive. It considers China's endeavor to the vaccine research as a way of rebuilding its own reputation and appealing other countries. On the contrary, *People's Daily* interpreted the vaccine research as a goal of constructing 'a community with a shared future for mankind'. We conclude that *People's Daily* has a more global perspective than *The New York Times* in terms of the reports of COVID-19 vaccine. In essence, the emphasizing of *People's Daily* on collaboration confirms its 'peaceful rise' diplomatic policy and the philosophy of 'Tian-xia' or 'all-under-heaven', while the strong antagonism against socialist countries and individualism are explicitly manifested in *The New York Times's* reports.

Submission ID

828

Orientalism in Amazon.com/ca's Categorizations of The Life-changing Magic of Tidying Up

Authors

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Abstract

Within global media ecosystems, the accessibility to ideas from around the world is higher than it has ever been. The global village has provided cross-cultural communications at levels never seen before. Of interest in my paper, is the presentation of Japanese lifestyle ideas to North Americans, through the commercial giant Amazon, specifically Amazon.com/ca's book categories. Using the theories of Ahmed, McLuhan, and Said the question of if North Americans are orientated towards Orientalism through Amazon.com/ca's categorization of Marie Kondo's *The Life-changing Magic of Tidying Up* is addressed. To tackle this question, three areas are addressed: what does it mean to be oriented, how does Orientalism correlate with being oriented, and how is this related to *The Life-changing Magic of Tidying Up* on the Amazon.com/ca websites? Ahmed in conjunction with Kant provide the foundations

for addressing what it means to be oriented not only in space but thought as well. With McLuhan's "extensions of man" these orientations are easily applied to the digital world and as such Amazon's product pages and book categories. Like all of Amazon's categories, the categorization of books is intended to lend "guidance" to the shopper in their search for books in specific areas or subjects. In other words, their purpose is to orient the reader/consumer efficiently and effectively toward the product of their desire. To accomplish this, one of Amazon's tools specific for books, is their Best Seller Rating system. This system rates books based on their sales compared to all other books in the same category. But what categories label *The Life-changing Magic of Tidying Up* and how do these categories and ratings orient the consumer/reader?

In my proposed paper, I will discuss how Amazon.com/.ca's categories orient readers/consumers and address if Japan is still categorized as the Other through Amazon's North American product pages and book categorizations.

Submission ID

840

AI and Journalism Transformations in China: Current Developments, Issues and Debates

Authors

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Abstract

How is Artificial intelligence (AI) transforming a traditional Chinese news organization's newsroom? This article aims to explore this question by focusing on the case of China's national and international news agency, Xinhua. Since 2017 the state news agency has started to exploit the journalism and business potentials of AI-based technologies in collaboration with China's e-commerce giant, Alibaba. A joint venture between the two, Xinhua Zhiyun, was officially established in June 2017. It attempts to use AI, automation technologies, algorithms, and other new communication technologies to reorganize media, notably legacy media like Xinhua, concerning news gathering, multimedia content production, "gate-keeping", news distributions, and copyrights checking. Through Xinhua Zhiyun, Xinhua also aims to become a market leader in the ongoing digital transformations of China's media and cultural industry, which has become an important pillar of the country's national economy.

Based on empirical evidence generated from a qualitative documentary and policy study in combination with supplementary in-depth interviews with journalists and business managers, the article discusses Xinhua's AI-related initiatives, its achievements so far as well as the issues it faces in its efforts to become a forerunner of new communication technologies based on AI, automation, and algorithms.

The analysis presented in this article is valuable for academic debates on the implications of AI adoption for the future development of journalism in general and legacy news media' in particular. It

also contributes to existing research on the marketization of Chinese media, a process that started in the late 1970s and the early 1980s.

Submission ID

879

Chinese Netizens' Concepts of "State, Party and Government" : An Analysis of Semantic Networks on Social Media

Authors

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Abstract

Introduction

In the western tradition of describing state-society relation, it was normally assumed that the society was separated from the state, and also restricted by the state. However, in Chinese context, it seems to have encountered a dilemma in the applicability of the theory. In China's history, the construction of the modern state concept has special historical factors, and has led to Chinese "state-society" relationship. Two equally important concepts must be introduced "Party & Government". After the founding of the People's Republic of China, Chinese government established the pattern of "Multi-Party Participation Under the Leadership of the CPC". The party and government try to build the cohesion between society and the state through the dissemination of discourses of "socialism with Chinese characteristics." At the same time, digital technology and new social interaction ways have jointly constructed the structural complexity of the Chinese state concept. Biao Xiang (2010) proposed that the concept of "state" in China is highly isomorphic with society. Political discourse plays a leading role in the relationship between "state and society", however society seeks, directly or collaterally, the discourse space from it, and reconstruct the concept of state more or less.

Research Question

With the help of social media platforms and the rise of computational social science, this study is able to directly observe how people discuss "state, party, and government" in daily life. Our research aims to carry out a semantic network analysis of the discussions about "state, party, and government" by users in social media, and then to discover the Chinese netizens' existing cognition of these concepts, furthermore empirically construct Chinese Netizens' understanding of "state-society" relationship. Therefore, our research question is: What's the understanding on the relationships of "state, party and government" of Chinese netizens? Or, when they are discussing "state, party and government", what are they talking about?

Methodology

Our study is attempt to use the big-data approach to investigate people’s discourses and practices on the notion of “state, party and government”, performing a semantic network analysis of 600, 963 micro-blog messages containing the words on Weibo.

Possible Findings

Our findings include but not limit to: (1) In total there are about 900 meaningful nodes. Twelve distinct concept clusters emerge from the cluster analysis. (2) The clusters with highest frequency are concerning topic related to national economy, people’s livelihood, nationalism and so on. (3) In those clusters, the relationships among “state, party and government” are mostly related to those topics as well. (4) Furthermore, we may analyze that the concept of modern "state-society" relations among Chinese netizens, the main fields of mutual construction with the party and government concepts, and the significance of the Chinese Communist Party and government to social relations in the Chinese context.

Submission ID

925

Evaluating Chinese Public Diplomacy: Implementation of Belt and Road Objectives in the Arab World via International Public Relations

Authors

Mr. HAMED ALHASNI - Ts

Abstract

New public diplomacy has become one of the most effective tools in global competition, particularly in terms of achieving state objectives within targeted foreign countries/public realms through various mechanisms: international broadcasting, social media, transnational corporations, NGOs, international educational institutes, exhibitions, conferences, cultural events and citizen exchanges (Reinhard, 2006; Zaharna, 2007; Bhandari & Belyavina, 2010; PR Coalition, 2007; Snow, 2008).

Since Xi Jinping (President of People’s Republic of China) announced the Belt and Road Initiative in 2013, the P.R.C has invested significant funds to advance its public diplomacy in economic, cultural and technological arenas. Consequently, this research aims to evaluate Chinese public diplomacy in the Arab world through implementation of public relations strategies to maintain and manage the relationship with targeted foreign public ('Arab World'), thereby to construct favourable Chinese image and ultimately accomplish Belt and Road objectives. The investigation involves three case studies: China Global Television Network, Huawei Technologies Company, , and Confucius Institutes.

Theoretically, study has been inspired by Golan's (2013) integrated model of public diplomacy and the application of international public relations theoretical approaches to examining public diplomacy practises and government strategic communication. Consequently, we applied the public relations theory of strategic management of communication content for promoting international- frame and agenda building (Entman, 2004; Sheaffer & Gabay, 2009) to the case of China Global Television Network and public relations theory of relationship management to public diplomacy proposed by Eyun (2015) for the cases of Huawei Technologies Company and Confucius Institute.

Methodologically, the current research applies Pamment's (2015) public diplomacy evaluation model (Output, Outcome, Perceptions, Network Analysis), conceptualizing public diplomacy through public relations evaluation methods. Accordingly, we measured CGTN-Arabic as Output of Chinese PD and Arab media outlets (particularly Al-Jazeera and Al-Arabiya) as the Outcome through evaluation of visibility and favourability of first and second agenda building. Moreover, we evaluated the perception of network analysis of Huawei Technologies Company and Confucius Institute based on relationship management variables (Control Mutuality, Satisfaction, Trust and Commitment).

Systematically, we conducted framing content analysis for CGTN-Arabic, Al-Jazeera and Al-Arabiya news networks and content analysis for entire press releases retrieved from Confucius Institutes official website, official fact sheets about CI's and Huawei operating in the Arab world as well as news items related to Huawei in Arab media outlet websites. For purpose of revealing Arab public opinion perception, the author conducted in-depth analysis of social media through application of sentiment analysis: Al-Jazeera and Al-Arabiya's YouTube user comments during media coverage of Belt and Road issues, using YouTube comments scraper software. The key findings indicate that China's corporate diplomacy has achieved greater impact than China's mediated and cultural diplomacy in the Arab world.

Keywords: Evaluating PD, Strategic Communication, International PR, China, Arab World

Submission ID

935

Discursive re-bordering during Corona times. An analysis of nationalism and othering in Arab media

Authors

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Dr. Abdulrahman Al-Shami - Qatar University

Dr. Soheir Osman - Cairo University

Dr. Sahar Khalifa - Al-Iraqia University

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Abstract

The spread of fear of the coronavirus and related insecurities around the pandemic have fueled nationalist and increased exclusionary tendencies in countries all over the world. In North America, for instance, anti-Asian racism increased when former U.S. president Donald Trump dubbed the virus the “Chinese virus.” A nationalist agenda has been strengthened in many places, including the Middle East and North Africa (MENA) region, and hateful narratives blaming “others” for the pandemic, legitimizing a retreat to the protection of national borders and policies, are being spread in different media outlets. This paper comparatively investigates processes of *othering* with regard to COVID-19 in four MENA countries – Egypt, Iraq, Oman, and Yemen – and asks: Who is held responsible for the coronavirus crisis in different countries? How is othering revealed in media coverage related to COVID-19? and What (in)sensitive language can be identified?

We examined four different country cases in the MENA region, aiming to include a variety of different forms of government, media control and affectedness by the pandemic. Even though all countries can be considered to have an authoritarian political system, they are not homogeneous and represent a wide spectrum of dealing discursively with such a crisis.

