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Id: 14312

Title: How Realistic is "Chinese Dream" Perspectives from Chinese Netizens in Weibo (Microblogs)

Session Type: Individual submission

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Abstract: Background

With the rapid growth of Chinese economy in the past decades, China has increasingly posed herself as an emerging power challenging the US hegemony around the world. China's economic prowess is vividly described in Juan Pablo Cardenal's book (2013), *China's Silent Army: The Pioneers, Traders, Fixers and Workers Who Are Remaking the World in Beijing's Image*. In addition to military build-up that has stirred the status quo in the Asia Pacific region, China has increasingly using what Joseph Nye, a Harvard professor, call "soft power" to enter the world stage (Oded, 2006). The launch of two new international news channels and the expansion of China Radio International are some noteworthy attempts by government-controlled media institutions to present China as an emerging global player in the culture industry. In late November 2013, China unilaterally announced the establishment of a new air defense identification zone (ADIZ) over the disputed island both Japan and Taiwan claims to be hers. China's aspiration to become a superpower is best captured by her new leader, Xi Jinping, envisions as "Chinese Dream." Despite government rhetoric and propaganda on "Chinese Dream", comments from Chinese netizens in the less regulated microblogs (or Weibo) often show a drastically different vision of this emerging power. Recent smog alerts that swept most of China's eastern coast further demonstrates the fragility of Chinese emergence

Research Objectives/Questions

The objectives of this project are to examine the following questions:

RQ1: How will "Chinese Dream" be represented in social media contents among Chinese netizens?

RQ2: How will framing theory help researchers understand and interpret the representations of "Chinese Dream" among Chinese netizens?

RQ3: How will text mining software help generate longitudinal quantitative trending data to understand the processes of framing of "Chinese Dream" among Chinese netizens?

Research Method

In this study, we use popular text mining software to examine social media contents in China to examine how China's emergence and "Chinese Dream" have been framed and perceived by Chinese netizens in her popular social media. By collecting social media contents for entry into the text mining software, we are able to generate longitudinal and quantitative category data to identify main themes and categories in China's portrayal and representing of the "Chinese Dream" by her netizens. These trending data produce better and more thorough content analysis data in examining

the framing of China's emerging role and its over-arching "Chinese Dream" rhetoric by her new political leader, Xi.

Id: 14439

Title: Democratic Colonization or Global Coloniality' Miscommunicating Social Change through Progressive Discourses

Session Type: Individual submission

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Abstract: Many scholars and social activists nowadays argue that, because of the recent rise in socio-economic inequality on a global level, we need to expand the frame of reference for democratic struggle from the local to the global. The movement for democratic globalization should target the core of the global system of social injustice and mobilize otherwise isolated global resources to fight against it (Castells, 2012). Yet, the question remains: What exactly do we mean by “democratic globalization” that would allow us to imagine suppressed possibilities of development, as many democratically minded thinkers suggest (Mouffe, 2009)? How would this “democratic” globalization differ from “global coloniality” (Escobar, 2004) if the conceptual grammar of the former is similar or even identical to that of the latter, as the omnipresent usage of such concepts as “development” and “developing countries” suggests?

As in colonial times, the colonial imaginary of “liberating” social movements manifests itself in the discourse of the progressive unfolding of human history with its presentation of the West as an avant-garde (Dussel, 2003). In contrast to colonial times, however, the split between “the civilized” and “the barbarian” currently runs not along territorial boundaries but across all kinds of borders, separating “progressive” and “backward” forces within once unified cultural formations (Mignolo, 2012). As a result of this cleavage, internal otherness, with labels such as “barbarian” and “ignoramus,” comes to life – a paradoxical development given the democratic aspirations of those struggling for a truly post-colonial world with old colonial weapons. Drawing on postcolonial studies, the paper argues that the main problem with the discourse of progressivism, as employed by social movements for democratization and social justice, is that it reaffirms Eurocentrism and suppresses non-Western knowledges and cultures since the cognitive experiences of “non-civilized others” are rendered incomprehensible and radically denied.