The paper looks at mass media coverage at the peak of the global lockdown during the spring of 2020. We conducted a qualitative content analysis of newspapers (in print or their respective online versions) that represented different political actors in the country (state, parties, militias). We analyzed 194 articles (Egypt), 120 (Iraq), 30 (Oman), and 194 (Yemen).

The media analysis reveals in all four country cases a clear demarcation of a national ingroup that needs to be saved from foreign threats. The media discourse thus reinforced a problematic nationalist perspective that helped attributing blame to certain outgroups and created the image of the nation and its (indigenous) people as victims of external threats. In doing so, the media discourse of the analyzed outlets reflected the way the respective incumbents tried to regain legitimization for their actions (or inactivity) against the virus. At the same time, this reflection can also be seen as an instrumentalization of the media by the elites to blame their political adversaries through *othering*. A homogenizing and demonizing *othering* was detected in particular in the cases of Yemen and Egypt, but also Iraq, when blame was attributed to political adversaries. The Omani case was characterized by a more subtle *othering* that focused strongly on the importance of citizenship.

Submission ID

1146

Communication within Crisis: A Case Study of Pandemic Communication Practices among Activists in Johannesburg

Authors

Ms. Angela Chukunzira - University of Johannesburg

Abstract

South African activists became frontline workers when the Covid-19 pandemic struck the country in mid-March 2020. A new movement was formed, the C-19 Peoples' Coalition. Based on the limitations that the pandemic has imposed on traditional organising methods, digital activism then became more prominent. But this has not been an even process. Activists organised online for offline activities and although online organising is not new in South Africa, the adoption of the newer media in their organising practices changed the dynamics of their communication practices. The more explored online organising in South Africa was the Fees Must Fall student movement that organised using Twitter (Wasserman 2018). These were co-ordinated by 'digital publics' in this case, students who had access and affordances to be able to use online platforms. However, this project looks into the communication repertoires of social movements that are constituted by a majority of working-class activists, and how they integrated technology as part of their communication repertoires.

While avoiding the 'one-medium bias' (Trere 2012), this study specifically looks into how two platforms, WhatsApp and Zoom, have been integrated and have continued the co-evolution of the different technologies that are being employed by the c-19 Peoples' Coalition. It points out how activists and social movements relate within a broader media spectrum. Firstly, by looking into how the Covid-19 pandemic has shifted the communicative practices of movements. Secondly, by looking into the innovative ways through which activists have adopted, navigated and integrated newer media into their communications despite the issues brought about by the digital divide.

Whereas the Covid-19 pandemic is a new problem, and it has posed many challenges for activists, little has been written about how the pandemic has shaped communication practices of social movements which this study seeks to address. Fundamentally, this project will look into the relationship of newer media in a more holistic way, that it to say, in relation to other communicative practices. How the newer media has been adopted or abandoned and how they shape a pandemic social movement communication network.

Submission ID

1162

GRAY AND COLORED SHADOWS: THE IMAGES OF REFUGEES IN THE UKRAINIAN 'RADIO LIBERTY'

Authors

Dr. Anna Tashchenko - Taras Shevchenko National University of Kyiv

Dr. Liudmyla Yuzva - Taras Shevchenko National University of Kyiv

Abstract

We are involved in the international research project 'Migrants. Analysis of media discourse on migrants in Poland, the United Kingdom, Ukraine, Albania and the Czech Republic (MAD)' financed

by the Polish National Agency for Academic Exchange (NAWA), and we turned our attention to ‘Radio Liberty’ contribution to this discourse. It is a non-profit news service funded by the United States Congress and overseen by the United States Agency for Global Media. It disseminates information to audiences in twenty countries in Eastern and South-Eastern Europe, the Caucasus, Central Asia and the Middle East. We focused on the analysis of its Ukrainian department’s Internet messages regarding migration and migrants.

In fact, during the researched years of top media broadcasting in Ukraine (2015-2018), it was ‘Radio Liberty’ that made a very eloquent (in all senses) publication about how Ukraine had been meeting and hosting external refugees from Afghanistan, Syria, Russia, Somalia and Iraq. So, we became interested in what kind of image of refugees Ukrainian ‘Radio Liberty’ creates itself. The opportunity to explore this happened to us during an in-depth analysis of top media messages on migration and migrants while we were analyzing a sample of messages from each February in the 2015-2018 period. We chose these months because the biggest bursts of the migrant topic were most often observed in those times. In the messages on the migrant topic, we looked for such important features for social construction as sociodemographic and sociocultural characteristics, life strategy, perception of migration by migrants, perception of migrants by host side, prerequisites for integration of migrants, security, economic role and cultural identity. We also paid attention to the visual accompaniment of Ukrainian ‘Radio Liberty’ messages.

We concluded that ‘Radio Liberty’ repaid the refugees with the same coin, which, as it had portrayed itself, refugees paid for admission to Ukraine. Thus, ‘Radio Liberty’ reported in September 2018 that refugees very often knew nothing about Ukraine, and when they found themselves in it, they thought they were ‘in Europe’ (i.e., ‘in the European Union’), and after a certain period of stay a ‘bitter reality’ opened up for them. As for the image of refugees created by ‘Radio Liberty’, our sample showed Ukrainians also had almost no chance of knowing any specific information about those group of migrants to Ukraine and other countries. Who were the refugees? Mostly they could be perceived as some kind of gray human mass or logically arising shadows of wars and conflicts, which are manipulated, constantly debated and somehow affecting other – good – people. Visual additions only intensified the alienation: if the images of refugees were included in the illustrations, it was the exception rather than the rule and in favor of refugees from Russia, as well as a textual presentation that gave the latter some of their own vitality and history.

Submission ID

1283

News gathering strategies of parachuted journalists in reporting about a previously undercovered country – Fixers as co-creators in Hungary

Authors

Mr. Konrad Bleyer-Simon - European University Institute

Abstract

The research aims to explore the influences, attitudes and news gathering strategies of foreign journalists covering a small, geopolitically irrelevant country that has previously been a blind spot for international coverage, at a time when there has been increased media attention and greater demand for original reporting on the given subject. The focus of the study is Hungary, an EU member country which has undergone visible democratic backsliding in the last decade thereby creating political dilemmas for a number of EU members, and turning into a hot political topic as well as a puzzle for democracy theorists and policymakers.

With the financial and economic challenges newsrooms are facing in the new millennium (Parcu, 2019), foreign affairs journalism has been among the fields suffering the most severe budget cuts. Even if foreign reporting per se is not an “endangered species” (Chang et al. 2012), the number of foreign correspondents is shrinking (Otto and Meyer 2012), and newsrooms are maintaining foreign bureaus only in locations of strategic importance – many other locations are covered by journalists who were “parachuted” (Ericson and Hamilton, 2006) there for the sake of a study, often lacking language skills or not having significant prior knowledge of the situation in the country.

Positioning my research in the tradition of the political economy of the media, I hypothesize that the difficulties of monetizing quality journalistic content, the cost-cutting measures, as well as the precarization of labor conditions (see among others: Cagé 2016, Rusbridger 2018, Parcu 2020, Pickard 2020), lead to the development of so-called ‘news deserts’ (Waisbord 2019). This situation, in turn, allows local journalists to become another force (besides technological, economic or political influences) that shapes journalistic content. Given the lack of local knowledge on the side of international media and journalists, as well as the shrinking space for independent media in Hungary, the study is further interested in how journalistic practices in Western newsrooms make room for fixers and local journalists (the membership in these groups often overlap) working in a rather closed national media system, in order to become co-creators of international reporting (as described by Murrell 2015 and Palmer 2018 in the context of war reporting, as well as Brooten and Verbruggen 2017 in the context of the persecution of Myanmar’s Rohingya community).

In this research, I focus on the English and German language coverage of Hungarian political developments: for (a part of) the English language media the global readership necessitates to cover a wide range of countries where newsworthy developments occur, while the German language media sees Hungary as a country with significant economic and political stake to be sufficiently covered, due to its EU membership and the strong economic and political connections. The research draws upon semi-structured interviews with journalists who have published reports about Hungarian politics or society in English or German language media, as well as Hungarian journalists and fixers who have contributed to the work of foreign journalists.

Submission ID

1284

Unmasking structural deficiencies through visibilization of mask making

Authors

Prof. Angharad Valdivia - University of Illinois at Urbana-Champaign

Abstract

As we round out an entire calendar year of pandemic times, we cannot ignore the gendered dimensions of this pandemic. Plenty are the newspaper articles and academic studies that address this major issue. Findings suggest that women are bearing the burden of economic retrenchment. Likewise, from the beginning of “sheltering at home” restrictions, a global range of feminist voices raised the alarm that home is not a safe space in situations of domestic violence, which affect women and children disproportionately. Indeed, United Nations voices call out domestic violence as a concurrent global pandemic with CoVid. Masks and masking have assumed prominence in debates and policies about protection in the US. Indeed “mask and masking” serve as a metaphor for political and media representations of intersectional women in the public sphere.

This presentation explores the post-feminist exhortations in mainstream media that, once more, largely background intersectional voices through debates about, representations of, and exhortations to make masking. On the one hand, and especially in the USA, women were encouraged to become “go girls” and contribute through the very gendered labor of mask making. For reasons widely discussed in the global press (i.e. a political administration woefully unprepared and unwilling to protect its own population), by March 2020 the US had a shortage of masks—all masks, but especially the N-95 type that is preferable for medical and other front-line personnel involved in combatting the virus. As I write this—in early February 2021, shortage of N and K 95 masks remains an issue for the general population in the US. Thus, women were urged to contribute by making masks—a patriotic message with massively gendered undertones, masking structural shortfalls in public health and policy. Mask making was encouraged even as women, and particularly women of color, both suffered disproportionately from the virus (medically and economically) and had no choice but to remain employed or take employment in high-risk endeavors. Indeed, especially at the beginning, any type of employment involving exposure to others was high risk, especially as the unmasked proliferated in public spaces. Who wears masks? Who makes masks? Who has no choice in the matter? Who takes masks as the latest object of consumerism? These are all interrelated questions this presentation will seek to theorize through a lens of intersectional feminism and the media.