I illustrate my point by discussing three case studies: (1) perestroika; (2) the White Ribbons Campaign, an anti-Putin movement for democratization in Russia, and (3) the Maidan, a movement for European integration in Ukraine. Methodologically, the study draws on Ernesto Laclau’s theory of hegemony (2005) and conceptualizes “the progressive” and “the regressive” as empty signifiers assuming the representation of the impossible totalities of the activists struggling for development and democratization and their opponents. The discussion is based on the discourse analysis of the movements’ progressive discourses as manifested in the blogs of their activists.

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Id: 14488

Title: Individualism, loneliness and smartphone dependency among international students in China

Session Type: Individual submission

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Abstract: China used to be among top countries of origin of international students, and a large amount of research has been done on Chinese students studying abroad. Due to economic growth and educational development, China has become a popular study destination in recent years. However, little is known about international students in China. Hence, this study aimed to fill the gap. Among international students, one common negative experience is loneliness. Rapidly adopted globally, smartphones may help international students adjust their life abroad and cope with bad feelings, while negative influence of excessive smartphone use and smartphone dependency also needs to be studied. This exploratory study adopted online survey as research method. First designed in English, and later translated into Chinese, Spanish, and Russian by native speakers, the questionnaire was set up online with one single URL or QR code. Participants included volunteers who responded to the postings with the URL released in emails and Wechat messages, as well as QR code scanning, among international students in a coastal city in China. In total, 1,943 international students voluntarily participated in the survey, and 438 were confirmed as valid. All analyses were done among these 438 participants (248 males and 189 females; mean age = 24.85 ± 4.45). As for countries of origin, the participants were from 67 countries, and the Top 10 countries of origin were Russia, Pakistan, South Korea, Thailand, Japan, Belarus, North Korea, Kazakhstan, Vietnam, USA, and Laos. The participants have been studying in China for 1-200 months (Mean = 22.34 ± 27.53). All participants were assessed using the UCLA Loneliness Scale, Smartphone Dependency Scale, and Hofstede's Individualism Index. Smartphone use, social ties, and demographic characteristics were also assessed. As for the level of loneliness, scores between 15 and 20 are considered a normal experience of loneliness, while scores above 30 indicate a person is experiencing severe loneliness. Among the participants, the loneliness scores ranged from 10 to 38 (Mean = 20.69 ± 6.17), with 49.3% no more than 20, 45.4% ranging between 21 and 30, and 5.3% above 30, who were experiencing severe loneliness. The results showed that the international students with higher educational program, lower Chinese level and lower degree of individualism tended to show higher degree of loneliness. Those who had more social ties and higher degree of loneliness, tended to show higher degree of smartphone use. Those with lower degree of individualism, higher degree of loneliness and higher degree of smartphone use tended to show higher degree of smartphone dependency. Loneliness was found to be the strongest predictor for smartphone dependency, and the mediator between smartphone use and smartphone dependency. Therefore, smartphone use might not necessarily lead to smartphone dependency, but those international students who showed high degree of smartphone use to deal with severe loneliness would experience the problem of smartphone dependency. The study is important, as it was among

the first few to provide valuable references for both academicians and practitioners to understand individualism, loneliness and smartphone dependency among international students in China.

Id: 14513

Title: Actores sociales en la Cumbre del Clima de París: el mensaje de mujeres, jóvenes, indígenas y grupos religiosos

Session Type: Individual submission

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Abstract: La Cumbre del Clima de París en 2015 suscitó grandes expectativas, dada la importancia de lograr un nuevo acuerdo global para la lucha contra el cambio climático. Además de los actores políticos tradicionales, y a menudo en contraposición a los mismos, diversos actores sociales ejercieron diplomacia mediática ofreciendo sus perspectivas, análisis y propuestas de solución. El discurso de los actores sociales, cada año más presente y reivindicativo en las cumbres del clima, aborda cuestiones muchas veces omitidas por el discurso político, denunciando a su vez dicha omisión. Algunos ejemplos son las reivindicaciones respecto a la inclusión de cláusulas sobre derechos humanos y derechos de los pueblos indígenas en el acuerdo final, las denuncias sobre las amenazas a la seguridad alimentaria en países en desarrollo o el objetivo de que el aumento de la temperatura global quede en 1.5°C en lugar de en 2°C.

En esta ponencia se analiza el discurso de cuatro grupos de actores sociales con una presencia notoria en la Cumbre del Clima de París: mujeres, jóvenes, pueblos indígenas y organizaciones religiosas. El análisis comprende un total de 38 ruedas de prensa ofrecidas por estos grupos, a las cuáles se puede acceder desde la página web de la Organización de Naciones Unidas. Mediante el acceso a estas fuentes primarias, se busca responder a las siguientes preguntas: ¿Cuál es para cada uno de estos grupos el principal problema a abordar para luchar contra el cambio climático? ¿Cuáles son las causas del problema? ¿Qué propuestas de solución ofrecen? ¿Cómo evalúan la situación? ¿Muestran los distintos actores sociales puntos de acuerdo o desacuerdo dentro de cada grupo y entre sí? La metodología empleada recurre a la propuesta de análisis de funciones de “frame” o encuadre que hace Robert Entman, y que incluye definición de problemas, análisis causal, propuesta de soluciones y evaluación.

Id: 14520

Title: Encountering Chinese modernity: the emerging popularity of Chinese television drama in East Africa

Session Type: Individual submission

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Abstract: As the China-Africa relationship which is taking place in both physical and symbolic spaces is reshaping the global landscape, the contemporary media interaction between China and Africa is an emerging area more and more scholars have been looking into. While Chinese news media in Africa is a central concern a growing number of studies have focused on (eg. Gagliardone, 2013; Wasserman, 2016; Zhang & Mwangi, 2016), what is largely missing in the scholarships is the presence of other Chinese media cultural forms such as television dramas and movies in Africa. In contrast with the current low reception of news production of Chinese media in Africa, the recent years have seen the unexpected high reception of a couple of Chinese television dramas with the enthusiastic viewing among the East African public. With the successful broadcast of a 36-episode contemporary Chinese drama Daughter-in-law's wonderful era (Xifu de meihao shidai) on the national television in Tanzania in 2011, more Chinese screen products are scheduled to be supplied to East Africa. While this cultural phenomenon has received little academic attention, its emergence raises a number of questions. What kind of Chinese television drama is chosen to approach the East African public? What messages do these television dramas convey to the East African viewers? What considerations have been taken into account in the negotiation process of selecting and remaking the final screen candidates and who are the main players that are involved in the selection and transnational circulation? To address these questions, this paper employs a number of methods that include content analysis and interviews to offer a preliminary discussion. It suggests that at this stage Chinese television drama may possess a stronger capacity than news in representing a favorable image of China to the East African public, at the same time, it is also a contested site within China as well as between China and East Africa in terms of which form of modernity is attractive and suitable for the East African public.

Id: 14600

Title: Transforming Discourses: Social Media and Youth in Afghanistan

Session Type: Individual submission

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Abstract: Every society displays a distinctive, fluid set of opportunities and constraints. In Afghanistan, recent historical, cultural, and political processes have led to a society with many communication constraints (M. Saboor, 2015). Its young people use Social Media – overwhelmingly Facebook – to circumvent barriers to communication in ways that transform social relations. Social Capital Theory (Bourdieu, 1986; S. Geber et al, 2016) was the framework for this analysis of cultural and social capital in urban and rural Afghanistan, especially transformations created by online communication. The authors also explored resistance to change from government, gender culture, traditional relations, and financial resources. The authors Discourse Analyzed: surveys completed by young people in urban and rural areas; reports from field research assistants; depth interviews with key informants; and analysis of broader social and political change since 2010. Almost all young Afghans value Social Media because of restrictions from traditional social structure (e.g., barriers to informal intergender communication) (A. Wilde & K. Mielke, 2013) and access to conventional media. The impacts of Social Media, noted across the region (e.g., M. Rahman, 2016; R. Ali, 2016) have a distinctive pattern in Afghanistan. Its media, although mainly free, offers very few ways for young Afghans to communicate about most topics (Social Media in Afghanistan, 2014). Social Media circumvents many otherwise-insurmountable communication obstacles, such as prohibitions from gathering on streets. Young people can now access ideas and information online from around the world; post comments to peers that sometimes “go viral” and support political change; and forge many discouraged connections— such as romance, unsanctioned political affiliation, and friendship. In 2016, for example, Social Media allowed the Hazara ethnic group to conceive, organize and promote massive protests. Groups and individuals can now criticize the government, and only via Social Media can citizens criticize and ridicule the President and demand change— or, equally, enable positive interactions about development, women's rights, nationalistic news, etc. Thus, viral Facebook posts led national and global celebration of Afghanistan's first female military pilot. Official institutions attempt to control and manipulate Social Media, with limited success, although more control is evident at family and local levels (W. Osman, 2014). In some cases, however, attempts at control backfire. This study's multilevel analysis shows how Cultural Capital intertwines with economics and Social Capital to both facilitate and challenge transformation of Afghan society. It explores how Social Media can transcend some constraints and contribute to societal transformation, with consequences that are often dramatic and influential, if unpredictable.