Submission ID

1296

Del papel al ciberespacio: la hiperdigitalización de la prensa mexicana

Authors

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Ms. Karla Alarcón - Benemérita Universidad Autónoma de Puebla

Ms. Rocío Ramonetti - Colegio de México

Dr. Rubén González Macias - Benemérita Universidad Autónoma de Puebla

Dr. Sallie Hughes - University of Miami

Abstract

Desde la creación de la imprenta en el siglo XV, la forma de comunicar ha evolucionado para llegar a más y nuevos públicos. Con el surgimiento de gacetas en el siglo XVI y después de la aparición de las publicaciones diarias, el periodismo no ha dejado de evolucionar hasta el siglo XXI, donde las narrativas digitales y redes sociales han permitido el surgimiento de medios de comunicación nativos digitales, que han luchado por la narrativa mediática. En este trabajo se abordará el surgimiento y dominancia de los medios de comunicación digitales en la oferta mediática mexicana, analizando su presencia en las 32 entidades que conforman el país, comparando con el espacio que comparten y compiten con los medios de tradición impresa, radiofónica y televisiva.

El desarrollo del Directorio Nacional de Medios de Comunicación en México como parte del Worlds of Journalism, ronda tres (en proceso), es un esfuerzo inédito en el país porque su metodología logra capturar y verificar con amplia exactitud la presencia de miles de medios locales que producen sus propias noticias. De acuerdo con el Directorio, los medios informativos de naturaleza digital dominan el espacio informativo en México, incluso muy por encima de los entornos radiofónicos, que predominaba por mucho hasta hace pocos años. Estos datos orilla a preguntarse cuáles son las condiciones que permiten la creación y permanencia de estos espacios noticiosos y qué factores diferenciadores propician su éxito en comparación con medios de otra naturaleza. Se trata de un trabajo descriptivo y comparativo entre la oferta mediática en territorio mexicano, donde se abordarán variables como el clientelismo político, innovación informativa y ejercicio periodístico en distintas regiones. Este trabajo contribuye a los debates sobre las condiciones que impulsan la digitalización de los medios.

Submission ID

1298

The acrobatic pandemic for Brazilian women: work overload, domestic violence and femicide

Authors

Prof. Raquel Paiva - Rio de Janeiro Federal University

Abstract

All the uncertainties brought by the pandemic period regarding the spread of the COVID 19 virus, when it comes to social, economic and political life in everyday life in all parts of the planet, have affected everyone – despite the gender – in an indiscriminate way, but women represent one of the segments that suffer the most. Data in Brazil show that domestic violence against women has increased significantly, including a rise in femicide cases.

On the other hand, the monitoring shows that women ended up accumulating virtual work functions and all activities at home. The lives of women in this period can be described as an " acrobatic pandemic ". The workload of women has practically doubled because they must carry out all the activities of the house alone and also the work activities in a home office format have practically transformed the workday into almost 20 hours a day.

Cases of domestic violence increased by 40% . In that case, despite the increase in the volume of complaints, police records and statistics tend to escape from security agencies, since women most often live with the aggressor. During the pandemic, however, with the confinement, the increase in cases has been registered thanks to complaints from neighbors. Already at the beginning of isolation, from February to March 2020, arrests in the act involving female aggressors increased 51.4%. In view of the increase in the number of cases, several companies, institutes and even government agencies started to make awareness campaigns about the different forms of domestic violence. However, the criticism that civil society and women's support organizations make is that government action is restricted only to the incentive to report and that the woman attacked after the denunciation does not find any support network.

Although the northern region of the country accounts for the majority of cases, violence against women and femicide, during the pandemic the increase was recorded throughout the Brazilian territory and has been present in both large and small cities. The concept of femicide was over forty years gaining emphasis among activists, researchers and also international organizations, only recently having it been incorporated into the laws of different Latin American countries, including Brazil, through Law 13.104 / 2015, with the aim to attack the discriminatory roots of invisibility and also to curb impunity. It has been a heinous crime since 2015, because in addition to being important to name and define the crime, it also aims to curb female murders.

The demands are concentrated in the present time when it is also relevant to implement effective preventive actions. The cases of femicide increased by 2% in Brazil during the new coronavirus pandemic, a number that represents 3 murders against women per day. It is also important to highlight

that several studies point out that the issue of violence against women and femicide affects more poor Brazilian women and black women.

Submission ID

1299

Covid-19: A pandemic of gender inequality

Authors

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Abstract

This year was the anniversary celebration, but it turned out dull and almost invisible. Twenty-five years ago, in 1995, the Beijing Conference became the world's meeting place to define women's rights and advancements, and back then it turned out to be quite successful, with 190 countries participating. However, nowadays the situation has even worsened for women in some places; no country is 100% egalitarian and nearly 80% of the foreseen advances defined in Beijing have been developed, according to European reports. Women are much more vulnerable to poverty, have little access to decision-making positions, and suffer statistically more violence and insecurity than before, even when demographically they are more than half than men. The Covid-19 pandemic has threatened their situation even more. As the UN Secretary stated in April 2020: "Unless we act now, the covid-19 could erase an entire generation of fragile progress towards gender equality".

Of course, the situation varies from country to country: it is not the same to refer to women's reproductive rights in Poland than in Sweden, and the violence against women is not the same everywhere. In Cuenca, Ecuador, more than 90% of women suffered some type of sexual harassment during the last year according to the UN. Other social factors interfere, like the racial origin of a woman, if she is immigrant, or has a physical or mental handicap.

In general terms, however, the covid-19 pandemic has forced women to devote more than three hours per day at home, cleaning, cooking, and taking care of children – sometimes even substituting their school teachers – in order to keep them safe and healthy. And the situation may get worse, if violence is present inside their homes.

In this work there will be a comparative analysis of the situation of women in different countries and societies, in order to call the attention to the great effort that women are doing all over the world, in order to keep their loved ones safe and their families together. This is also to pay homage to those women who suffer violence silently for the same reason.

Submission ID

1302

A Day To Follow: Mapping International Women's Day Amid Covid-19 Pandemic On Japanese Twitter

Authors

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Abstract

Celebrated each year on the 8th of March, for Japan International Women's day offers an opportunity to reflect on the challenges women of the country are facing to this day. Around this time of the year, the country's media (Yoshida 2020; Murakami 2018) often report on newly released rankings related to female representation, and the numbers are rarely comforting - for example, in 2020 Japan ranked 165th for its percentage of women parliamentarians (UN Women 2020). This year, the country will be faced with even more disheartening reality to reflect upon. As in other countries, Covid-19 pandemic took a disproportionate toll on Japanese women - as many as 740 thousand female workers (twice as more as their male counterparts) faced partial or full job loss (NHK 2020), women's suicide rate rose 37% (5 times that of men's) during the second wave of the pandemic (Tokyo Metropolitan Institute of Gerontology 2021), and the number of domestic violence consultations reached historical high (Jiji 2021).

Despite the challenges faced by women in Japanese society, International Women's day potential as a gender equality platform (LeSavoy & Jordan 2013) appears underutilized (Happy Woman Online 2021), though recent years have seen an appearance of events raising awareness about women's issues in general such as Happy Woman Festa (ibid; Crossley-Baxter 2019), as well as focusing on specific causes such as country-wide demonstrations aimed at combating gender violence (Kawahara & Miyatani 2020). With coronavirus restrictions in place, it is likely that the momentum these offline events have been getting is going to be lost at least for 2021. On the other hand, there are hints that online spaces could also serve as a platform for feminist activism and discussion of women's issues, with organisers of anti-gender violence rallies (Kawahara & Miyatani 2020) meeting through social media and UN Women announcing Twitter hashtags for this year's International Women's Day in their promotional materials (UN Women Japan 2021).

Considering the current limited scope of offline events and the growing importance of social media for various actors involved in the advancement of women's rights agenda, it is crucial to understand how exactly these actors use them in the current unprecedented circumstances. This paper will utilize network analysis and co-occurrence analysis of tweets related to International Women's day and gathered for 14 days prior, during and after March 8th 2021 in order to evaluate the main actors and the dynamics of the networked feminist publics (Trott 2017, 2019) on Japanese twitter as well as the issues they center their online activities around (Bruns et al. 2016). It will also attempt to gauge globality/locality of these issues, as well as the prominence of international actors such as the United Nations.

Submission ID

1304

Spanish series for international audiences: Distinctions between public and commercial broadcasters

Authors

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Dr. Celina Navarro - Universidad Autónoma de Barcelona

Abstract

Traditional broadcasters are still the main players in local markets but the appearance of transnational SVOD players such as Netflix, HBO or Amazon Prime Video have altered the production, distribution and consumption of local audiovisual content. The original content of these platforms is released simultaneously to all markets in which they have presence, reaching the majority of the globe. In addition, local broadcasters are also selling the international (and sometimes also national) distribution rights of their content as a second window making it a reliable and stable income source. This increase on the frequency of audiovisual exchanges between markets has augmented the need to create content with a transnational appeal, reducing the local aspects of some series (Jenner, 2018; Penner and Straubhaar, 2020).

The Spanish television market is a clear example of these changes with the increase of fiction production and the recent international success of titles such as *Money Heist*, *Élite*, *Cable Girls* or *The Ministry of Time*. This study analyzes the changes in the Spanish television industry upon the arrival of the main international SVOD platforms and how Spanish traditional broadcasters and production companies are adjusting their productions to the international audiences. The sample includes an in-depth analysis of two of the most international successful Spanish series: *The Ministry of Time* and *Money Heist*. Both series started by the commissioning of legacy players, the first one by the public Spanish broadcasting corporation (TVE) and the second by the commercial broadcaster Atresmedia. For the analysis, interviews were conducted with Javier Olivares, creator, showrunner and producer of *The Ministry of Time*, and Esther Martínez Lobato, co-creator of *Money Heist*. In addition, industry reports, official audience information and news articles have been used as complementary data.

The results show the different approaches between the public and commercial legacy players despite the fact that both have partnered with transnational SVOD services for the co-production of the second (and following) seasons of their series. In the case of the Spanish public corporation and *The Ministry of Time*, the focus is still put on national audiences and the local cultural specificities of the series as their main objective. In contrast, in the case of the local commercial broadcaster and *Money Heist*, they renounced to an exploitation window in linear television and dealt directly with Netflix. During the production of *Money Heist*, the international audiences are mainly considered for decisions related to aspects such as characters, locations or promotion. Nevertheless, both series have proven to be an

international success when it comes to production and distribution, given their audiences outside Spanish borders.

Submission ID

1305

Desarrollo mediático subnacional en una democracia territorialmente desnivelado: Un acercamiento a las condiciones que determinan la densidad de los medios en los estados de México

Authors

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Ms. Rocío Ramonetti - Colegio de México

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Dr. Sallie Hughes - University of Miami

Dr. Rubén González Macias - Benemérita Universidad Autónoma de Puebla

Abstract

¿Qué factores explican la densidad de medios en un sistema de medios a nivel subnacional? La política económica tradicional (desarrollado originalmente en países del norte capitalista, con largas trayectorias de democracia) diría que se explica por el nivel de desarrollo económico de un lugar y de sus mercados, si es un sistema de medios con propiedad privada, además del régimen político del país y el tipo y tal vez la concentración de la propiedad de los medios. En el caso mexicano, un sistema político desnivelado a nivel subnacional en términos de estado de derecho y rendición de cuentas, es mucho más complejo. Proponemos que la alternación en el poder gubernamental estatal, uso de clientelismo como mecanismo de control, presencia de organizaciones criminales violentas, densidad de la sociedad civil y el poder de organización independiente de los periodistas podrían resultar igual o más importantes predictores. Además, cada uno de estos factores nos indica algo importante sobre la regionalización de los sistemas de medios nacionales, alimentando el debate sobre cómo refinar a los estudios nacionales comparativos.

El desarrollo del Directorio Nacional de Medios de Comunicación en México como parte del Worlds of Journalism, ronda tres (en proceso), es un esfuerzo inédito en el país porque su metodología logra capturar y verificar con amplia exactitud la presencia de miles de medios locales que producen sus propias noticias. Un análisis preliminar de la tercera parte ya completa del directorio arrojó que las

zonas centro y sur del país concentran la mayor cantidad de medios de comunicación con relación a los estados del norte y del noreste, que paradójicamente forman la banda de estados con mayor nivel de producción económica en el país. Entonces, si no es lo económico en sí, ¿qué más explica esta variación en el desarrollo y sobrevivencia de medios a nivel local que va contra el sentido común de la política económica clásica? Según estudios de Salazar (2020) y Guerrero y Marquez Ramirez (2014), el clientelismo es parte de la respuesta, pero también podría ser la criminalidad, el poder de organización de periodistas con apoyo de la sociedad civil, y otros factores. Este trabajo contribuye a varios debates sobre la política económica y la territorialización de los sistemas de medios fuera del norte capitalista democrático.

Submission ID

1306

Exploring the asymmetry of international dissemination of information on TikTok in the UK and Japan

Authors

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Ms. xiao zhang - Antstream Ltd.

Abstract

TikTok is the international twin of China's mobile short video app, Douyin, and one of the fastest growing short video platforms in the world. Owned by Chinese tech giant ByteDance, TikTok and Douyin share many similarities while have significant differences. For example, on Douyin, many foreigners and oversea Chinese are actively introducing foreign countries and became popular, while on TikTok, more contents focus on only local information and less oversea information.

Short video features include low-cost production and highly spreadable content which make TikTok much more advantageous than "traditional" giant social media--Facebook, Twitter and YouTube in terms of vividly introducing the world to local users. Previous studies also revealed that TikTok generates a wider and more diverse audience than the traditional "follower"-based social media model.

From "many voices one world" (UNESCO, 1980) to "many worlds, one voice" (Ayish, 2005), TikTok, as a non-western new popular unique social platform, may finally take us to "many voices many worlds" where diverse social platforms play an important role in communicating the outside world.

However, the asymmetry of international dissemination of information is still obvious on TikTok. We are interested in asking WHY and the great potential of TikTok on improving international dissemination of information, encouraging mutual understanding and trans-cultural communication, reducing information asymmetry in the future.

There are some related literature but not satisfying enough. KayeChen (et al. 2020) has compared Douyin and TikTok from infrastructure, business model and governance based on platformization of

cultural production theory and proposed "parallel platformization" to explain the dual success of Douyin in China and TikTok in the world. However, this didn't explain the asymmetry of international dissemination of information and is not responding to the potentially increased demand for international information after outbreak of this epidemic. The pandemic outbreak has had a significant impact on global health, the economy, and society as a whole, which is believed to bring significant changes to international communication.

In this study, we aim to explore the possible reasons behind such asymmetry of international dissemination of information on TikTok through data analysis in two representative countries—UK and Japan.

Hypothesis 1:

Due to the restrictions of the "Great Firewall" on the internet of mainland China, it is difficult to transmit information from mainland China to the world.

Hypothesis 2:

The distinctive cultural and socioeconomic ecosystem in these two countries have driven TikTok and its users to use different communication strategies.

We plan to walkthrough TikTok in the UK and Japan, comparatively analyze how international content is communicated. In addition, we will interview some key influencers in both markets to acquire their opinions on international communication on TikTok, their practice of using TikTok, new changes due to the pandemic and prediction of new trends after the pandemic. Deep interviews with TikTok insiders would provide important insights from the perspective of industry, strategy, culture and so forth.

Our results will not only enrich the theoretical paradigm of international communication but also have practical implications in development of social platforms.

Submission ID

1374

How To Break the Double Standard: Social Media's Discourse Construction on Covid-19 Outbreak: A Case Study on Twitter

Authors

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Abstract

The world today is facing a severe change that has not been seen in a century. The outbreak of Covid-19 is not only a global public health emergency, but also politicized and labeled as a "double standard" by western countries, making it more difficult for Chinese media to "tell the Chinese story". Among them, social media platforms, as the main carriers of information dissemination, have profoundly

influenced audiences' perceptions and value judgments, and become an important battleground in the international public opinion struggle. At present, the academic community has conducted research and analysis on China's international communication practices, but there are still certain limitations. For example, there are more case studies but not more abundant overseas media research cases, and more quantitative studies that favor big data but not deeper critical discourse analysis, which lead to the inability of grasping the presentation of overseas media on the Covid-19 outbreak from the constructivist dimension more profoundly. As a result, the proposed international communication strategies of Chinese media also lack certain discursive relevance and continuity that can be drawn upon over time. In this context, this study crawled all the tweets posted by five British and American mainstream media through Python, including BBC, Guardian, CNN, Washington Post, and New York Times, during the early stage of Covid-19 outbreak, which was also the most intense period of China and foreign countries' relationship, from January to March in 2020. By applying Fairclough's three-dimensional framework theory, the study conducted a critical discourse analysis at three levels: textual, discursive practice, and social practice, in order to clarify the history, strategies, and processes of the construction of foreign media's "double standard" coverage on Covid-19 outbreak. Finally, based on the previous analysis of Chinese international communication, this study proposes a narrative discourse model and related strategic suggestions for Chinese media to break the "double standard" of foreign media and build a strong discourse system.

Submission ID

1382

Blurring Boundaries: Analysing Work from Home (WFH) Experiences with ICTs in the Time of COVID-19

Authors

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Abstract

In April 2020, the worsening COVID-19 forced Singapore to implement various work restrictions, leading most companies into the WFH operation. Since then, WFH that relied on Information and Communication Technologies (ICTs) has been playing a central role that enabled the remote and continued operations for organisations during the pandemic. However, the routine use of ICTs has brought unforeseen and difficult circumstances to workers' professional and personal lives from diverse industries, of which some have still been unwilling. This provided the opportunity to understand the WFH experiences from a range of industry to bolster current studies; which often over-emphasised single industry that is naturally inclined to WFH situations.

Guided by the media richness theory, which posits that effective mediated communication relies on the match between media information richness to task's equivocality and work-family border theoretical framework, this research explores workers' WFH experiences, its implications, and the different strategies workers adopt during the pandemic-induced WFH context. We conducted semi-structured online interviews with 23 working adults aged between 33 to 47 years old based in Singapore. These participants hailed from diverse industries in the government services, banking and finance, IT, training and education, research and development, hospitality, advertising, building and construction and manufacturing.

The study found that ICTs has systematically blurred workers' professional and personal boundaries in terms of changing their routine schedules, tasks, and interactions with colleagues, friends, and family. These routine changes have resulted in unclear and conflicting professional and personal priorities that workers constantly navigate at the expenses of their own wellbeing and social relationships. These boundaries' conflicting areas include competing schedules and tasks that hinder the professional domain of work performance, efficiency, and satisfaction. Similarly, recreational time has been constantly disrupted by the perpetual presence of work, due to the absence of the transition phase to detach the professional and personal boundaries. In addition to this trend, workers' WFH experiences are also largely dependent on how ICTs has been used with respect to the nature of the job, family and colleague relationships, and company culture.

We found that in terms of coping mechanisms, the participants referred to three important factors. First, ICTs has generally been effective in facilitating the continued remote operation of their work. Second, ICTs also serves to compensate for the lack of face-face interactions that saw intimate conversations between colleagues. The ease of using ICTs has allowed participants to communicate their empathy, respect and also seek help from colleagues creating an online communal space for workers to manage their work and wellbeing. Lastly, organisational supports, both technological and non-technological, such as software and mediated recreational activities also played a crucial factor in helping workers cope with the WFH shift. With these findings, this study intends to also inform efforts in improving the integration and use of ICTs in the WFH context.

Keywords: information and communication technologies, work from home, media richness theory, work-family border theory, COVID-19, mediated interview

Submission ID

1466

Creating new identities and discourses through audiovisual subtitling: hybrid glocalization vs. cultural diversity

Authors

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Abstract

After more than two decades of presence of the term “Glocalization” (as an economic concept applicable to multiple spheres: political, cultural, social, historical, communicative, etc.), it is time to take stock of its validity and relevance in the present.

Indeed, the Glocalization movement that started in the 80s of the last century, creates a fantasy of “cultural magma” in which all languages and cultures would be represented in a harmonious and respectful coexistence. A synergistic coexistence in which the result of the sum of the cultures would be higher than the contributions of each one of them.

The reality we live in, twenty years later, is very different. Hegemonic languages are imposed from those dominant geostrategic areas, while the rest of the languages are expelled from those areas of primary use in civic coexistence. As Suzanne Romaine (2019) pointed out, it should not be forgotten that linguistic and cultural diversity is one of the fundamental elements for sustainable and equitable development, in the face of plundering approaches to the environment and culture: what the North American linguist defines as “flattening of cultural-linguistic diversity”.