Id: 14613

Title: Exploring the Counter-narrative: Media Framing of U.S.-Russian Standoff Over the Syrian Crisis

Session Type: Individual submission

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Abstract: The aim of this study is to investigate the extent of bias in news media representation of U.S.-Russian involvement in the Syrian crisis. It is assumed that an investigation of the media coverage in these countries' will help measure the level of animosity that lingers between these powers. In addition, the significance of a counter-narrative by a transnational news medium, such as Al Jazeera, will be examined. Previous studies have noted that transnational news channels have recently become actively engaged in the field of international news broadcasting (Thusso, 2007; Xie & Boyd-Barrett, 2015). It is assumed that the contra-flow generated from them is significant as it establishes a space in which a dialogue is created between the core and the periphery. It functions as a bridge connecting the West with the Arab world, through which communication takes place (Wessler & Adolphson, 2008. p. 440). Al Jazeera and Russia Today are examples of contra-flow, an alternative source of information from Anglo-American domination of news and current affairs in one of the world's most geo-politically sensitive areas (Thussu, 2007, p. 22).

With the help of this research we wish to examine whether transnational news media replicate the frames created by the U.S news channels when covering events, or do they create independent interpretation of their own. The Syrian war provides an interesting space where the interplay of these powers can be observed. A Quantitative content analysis will be conducted on 400 stories and they will be coded for the presence of frames employed by the three transnational news media systems representing the U.S, Russia and the Arab world These stories will be retrieved from online websites of CNN (Cable News Network), RT (Russia Today) and Al Jazeera. The search engine of Google News will be used to retrieve the data from the website archives of these news channels. A systematic sampling procedure will be used to select stories from September 2015 till December 2016, since this is the time when Russian forces began their offensive in Syria until now.

Keywords: transnational news media, contra-flow, framing, bias, Syrian war.

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Id: 14673

Title: Journalists' autonomy around the globe: A comparative study of 41 mass media systems

Session Type: Individual submission

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Abstract: Following Hallin and Mancini's seminal works on comparing media systems and bridging some of the topics to be discussed at the International Communication Section in Cartagena (e. g. internationally comparative studies, transformation in culture and politics and effects on media systems, political role in transforming media systems), this paper asks for major principles that could explain similarities and differences between media structures around the globe. To put it another way: What or who actually decides on media structures and, therefore, on journalists' working conditions, their autonomy and the quality of media content in a certain society? How is the influence of political and economic structures, traditions, culture, or religious, ethnic, and geographic to conceptualize and to measure? Are there any rules and principles that could explain similarities and differences in media regulation, media offers and the meaning of the media? To address these questions, we compare 41 national media systems selected according to the theoretical saturation method. The study is based on material, which has been collected and analyzed by means of method triangulation (documentary analysis, experts, category conducted coding).

Comparative research on media systems and journalism cultures is currently very much the trend. Hallin and Mancini's classic work *Comparing Media Systems* lead to a flood of follow-up studies, which underpinned or differentiated the original typology or criticized it fundamentally. If there is any weakness in literature, then it is the lack of a theoretical approach that goes beyond media system phenomena and would, therefore, allow to distinguish between cause and effect, to explain change and stability and to generate general insights into the interaction between agency and structure.