Consequently, in front of the traditional concept “Minority Language”, it is necessary to put the concept “Minoritized Language” first: the relationship is not quantitative (population of speakers who freely decide to speak one or another language) but qualitative: vernacular languages that are marginalized from the normalized social use, in the face of the overwhelming force of certain hegemonic languages, and that suffer all kinds of prejudices, lack of prestige or even persecution of their speaking population (Williams & Williams, 2016).

This geostrategic and sociocultural situation is especially evident in the field of audiovisual production and distribution. For this reason, our project “EUVOS. Intangible Cultural Heritage. For a European program for subtitling in non-hegemonic languages ”(funded by ERDF / Ministry of Science, Innovation and Universities - State Research Agency / ref. CSO2016-76014-R) addresses the specific problem of linguistic and cultural marginalization in the environment European audiovisual.

In this sense, there are multiple commitments promulgated by the European Union regarding the preservation and promotion of the cultural and linguistic diversity of Europe: a preservation that focuses especially on European cinematography as an object of confluence between technological innovation, culture and the economy.

In fact, the “European Charter for Regional and Minority Languages”, promulgated on June 25, 1992, explicitly commits its member states of the European Union (art. 12b) “... to favor the different means of access in other languages to works produced in regional or minority languages, helping and developing translation, dubbing, post-synchronization and subtitling activities ”.

Again, the current reality is very different, showing a huge gap between the “big declarations” and their normative implementation. For this reason, the EU-VOS project proposes to propose a proactive program of measures to be considered in a harmonious subtitling policy aimed at cinematographic and audiovisual production in non-hegemonic European languages.

Submission ID

1501

Glocalization of neoliberalism in reality-game shows: a content analysis on social media discussions in China and Spain

Authors

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Prof. Emili Prado - Universitat Autònoma de Barcelona

Abstract

Reality television got successful in the United States and rapidly spread among global television industries. Global reality television formats reveal the neoliberal discourse in several ways: encouraging citizens’ positive engagement with the free market and competition and self-responsible entrepreneurship, legitimizing the instability and inequality of neoliberal markets and the absolute external authority. The text of reality television programs has been firstly linked with neoliberalism in the Anglo-Saxon context. Some scholars shift attention to diverse ideologies in non-Anglo-Saxon countries, by which we can learn how neoliberalism as a global hegemonic ideology “glocalizes” in different countries. Nationalism and local culture embed in the global formats and hybridize with neoliberal value. As an entertainment television genre, reality television always provokes online or offline fandom activities and discussions. The convergence of social media and television maintains the symbolic power of media institutions in the time of the internet because the interconnection among producers, audiences, and content occurs on the hierarchical-designed commercial platforms. This study conceptualizes reality television as media rituals and social media are a ritual space in which specific ideologies are framed. This study aims to understand the glocalization of neoliberal discourses in two non-Anglo-Saxon countries, China and Spain, by analyzing social media discussions about reality-game shows. Two research questions are proposed. RQ1: How are social media users’ attitudes towards neoliberalism? RQ2: How do local culture and political ideologies hybridize with neoliberalism in such discussions on social media?

This study collects discussions of four reality-game shows from Weibo (China) and Twitter (Spain). The four selected game-shows are *Operación Triunfo* and *MasterChef* in Spain, *Young With You* and *Chinese Poetic Congress* in China. The first comparative group contains *Operación Triunfo* (3000 tweets) and *Young With You* (3158 posts), which are two talent competitions targeting young audiences. This genre is classical talent competitions that reach a high audience rating in both markets. The second

comparative group includes *MasterChef* (3000 tweets) and *Chinese Poetic Congress* (1086 posts), which are supposed to achieve specific political missions through the entertainment content. Both qualitative and quantitative content analysis methods are applied to understand textual discussions about these television programs in the two countries. To answer the RQ1 the study analyzes if these discussions are positively or negatively engaged in neoliberal values by measuring users' attitudes towards talent, competition, fairness and authorities. To answer the RQ2 we explore the discourses related to local culture, nationalism and public values. Preliminary results show that the Chinese non-verified users tend to doubt the fairness of competition comparing with the Spanish. It can be understood in the context that neoliberalism hybrids with Confucian hierarchical society in China. The program *Chinese Poetic Congress* provides a forum in which users are positively engaged in market competition rules through ancient Chinese poetries while nationalism is also promoted by reminding national culture and history. Although *MasterChef* intends to promote public value, social media users still focus on the competition itself.

Submission ID

1533

Filling the hegemonic void: Information seeking and processing in violent conflict

Authors

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Abstract

We start from the assumption that violent intergroup conflict shapes media structures and communication processes, which in turn influence how people acquire, use and perceive information. Information acquisition and processing behavior thus differ during contexts of violent conflict in comparison to contexts of peace and stability. Our research sheds light on these specific practices and behaviors by looking at the interplay between violent conflict and the media ecosystems in Libya and Iraq.

Our research is driven by the belief that conflict research often focuses too heavily on the supposed effects of media content on media users, e.g. research that follows the peace journalism paradigm. This strand of research is primarily concerned with the kind of journalistic content that is likely to promote either conflict or peace (Batic 2006; Lynch & McGoldrick 2013). We counter this deterministic and media-centered approach with the argument that media effects emerge from conflict-sensitive modes of information seeking and processing. Media practices in conflict situations must therefore be contextualized and theorized more strongly than before (Bräuchler & Budka 2020; Shoemaker & Stremlau 2014).

We define a conflict as a violent confrontation between two or more groups within a territory in which the state has lost its monopoly on the use of force, i.e. the state can no longer guarantee external and internal security, universal basic services and the rule of law. In such an environment, public sphere structures evolve dynamically among conflict stakeholders using traditional and digital media for political ends (Voltmer 2013; Mancini 2012). As a consequence, the public sphere becomes highly fragmented and politicized.

Such states of conflict lead to what we term, referencing Antonio Gramsci (2011), a *hegemonic vacuum*: In situations of violent conflict, public discourse lacks a basic hegemonic consensus on bodies of knowledge as would exist in a stable political system. The actors involved and parties to a given conflict engage instead in a constant struggle over interpretive authority, i.e. the power to enforce their narrative. The lack of a hegemonic reading denies the population of certainties, leading to a state of permanent contingency that has consequences for the search for information as well as its processing.

Our research focuses on Libya and Iraq, both of which illustrate intra-state group conflict and a highly fragmented, politically-instrumentalized and polarized public sphere. Based on previous studies and empirical findings from field research (qualitative focus group discussions, standardized surveys), we show that the hegemonic void emanating from the media's struggle for interpretive power produces media skepticism among the audience, increased fact checking and cross media use. Furthermore, we show that information acquisition and processing is fundamentally embedded in social interaction. Uncertainty leads to discussions in the community about what the media is presenting, indicating that media users try to establish agency through advanced strategies of information processing. We therefore posit the normative hypothesis that this type of media environment facilitates increased media literacy.

Submission ID

1617

How news coverage influences humanitarian aid: From the CNN Effect to the SNN Effect and beyond

Authors

Dr. Martin Scott - University of East Anglia

Dr. Mel Bunce - City, University of London

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Abstract

It is widely believed that the news media play a significant role in shaping disparities in governments' allocation of humanitarian aid - with hugely significant consequences for many thousands of vulnerable people. Claims that the news media have a strong and direct influence over aid budgets have also shaped wider understanding within political science and media studies of how government policy is influenced by the media more generally.

However, in this paper we argue that little conclusive evidence has been produced to support the claim that news coverage influences governments' humanitarian policy. We also argue that the two most commonly cited theories used to explain how such influence operates – the CNN Effect and the Cockroach Effect – are inadequate and unproven respectively.

In order to understand if and how news coverage does influence governments' humanitarian aid allocations, we investigate the decision-making processes of the 16 largest, democratic, humanitarian donors, via rare, in-depth interviews with senior bureaucrats, as well as analysis of relevant policy documents.

We find that intense levels of sudden-onset, national news coverage can lead to an increase in emergency humanitarian aid allocations - even if the level of unmet humanitarian need does not require it. This happens because such coverage triggers multiple other accountability institutions – including elected officials, public opinion and especially ministers - to apply pressure on aid bureaucracies. This pressure obliges donors to announce additional funding, in order to retain their legitimacy. This 'sudden-onset national news' (SNN) effect appears more likely to influence aid bureaucracies overseen by publicity-seeking ministers.

By contrast, annual aid allocations appear to be largely unaffected by news pressure. This is due to a combination of bureaucrats' resistance strategies and a perceived disinterest amongst the media, the public and politicians. However, the bureaucrats we interviewed often believed that other governments' annual aid allocations were heavily influenced by news coverage. This perception led some donors to try to compensate by allocating additional funding to under-reported crises in what we call the 'forgotten crisis' effect.

These findings have important consequences for government donors, news organisations and aid agencies, and our wider understanding of how news coverage influences foreign policy. For instance, contrary to prior theorizations of media influence in terms of a singular 'effect', our results indicate that multiple forms of media influence are in operation simultaneously – even within the same bureaucracy.

Submission ID

1646

Reporting on China before and during COVID-19: a comparative analysis of British, French and Spanish media framing

Authors

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Dr. Li Zhang - Tsinghua University, Journalism and Communication School

Abstract

Institutional and politically concrete steps to build on existing EU-China relations appear to have come to a standstill. While many European countries have pursued economically beneficial projects with China as a result of the Belt and Road Initiative (BRI), the unfolding of the COVID-19 pandemic was accompanied by the lowering of public sentiment towards China. The disastrous impact of the virus in Europe resulted in mass media coverage, and framing of China during this period could be revelatory of media practices and national attitudes towards it. It is therefore important to gain more insight into individual European countries' relations with China as a means of understanding how these may affect bilateral EU-China relations as a whole, as well as offer clues as to how these may evolve in the future. France, Spain and Britain are some of the worst affected European countries hit by the virus. Using "China" as a search term on Proquest's databases, 9,132 headlines from three different European business publications —The Financial Times, Les Échos and Cinco Días — were retrieved over the period of 1 January to 31 March 2020. The analysis included frequency of keywords, sentiment analysis and topic modeling to identify different media framing of China. Manual coding was used to identify the main themes and subthemes while Semetko and Valkenburg's (2000) five frames (attribution of responsibility, conflict, human interest, economics and morality) provided a theoretical framework to assess different framing of China during this period. The results indicate that while the majority of articles were economically framed in a pre-pandemic context, Cinco Días was more likely to portray China as a country of technical innovation and economic growth, The Financial Times focussed more on framing China a conflictual Asian superpower, and Les Échos trended more towards framing China as an important geopolitical player. Sentiment analysis revealed The Financial Times and Les Échos carried far more negative sentiment towards China, and as the effects of COVID-19 worsened in Europe, these published more articles pertaining to Xi Jinping's government and ideology while Cinco Días' articles remained neutral. The study shows to what degree British, French and Spanish political values are at odds with China's and how this may affect the latter's ability to wield soft power in Europe if media framing influences national audiences and their perceptions. In practical terms, the research also provides journalists and academics with further insight into understanding EU-China relations and the media practices within different European countries that may affect them.