In a first step, using structuration theory in line with Anthony Giddens, the proposed study develops a category system that could guide media system analysis. In step two, this category system is employed on 41 countries. In an abstract, it is quite impossible to discuss Giddens' approach in detail. To answer the question of the complex interplay between structures, agency, and context, proposed by Giddens, and to get reliable information on the factors influencing mass media systems, we compare national media systems around the globe. Selection criteria were political structures (democracy, transition to democracy, authoritarian), geographic location (all world regions), country size, religion and press freedom ranking. The study includes countries from Africa, Asia, Latin and Northern America, Europe and Oceania.

The search for research material was guided by the category system mentioned above. Major sources are both documents (constitutions and media laws, court decisions, reports from NGOs and authorities, academic literature) and experts like leading local journalists or media authorities. At the conference, we will present a new mass media systems typology and answer the question of

factors that influence mass media systems and journalists' autonomy. These factors include, for example, rules such as guiding principles and professional codices, resources (advertising market, salaries, media ownership and media concentration) and societal expectations.

Id: 14746

Title: International broadcasting: a comparative study of American and Brazilian experience

Session Type: Individual submission

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Abstract: The use of media by governments with the intention of reaching audiences outside of their boundaries is not new. Since the 1930s, countries have invested in international broadcasting, which is a category of state-sponsored media that aims to offer news and entertainment services to an external population. Previously, international broadcasters were essentially a propaganda tool and traditionally transmitted via shortwave. However, the political and technological transformations over the last few decades have required these types of media adaptations and the establishment of a new role, rendering the old model of international broadcasting obsolete. In this globalization era, which is marked by a competitive media market, why do States still fund media services in order to reach audiences abroad? Among the possible answers to this question, one response lies in the fact that media can be used as an instrument to fuel their soft power. Thus, international broadcasting might be comprehended as one of the political elements that comprise public diplomacy, which is, overall, a foreign policy activity that aims to communicate with the public of another country in order to foster a mutual understanding, to change attitudes, and to promote a positive image of the sponsoring state. To result in soft power gains, a public diplomacy project has to be based on dialogue as well as on credibility. The BBC World Service (United Kingdom), Deutsche Welle (Germany), Radio France International, and China Central Television International are a few examples of broadcasters included in this category of state-sponsored media. In light of this context and by assuming that there are different models of international broadcasters, this comparative analysis sought to identify the similarities and differences between two cases: 1) Voice of America (VOA), the largest state-funded external broadcaster of the USA, which was created in 1942 in response to the Nazi propaganda. It offers multimedia services in 45 languages to more than 100 countries; 2) TV Brasil Internacional, which was created in 2010, is part of the Brazilian public broadcasting system. This TV channel is available in Portuguese and currently it is only transmitted via streaming. The comparison considered three aspects: the services, the management and funding models. Also taken into account were the recent structural and legal changes in both broadcasters. The outcomes showed that the US international broadcasting relies on statutory regulations, which ensure the existence and the principles of the VOA. On the other hand, the Brazilian cross-border TV channel has no support of specific legal guidelines. Furthermore, both were organized in order to be independent from government, but new political actors and changes in law have threatened their autonomy. This research, which was funded by São Paulo Research Foundation (FAPESP), was based on bibliographical and documental surveys and semi-structured interviews that took place in Brazil as well as in the USA.

Id: 14798

Title: Asian television, international communication and cultural globalization: A critical analysis from 2000 to 2015

Session Type: Individual submission

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Abstract: As the globalization and flow of television broadcasting embodied one of the most profound shifts in international communication in the late 20th century, this trend has been continuing into the 21st century. Asia, as a vast region with mixed ethnic variety and multicultural diversity, is increasingly deemed as an emerging powerhouse in the international media sphere, enabling global and instantaneous circulation of cultural products from across the continents. Asian television industry has particularly witnessed a robust development and experienced a period of active transition since 2000, which can be manifested in a large number of media and cultural phenomena like Chinese television going overseas, South Korean fad and Japanese TV series spree. The rise of Asian television industry is not only attracting world's attention in direct purchasing and investment but also drawn international scholars' interest in conducting researches on Asian television and globalization. Nevertheless, the imbalance in the flow of media stream – from the media-rich North (and within it a US-UK core) to the South – continues to define global communication (Thussu, 2013). The media academia world has undergone a gradual shift in its theoretical paradigm and observation perspective, reflecting the cumulative repercussion concerning the ascending and prosperity of Asian media industry.

This study attempts to further identify the characteristics of Asia-related television studies through drawing on the existing theoretical and practical resources of the researches on television and cultural globalization, especially those on non-western countries, such as Latin American ones. This research is different from sheer meta-analysis in that it endeavors to base the analysis of academic literature on the comprehensive summary of the theories of television and cultural globalization and propose topics specific to Asia and closely related to the controversial theoretical perspectives detected in it. On this basis, this study will further analyze to what extent the Asian television and cultural globalization studies published in the top international journals of communication studies since the new millennium have reflected or responded to the problems existing in this domain and reveal their new characteristics that are worth noticing with the quantitative method of content analysis.

Specifically, this study examines 96 articles about Asian television and cultural globalization published in 19 major SSCI journals of communication studies from 2000 to 2015, aiming to present a panoramic analysis of relevant researches in the international context. It demonstrates the patterns and distribution of theoretical paradigm, flow trend, issues of concern, territory of focus, methodology and authorship reflected in the studies surveyed through content analysis. This research primarily finds that the political economic remains as the prevailing critical paradigm in this field; the most studied issue is structural control of media sphere; China-related studies amount

to the largest proportion; qualitative method is most frequently adopted. The highlight is that a gradual shift from in-flow to contra-flow and inter-Asia flow has been noticed and South Korea is found to become the focal center of transnational studies in Asian television and cultural globalization.

Id: 14892

Title: Panel: Digital Labor in A Transnational Context: Interventions and Practices

Session Type: Panel Submission

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Abstract: Paper title: Learning to Digitally Labor? Facebook Free Basics and the Global South
With Facebook Free Basics sets off to offer limited interactive services on top of cellphone plans for free, a significant question comes: Do these plans offer a promising way to digitally include people in the Global South who cannot currently afford Internet access? This study quests the ability of social media services to give underprivileged people access to diverse content, examining whether people are learned to use these services primarily for creating value for social media companies and those who advertise on them. From the point of view of political economy, we will examine the policy debates in India, which ultimately refused entrance to Free Basics on grounds of net neutrality, with those in Brazil, where similar issues are being considered, but a looser policy regime has let local cell providers begin to offer such services on their own. We will also compare the informal service offered in Brazil with countries like Malaysia, which have worked directly with Facebook to introduce versions of the Free Basics idea.

Id: 14893

Title: Panel: Digital Labor in A Transnational Context: Interventions and Practices

Session Type: Panel Submission

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Abstract: Paper title: Listening at Ease, Exploiting with Greed: A Case Study of NetEase Music Online Fan Community

Critically investigating the so-called empowerment of users in the digital age, scholars point out that the sustainability of the Internet highly relies on massive free labor. This study draws on scholarship in digital media, user-generated-content (UGC) and cultural industries, examining fans' labor in NetEase Music, one of the most popular music streaming mobile platforms in China. NetEase allows fans to comment and interact with each other in the forum alongside listening to music. In turn, music lovers build and vitalize an active online community. This paper will explore (a) how different groups of fans perform their identities and cultural preferences in the forum; (b) how NetEase exploits these users as "consented free labor" via algorithm and interface design, under semi-regulated music copyrights system in China; (c) how the interaction between NetEase and fans legitimizes the exploitation, profiting from fans' loyalty to the media platform.

Id: 14963

Title: Is it disastrous or peaceful strategy' THADD disposition, media coverage, Korean Peninsula Crisis, and international disputes: A discourse analysis on news coverage about it among South Korea, Japan, China, and U.S

Session Type: Individual submission

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Abstract: The purpose of this study was to investigate media coverage on THADD (Terminal High Altitude Area Defense) disposition of South Korea among South Korea, Japan, China, and U.S., their discourses, and international and ideological meanings. In Korean Peninsula, after South Korean government decided to dispose THADD against missile threats of North Korea on July 3, 2016, extreme inter-territorial and international disputes happened to occur. North Korea and China expressed their angers against it. Especially, China tried to prohibit it through various threats against South Korea. On the other hand, U.S. and Japan supported it for the peace of Korean Peninsula and Northeastern area.