Key words: media analysis, journalism, COVID-19, business news, EU-China relations, China-framing

Submission ID

1682

Geog-globalization: the nascent media's power on a shift of the center-periphery world model since the 1990s in East Asia

Authors

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Abstract

Living in a sense of global development within the respective areas over the world, this era seems characterized by a rise in regionalism. Notably, the East Asian countries have been situated in a subtle relationship by co-opetition, which has created re-imaginaries of Asian modernity. Media globalization plays a crucial role. Yet, how the East Asian countries have become capable of constructing their own cultural products and sell them to the global media market?

This paper aims to explore the shifting trajectory of media globalization from the U.S. domination to the rise of regionalization in Asia. The paper highlights Japan as the key initiator acting the metamorphic role of the media market within the Asian region. I argue that media globalization, which was initially embodied in transnational media enterprises, enabled Japan to adapt the U.S. model to construct its own soft power. With the capability of centralizing most social resources in the Asia region, Japan, replacing the U.S., gradually captured symbolic power to promulgate its 'local-produced' media productions and culture to the other countries in Asia.

This paper utilizes the comparative-historical approaches with integrated literature to examine globalization transformation and Asian social formation through media and culture. In particular, Guntung's (1971) model is applied to conceptualize the transformation. I divide the analysis into 3 key periods - from American cultural imperialism, regionalization, and Japanese cultural imperialism to East Asian countries' reaction to regionalization.

The findings indicate that the regionalized development in Asia was mainly boosted by the bottom-up force, rather than top-down official power. This demonstrates media and cultural development in Asia represents Asian globalization itself instead of the American concept. Specifically, following the success of Japan's adaptation, South Korea has joined as one of the key players for this trend. Now Asia is increasingly feeling the phenomenon of 'Hallyu', a newly coined term referring to the increase in popularity of South Korean culture that has been flooding other countries since the turn of the century.

'Hallyu', which is then legitimized as a recognized term in cultural studies, has been developed upon the synthesis experience of Japanese and South Korean TV industries. Its popularity drives a new style of diplomacy, signifying civil power. The results bring a vision of the future road towards international political configuration and international communication.

Keywords: Media system, Geog-globalization, Center-periphery transformation, Soft power

Submission ID

1758

Putting People in Place. The Newsworlds of Global Broadcasters

Authors

Prof. Alexa Robertson - Stockholm University

Abstract

Almost as soon as the Al Jazeera network launched its English-language channel late in 2006, a young boy began peering at its viewers through an opening in a wall on the screen. He turned up at regular intervals in an advertisement typical of those used by television channels to promote their outlet and its take on the world - or the promise to take viewers out into that world. What is interesting about this particular image is that it is not clear whether the boy is on the outside looking in, or on the inside looking out. Viewers are invited to wonder where they are in relation to the boy, and to meet his gaze. It is clear from the curiosity in his eyes, and from the schoolbag on his back, which give him the attributes of a learner, that he wants to know more, suggesting we should meet him in this, too. As well as emplacing us in a liminal space, the advertisement is marketing a certain way of doing journalism. ‘You need to be able to see the world from many perspectives in order to report the world back to the world’, explains a reporter. The image is a quotidian illustration of the influential argument pursued by Massey (1993) that distinctions usually thought easy (to the extent that they are thought at all), such as inside/outside and near/far, are called into question by a relational politics of place. What makes them interesting, particularly under conditions of globalization, is that they do not only bifurcate. They arise and become visible through a point of contact, which can also be a point of connection. Journalists who report the world back to itself (and the newsrooms they work for) can be thought of as discursive cartographers whose maps are drawn from both borders and connecting points. One particular geography is in focus in this paper: that of inequality in the stories of world events that journalists have been telling global publics for the past decade. How are voices used to make mediated space into place in what Jackson (1989) called “maps of meaning”? And how do journalists approach the task of giving visibility and voice to those experiencing unequal conditions? Analysis of global television news output (207 Al Jazeera English and CNNI broadcasts, from 2009 and 2019) and interviews with journalists (conducted in 2020-21) are used to gain insights into the discursive connections in mediated places that arise when three different sorts of actors meet: the reporter in the field, the marginalized or ‘disadvantaged, and the viewer, as emplaced by the news narrative.

Submission ID

1789

Research on the impact of cultural dimensions on the construction of online rumors during the COVID-19 pandemic—Based on the comparison between China and the United States

Authors

Ms. Xinyue Yang - Tsi

Abstract

While the COVID-19 is raging globally, rumors crept in with panic and information uncertainties, flooding the online public space. Under Ulrich Beck's prediction of a "global risk society", the rumors that accompany the crisis should not be simply regarded as harmful information that needs to be fully resisted. Rather, a more comprehensive understanding is required. This study believes that, as a special form of information in society, rumors are also a product of culture. They serve as a reflection of a certain public perception and concern about social reality, as well as an alternative representation of social reality. Therefore, this study aspires to conduct a comparative analysis of the content of rumors widely spread on social media in China and the United States during the pandemic from the perspective of cultural differences, and to explore the impact of cultural differences on the construction of online rumors in the two countries.

The cultural dimensions theory proposed by Hofstede explains the relation between group-level behavior patterns and cultural differences in specific situations. This research draws on the five dimensions of power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity and short-term/long-term orientation to make comparative analysis of the construction of Chinese and American rumors.

Rumors widely spread on major social media in China and the United States during the pandemic acquired by the big data were taken as research sample. First, the data were manually coded and classified according to different dimensions, with a focus on the emotional and content type of the rumors. In terms of emotion classification, we draw on the classification label of Knapp (1944) to divide rumors into desire, hostility, fear and others. Similar research and trial coding were taken as reference for the content classification. Ten tags were used to categorize and code the rumors. In addition, new coding dimensions were added for more rumor types, such as rumors with specified subjects, specified gender and specified family members. Then the data were analyzed according to the above-mentioned cultural dimension characteristics.

Research has found that differences in cultural dimensions do have an impact on the construction of rumor issues. Specifically, the level of uncertainty avoidance affects people's responsive attitudes and measures in crisis, which in turn affects the overall emotional type and content topic distribution of rumors. The level of power distance influences the binding force of power, which brings about differences in content and emotions of rumors about power holders. The tendency of individualism or collectivism is related to the degree of people's integration into the group, and affects the construction

of family relationships in the content of rumors. Long-term or short-term orientation is related to economic development, consumption, frugality, etc. Analysis based on the masculinity or feminization dimension is lacking in this study since the number of rumors related to gender construction in the rumor sample is insufficient, accounting for less than 1% in the rumor samples in China and the United State. Therefore, follow-up research is warranted in this regard.

Submission ID

1877

Creating "Home" Online: Highly-Mobile Individuals and digital belonging

Authors

Ms. Manisha Mishra - University of Agder

Abstract

Present-day migratory processes are oftentimes categorised broadly as forced or voluntary, skilled or unskilled, temporary or permanent. Such binary categories not only reinforce a methodologically nationalistic perspective on migration but oftentimes overlook other unique migratory processes that do not fit into these moulds. An example of this would be those who move transnationally multiple times, usually straddling several migration categories or resisting such categorisation altogether. The children of such highly mobile migrants are sometimes (problematically) termed as "Third Culture Kids" (or "TCKs") in certain academic research circles and are described as those who have "spent a significant part of his or her developmental years outside the parents' culture" (Pollock & Van Reken, 2009). The exposure to a multitude of cultures at a very young age means that a TCK "develops a sense of relationship to all of the cultures while not having full ownership in any" (Pollock & Van Reken, 2009). This can often result in a conflicted national identity and a lack of belonging to any one nation-state.

Although the number of so-called Third Culture Kids seems to be growing, their experiences are ignored by the literature (Knörr & Nunes, 2005; Benjamin & Dervin, 2015). Children are usually perceived as 'objects' lacking agencies (Dobson, 2009) and are therefore regarded as less important when it comes to migratory experiences. These mobile youngsters often face the dilemma of not knowing where they belong and facing multiple losses with every move (losing their physical house, their friends, their pets, etc)- with these feelings of loss and uncertainty carrying on well into their adulthoods. To cope with these losses and to feel like they belong and are understood, many TCKs maintain and forge connections in the digital world. Hannaford (2016) found that for TCKs, the new media can provide a sense of belonging and that this can be the only constant form of social connectedness after a move.

Social networks and messaging services such as Facebook, Instagram, WhatsApp and FaceTime have allowed TCKs to connect globally, thereby giving them access to networks they may have left behind due to moves. Using these platforms, these highly-mobile youth connect with old classmates,

participate in communities and forums and make friends around the world. This allows them to experience a sense of belonging and understanding by connecting to those with similar experiences.

Drawing from a transcultural framework (Juneja, 2013; König & Rakow, 2016), this study uses in-depth interviews with current Third Culture Kids (aged 16 to 18) as well as adult former Third Culture Kids (aged between 20 and 35) to understand how the digital sphere allows TCKs to navigate their sense of identity and belonging and connect with their past 'homes'.

Submission ID

1896

Territory, Identity and Internet in India

Authors

Dr. Vandana Pednekar-Magal - Grand Valley State University

Abstract

Abstract submitted to International Communication Division, IAMCR 2021

By Vandana Pednekar-Magal, Ph. D

Title: Territory, Identity and Internet in India

Towards the end of the 19th century, the socio-economic consequences of industrialization such as the individual's alienation from traditional social security networks, prodded national governments to provide basic social security for their vulnerable citizens and the welfare system (in varied forms across nations) was established. The power to issue legal identity for citizens to access social security provisions of the state became a state monopoly. Indeed, the provision of (and policing of) identity became one of the foundations of the modern state. In societies like the United States the concept of nationhood and citizenship created a largely inclusive structure for the vast numbers of immigrants and refugees into a community of the nation. The *nation of immigrants* is the America's story.

In post-colonial societies like India, the newly formed state provided security to various ethnic, linguistic and religious groups residing within the territory. The narrative of *secular* state shaped the idea of the nation.

While the material sense of citizenship via official state documents were useful, the nation-state in need of allegiance from its constituents – citizens to participate in national projects including during war against other nations -- embarked on the project of cultivating a national-consciousness, a sense of belonging towards fellow community members. In this project, the nation's media systems were enlisted, often at the behest of the state, to tell a unifying story of the nation. In India, the project of building national-consciousness with the help of media systems was two-pronged: First, to gain allegiance of citizens to the newly formed republic and veer away from the princely-states that were

stripped from political power and merged into the new republic. Second, the myriad religious, ethnic and linguistic populations within the territory which needed to be united under a secular banner of the state.

My purpose in the paper is two-fold. First, I describe how since mid-20th century the *secular state* story of India was consolidated via media content – particularly state-owned media. Second, I describe the current state project in the nation that is aimed at dismantling the *secular state* narrative, once again undertaken by enlisting media systems including social-media platforms, and often (too often) blocking these platforms for use among large swathes of populations.

I discuss the rhetoric of religious nationalism inspired and harnessed by state actors in the context of receding economic nationalism in India – ironically, inspired by the same state actors.

Submission ID

1983

China's cultural diplomacy and audio-visual engagement with Latin America

Authors

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Mr. Paulo Menechelli - Institute of International Relations, University of Brasilia

Abstract

China's soft power ambitions have been the focus of much scholarly attention over the last decade, with several researchers assessing the geopolitical implications of such endeavours by examining Beijing's global media expansion. While many examine China's soft power engagement in Europe, North America and Africa, one of the relatively less explored regions is Latin America, with only a handful of studies published so far. These have primarily discussed China's image in the Latin American press, Beijing's international media presence and the perception by audiences in the region. However, the phenomenon of engagement and/or collaborations between Chinese and Latin American filmmakers and other audio-visual practitioners is still uncharted territory. While cultural diplomacy exchanges between China and Latin America can be traced back to the early years after the foundation of the People's Republic of China, in the last two decades these have become more frequent, driven both by Beijing's revamped public diplomacy strategy and the signature of cooperation agreements between Chinese (e.g. China Media Group) and Latin American media organisations, both public (e.g. Argentina's public broadcaster *Televisión Pública Argentina*; and Brazil's *Empresa Brasil de Comunicação*) and private (e.g. Brazil's biggest media groups *Grupo Globo* and *Bandeirantes*). This paper focuses on China's audio-visual engagement in Latin America and explores three research questions: 1) How has China's audio-visual engagement been articulated in Argentina and Brazil? 2) What are the dynamics between both parts involved in the co-operations/collaborations? 3) What are the narratives constructed by these collaborations regarding both China and Latin America? This study

addresses these questions with a mixed methods approach that combines critical discourse analysis of the audio-visual productions and in-depth interviews with filmmakers and audio-visual practitioners involved in the (co-)productions. The findings show that the scope of audio-visual collaborations exceed those of TV broadcasters and includes other cultural initiatives of engagement between Chinese and Latin American institutions and private actors. Contrary to expectations and beyond editorial considerations and concerns of artistic freedom, Latin American film makers and audio-visual practitioners very often are eager to collaborate with Chinese counterparts, sometimes even initiating such partnerships. While the audio-visual productions help China advance its own public diplomacy strategy, shape perceptions of the country and legitimise investment in the region, Latin American partners also exert a certain degree of agency over the construction of narratives involving both their own countries and China.

Submission ID

1996

MPS paper - Communication Policies in Brazil

Authors

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Dr. Jonas Valente - University of Brasilia

Prof. Fernando Oliveira Paulino - Universit of Brasilia

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Abstract

During his first two-year term as President of Brazil, radical right-wing populist Jair Bolsonaro led a series of authoritarian communication policies in his government. Elected in 2018 with a strong anti-establishment discourse, strategic use of disinformation in social media and an agenda of attacks on the civil rights of social minorities (Chagas Bastos, 2019; Tamaki and Fuks, 2020), Bolsonaro implemented initiatives on different fronts of the Brazilian media and broadcasting system.

Our paper analyzes the communication policies of the Jair Bolsonaro government in his first two years in office (2019 and 2020), based on three axes. The first concerns the topics most dealt with by the Bolsonaro government, covering: regulatory bodies, institutional communication, broadcasting, telecommunications and Internet access and data protection. The second is related to the role of the Federal Government in the implemented policies. In this case, we seek to investigate whether Bolsonaro's management led the regulatory initiatives vis-à-vis the initiatives of the other branches of

the Brazilian Republic (Parliamentary and Judiciary). Finally, we analyze the communication policies implemented taking into account the human right to communication framework (UNESCO, 1983).

In our study, we identified that the Bolsonaro government employed authoritarian measures in institutional communication and in the relationship with the mainstream media, such as attacks on journalists and persecution of media not aligned with its agenda. In addition, the Federal Government's Secretariat of Communication has adopted strategies to disseminate disinformation in the official channels of the Brazilian government.

In the broadcasting area, Bolsonaro's policies aimed to facilitate the performance of private agents, making rules for radio and TV broadcasters more flexible and dismantling national public media service structures, notably the Empresa Brasil de Comunicação (Enterprise Brazil of Communication), created during the government of Luiz Inácio Lula da Silva (2008).

In the telecommunications sector, a reform of the legal framework was approved to remove obligations from concessionaires and allow operations with less requirements from private agents. In the Internet area, there was no structural progress in the policies for expanding access, and there was an effort to militarize the regulation of data protection. The paper concluded that the policies initiated by Bolsonaro, as a whole, have restricted the human right to communication and outline an authoritarian and, at the same time, liberal communication project. In this sense, it is configured as a resumption of the tradition of the Brazilian political system that brings together these two constitutive features (Chauí, 1994).

Submission ID

2078

Materializing COVID-19 through Mobile Phone Location-Tracking— Reflections from a Case Study on Israel's Pandemic Monitoring Regulations

Authors

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Dr. Avi Marciano - Department of Communication Studies, Ben-Gurion University of the Negev

Abstract

As part of its efforts to battle the spread of COVID-19, the Israel Security Agency (ISA, or the *Shin Bet*) has been authorized, under Israeli Defense Emergency Regulations, to track citizens' mobile phone geolocations (Halbfinger, Kershner, & Bergman, 2020). Through this act of surveillance, Israel became the only country in the world to use its security branches to resolve a civic, medical crisis through legislation (Amit et al., 2020). The case study explored in this article discusses this new, compulsory, state-led surveillance during a global health pandemic that crossed boundaries worldwide.

To engage this important discussion, this article employs a qualitative-interpretive thematic analysis to examine the main themes in the coverage of ISA COVID-19-motivated mobile phone tracking in four leading news and current affairs sites in Israel: *Ynet*, *Ha'aretz*, *Walla*, and *Mako*. Specifically, and in line with the conference's focus, we have focused on the relationship between the personal scape, as manifested through mobile phones, and the international/global scape as enacted by the flow of ideas and practices of state-led surveillance worldwide. The data corpus analyzed in this study consisted of 155 news items (news reports, feature articles, editorial columns, and opinion pieces) that were published between two key dates: March 14th 2020, following Israeli Prime Minister Netanyahu's announcement about the implementation of ISA mobile phone surveillance. And June 8th 2020, following Israeli Supreme Court's decision to discontinue the surveillance pending parliamentary legislation.

The two over-arching scapes mentioned above yielded a dichotomy within the Israeli news field, where supporters of ISA mobile phone surveillance (*Mako* and *Ynet*) legitimized its activation through references to other surveillant countries' success with monitoring technologies while framing these technologies as harm-minimizing, lifesaving tools. Opponents of ISA mobile phone surveillance (*Walla* and *Haaretz*) criticized the project, providing their readers with accounts framing the technology as non-democratic, invasive tool of control. Together, these two sides of the dichotomy delineated a technology that brings “the physical” and “the digital” into a hybrid space where dynamics of contestation and control were constantly at play. Mobile phone surveillance was thus framed as allowing individuals to move more freely (as opposed to mobility during lockdown and quarantine) where it simultaneously permitted the increasing monitoring and accumulation of information regarding movement through invasive means. As such, we argue that mobile phone paradoxically become “immutable mobiles” (Latour, 1986/2012), tools that at once allow greater mobilization or movement and greater control over said movement.

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Submission ID

2108

MPS paper - Social Media in New Populist Times of TikTok: The Case of Russia

Authors

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Abstract

A range of recent political movements in Latin America, Western and Eastern Europe have been described as ‘populist’, and while they share certain features in common, analysis of particular cases needs to pay close attention to the specific histories and conditions that have shaped them (Murdock, 2020).

In this presentation, we discuss the role that social media in general and TikTok in particular played in recent political events in Russia. The mobilizing force of social media has been previously studied by scholars both in regard to the global (Fenton, 2016; Pickard, & Berman, 2020) and Russian (Bodrunova, & Litvinenko, 2013) context, in the latter case discussions have been to a large extent framed by the counter-sphere theory and its formation in the new Russian reality. Scholars also recently explored the earlier use of populism in cultural studies as a critical term for apolitical/celebratory modes of analysis, and then argued it may be usefully extended today to refer to popular and political efforts to construct a ‘people’ in overtly cultural terms (Moran, & Littler, 2020).

Acknowledging previous studies in this field, we move on to discussing the potential of social media to connect, contest and organize people using recent protest movements in Russia in early 2021, when Russian TikTok users were posting videos calling for protests in different cities around the country. We argue here that an important role in these processes belongs to media literacy and media education, adding up to critical thinking of people and to a significant extent forming it. The lack of media and information literacy can lead to false or one-sided interpretations of the events, the spread of fake news and even manipulation of the public opinion, which gets particularly important in case of young Internet users. Our presentation therefore aims at both raising questions about populism as a new – and at the same time already well-known – phenomenon in the Russian political and cultural context, and the role of social media in the recent political events in the country.

Submission ID

2114

MPS paper - Media and Majoritarianism in Modi's India

Authors

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Abstract

Since coming to power in 2014, Prime Minister Narendra Modi's nationalist government has pursued a majoritarian cultural agenda, in which the civilizational attributes of India are projected as essential components of the country's national and global narrative. Promoting and popularizing the traditional Indian cultural attributes, notably yoga and Ayurveda, with roots in India's dominant religion – Hinduism – is a prominent example of this trend. This paper will suggest that Modi's well-known commitment to *Hindutva* (Sanskrit for Hinduness) sometimes interpreted as 'Hindu nationalism,' can be considered as being at the heart of the majoritarian project. Before Modi's ascent to power, much of the media in India operated within what the paper terms as a largely 'liberal centrist' cultural space, though there existed small but vocal sections of right-wing outlets as well as radical left-leaning media. Majoritarianism was not, the paper will suggest, the main concern of much of the media, and politicians such as Modi, faced a critical, if not hostile media, especially from those media houses belonging to the English-language elite networks. To break this hold, media strategists of Modi and his ruling party have been steadily cultivating certain leading media houses to support the cause of popular majoritarianism. Emphasising the role of a transformed media ecology in India, driven by the digital revolution, the paper argues that in the past five years, this new and emerging communicative space has been increasingly colonised by the majoritarian discourses, also reflecting the growing polarization of politics in India. The extraordinary growth of internet and social media in India (the country is home to nearly 700 million internet users; both Facebook and WhatsApp have their largest audiences in India) contributed significantly to promoting the majoritarian nationalism, one key element of which is an anti-Islamic rhetoric, particularly pronounced on social media. A majoritarian mindset inevitably alarms minority communities and apparent moves to curtail their rights and privileges dent India's secular and democratic traditions. The paper will ask whether such narratives are undermining India's secular credentials as a pluralist democracy in a multi-lingual, multi-racial and multi-religious society, and examine if such tendencies are in fact contributing to the erosion of the country's global standing.

Submission ID

2167

Framing COVID-19: Comparative Analysis of Pandemic Media Coverage in the United States and New Zealand

Authors

Dr. Janet Kwami - Furman University

Ms. Lindsey Cottle - Furman University

Ms. Caitlin Cotterill - Furman University

Ms. Leah Nonnenmann - Furman University

Mr. Blake Anker - Furman University

Abstract

This paper draws from a content analysis of Twitter and online news sources to discuss coverage of the COVID-19 pandemic by the media United States and New Zealand. With the global, unprecedented panic created by the coronavirus, responses to the pandemic by various countries have varied wildly. The media serves an important function of communicating public health and policy updates to citizens, as well as keeping them informed of the severity of the pandemic. By monitoring the Twitter accounts and online newspaper articles of *The New Zealand Herald* and *The New York Times*, this study seeks to examine the differences in media coverage between the United States and New Zealand's response to the COVID-19 pandemic. New Zealand has effectively managed COVID-19 since its debut and is gradually resuming normal quotidian activity. The United States, however, is still struggling to control the epidemic with the death toll continuing to rise. The findings from the study show that New Zealand media coverage tends to focus on being more factual/scientific and uses a social-responsibility frame when compared with the coverage from the United States, which tends to be highly politicized and sensationalized. This study also outlines how government practices and public attitudes in both countries have changed as a result of this health crisis and the subsequent media framing of the pandemic. This demonstrates a correlation between media framing of national issues and public behavior. Though many factors influence the effectiveness of and public support for government policy in relation to the COVID-19 pandemic, it is essential that media framing remains consistently non-sensational, factual in terms of public attitudes and policy effectiveness, especially as it pertains to significant issues of public health.

Submission ID

2221

The Roles of Afrocentric Digital Platforms in the discursive construction of "Africanity".

Authors

Dr. Tracy Tinga - University of Maryland Baltimore County

Abstract

In the last decade, African countries such as South Africa, Nigeria, Ghana, Kenya among others have seen a lot of growth in their digital landscape. In 2020 for instance, the Global System for Mobile Communications (GSMA) reported that by the end of 2019, they were 477 million mobile phone users in Sub-Saharan Africa, with an estimated 1 billion users by 2024. GSMA also estimated that the number of smartphone users would double, reaching 678 million by 2025. What does this growth in digital connectivity mean for a continent that has historically been spoken for?

This study explores this question, specifically focusing on how growing digital connectivity has opened an avenue for digital content creators living on the continent and its diaspora to shape the conversations about "Africanity", that is ways of being and knowledge about African countries, people, cultures and

identities. It does this by examining how the rise of digital platforms dedicated to offering alternative representations of countries and people from the continent (Afrocentric digital platforms) such as Africa Is a Country, This is Africa, OkayAfrica etc. This study also observes how neoliberalism and Postcolonial discourses have influenced the growth of these platforms, how these platforms are influencing perceptions about the continent,

how they engage with mainstream media's coverage of affairs in African countries and how in turn this influence journalistic practices towards African countries. These questions are addressed using data collected by interviews conducted with contributors of "Afrocentric" digital platforms that included founders, editors, writers and photographers. It also includes a discourses analysis of these digital platforms to examine the discourses that are perpetuated through and within them.

Submission ID

2225

Territorial Disputes and media perpetuation: Dichotomies, representation and impact of asymmetrical threat

Authors

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Ms. Aiswarya G K - Central University of Tamil Nadu, Thiruvarur - Institutional Affiliation to Ministry of Education (MHRD)

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Abstract

The Chinese aggression and border conflicts with India, reframes the entire view of how BRICs represents leaders of the Global South. Moving away from the North-South divide, BRICs challenged the unequal power plays in the global circuit and made the unconceivable possible since 2006. However, the global epidemic and border conflicts between India and China, makes it pertinent to understand and assess the meta-dichotomies of cooperation and conflict as well as bilateral engagement versus border aggressions and disputes. Amidst this complex geo-political realm, it is pertinent to assess media representation, engage further with the asymmetrical threat in Sino- Indian relationship and the impact it has on the mediated images of China and India. These produce an insecure imagery for India-China yet multi-lateral ties, the BRICs consortium and representative space for Global South, thrusts immense pressure on India-China to cultivate the optimism to remain unflared and in equipoise.

Studies on Sino- Indian media system and media representation are crucial because it is observed that most of the information between these countries, are channeled by their media (Deqiang Ji, 2016). Studying media representations are a palpable outcome, however how it re-creates the India- China nexus and the asymmetrical mutual threat needs immediate attention, given the current scenario (Garver, 2002).

This work also focuses on understanding the attitudinal differences of media representations, and deliberates on the complex reasons for India's critical approach towards China. This paper also critiques the nature and characteristics of the image of China in Indian media versus the image of India in Chinese media, contextualizing the territorial disputes.

A policy deliberation and a qualitative comparative media content analysis is used as a methodological tool for the study. The “image of a country” and its representation in media is analyzed through the language used by media, including words, phrase, metaphors, sentences and adjectives.

The research entails certain observations that (i) Dialectic meta-dichotomies of cooperation and conflict in addition to bilateral engagement versus border aggressions and disputes produces a volatile relationship between India-China yet it is subservient to pressures from global associations (ii) the asymmetry in the Sino - Indian relationship has an effect on media representation, (iii) different perceptions create different images, (iv) international relations has an impact on media image of a country, (v) China’s image in Indian media varies with, the dynamics of asymmetrical threat in the Sino - Indian relationship, and with different representation techniques used.

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Submission ID

2273

Traversing the (Trans)National in Feminist Organizing: Constructions of Meaning, Identity, and Nation in AF3IRM

Authors

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Abstract

In this paper, I explore how one self-identified transnational feminist organization, AF3IRM, discursively constructs the transnational and consider how the U.S. national context plays a role in these meaning-making processes. While prior considerations of the transnational in TFNs approached the concept as signaling physical border crossing with nation-states playing enabling and constraining roles, I suggest that AF3IRM invokes the transnational in a way that more directly attends to the identities of its members within the national context. Drawing from a qualitative thematic textual analysis of organizational discourse from AF3IRM’s website and social media posts, I argue that rather than referring to alliances across borders, AF3IRM largely constructs the transnational as an alternative

imaginary that allows its members to escape the violence of the national context. Further, members of AF3IRM embrace identities as transnational subjects. As Black and Brown women marked by ingenious or enslaved ancestry, organizational members are not able to fully claim national subjecthood; they do not fit within the national imagined community. Indeed, the case of AF3IRM further supports Franz and Silva's (2020) claim that "[Benedict] Anderson's thesis risks masking the violence of nation building and the ambivalent and contradictory discourses comprising what it means to belong to a particular nation" (p. 2). As AF3IRM highlights, the violence of nation-building is racialized, marking some members as alien citizens who do not (and cannot) belong. As alien citizens, members of AF3IRM discursively construct an alternative subjecthood as transnational women, seeking a transnational home as an escape from the nation.

However, while this construction of the transnational may enable organizing efforts, expanding what it means to organize transnationally and allowing members to achieve solidarity and find relief from the violence they face in the national context, I suggest that there are also dangers involved in this construction of the transnational. Namely, identifying as transnational women seeking to transcend the national context may constrain members of AF3IRM in addressing the national context. As Nash (2018) argues, if the transnational is constructed in response to discomfort with the local, it may leave local politics unquestioned. This case suggests that AF3IRM must interrogate the national context to address why the transnational woman is alienated, though their emphasis on transnational organizing prevents them from directly attending to this context. As members of AF3IRM simultaneously attempt to find transnational subjecthood and address the harms of nation-building, they face contradiction and ambiguity. Just as feminists initially invoked the transnational as a remedy for racial exclusivity but instead evaded (and thus reproduced) racial inequality, AF3IRM's construction of the transnational as an alternative imaginary and depiction of members as transnational rather than national subjects may similarly allow the violence of nation-building to proceed unquestioned and unchallenged (Nash, 2018).

Submission ID

2283