In order to attain the purpose, four TV news media from four countries such as KBS-1 TV of Korea, CCTV of China, NHK TV of Japan, and CNN of U.S. were selected as main research objects. News items about THADD disposition were collected from June 1, 2016 over July 3, 2016, to Jan. 31, 2017. Such televised news items were divided into linguistic reports and image ones, and each of them were analyzed by semiotic research methods and discourse analyses, especially, Baek's SNA (Semiotic Network Analysis) and DSA (Discourse Structure Analysis).

As results of this study, it was firstly found that each of media tended to cover it from its own national interests. Chinese media were inclined to claim that the THADD disposition would be targeted for surveilling Chinese territory even though South Korea government officially persuaded that it would be disposed for defending South Korea from North Korea's missile attacks. U.S. media and Japanese ones shared similar opinion that it should be positively effect for the peace of Korean Peninsula. However, Korean media tended to cover it with ambiguous position, and transmitted desperate confrontations between conservative groups and progressive ones.

Secondly, each of media had a tendency of inferring reasons why the THADD should be disposed at Korea differently. Korean media and U.S. ones argued strongly that it should be disposed for defending Korea from North Korea's nuclear bomb and missile attacks. Japanese media also insisted that it would be effective for defending South Korea as well as Japanese Island, However,

Chinese media argued different opinions that it should be purposed for watching Chinese territory and military movements, and that it would damage the peace of Korean Peninsula extremely. Thirdly, each of media produced its own discourses differently. Korean media produced discourses such as discourse of 'self-defense', 'sovereign military power', 'prohibition against war', etc. U.S. media and Japanese media produced discourses like discourse of 'peaceful strategy in Korean Peninsula', 'peace of Northeastern area', 'anti-Chinese expansionism', etc., while Chinese media generated discourses such as discourse of 'catastrophic situation of Korean Peninsula', 'surveillance against China', 'anti-American imperialism', etc. In addition, through this study, it was more discussed about what kinds of other coverage patterns were found, what kinds of meanings would be implied internationally as well as ideologically, and what kinds of media coverage ought to be more reasonable for covering this kind of international dispute.

Id: 14990

Title: Investigating changing media logic of television news in Pakistan and its political impact.

Session Type: Individual submission

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Abstract: In the field of 24 hours news television we have limited empirical evidence for the changing form and structure of television news in an emerging media context. This is problematic to understand television journalism and its impact on societies, such as Pakistan, where the media industry has experienced rampant growth following liberalisation policies. Furthermore, studies on South Asian political campaigns although acknowledge the increasing consequentiality of television they mostly remains within the domain of critical analysis. The precise mechanisms within the media industry that might facilitate such campaigns, such as those grounded on a sociological footing, require greater attention. This study attempts to address these gaps by investigating changes in television news conventions in Pakistan between 1992 and 2016.

The paper advances the concept of media logic. The notion that media operates with a 'logic' that other institutions must abide by in order to be successful in societies that are marked by a prevalence of media. Specifically, literature based on mature democracies identifies the increasing ratio of Live to Edited packages and Political to non-Political issues as some examples of how television conventions are influenced by a media logic of 24 hour news. The framework can serve as a starting point for comparison.

First a cross-sectional analysis is conducted of Pakistan State Television (PTV) evening news bulletins in 1992 and that of GeoTV evening news bulletins in 2016. Prior to 2001 there was only one news channel, the state-owned PTV thus represents dominant formats of that era. Following liberalisation policies a mushrooming growth of 24 hours private news channels occurred where GeoTV became a market leader. Thus it serves as an exemplar of dominant formats after 2001. Resulting findings are cross-examined with interviews of television producers, advertisers, and a limited examination of the functioning of media cells of several national political parties. Final analysis will contribute to the generalisability of 24 hours news logics beyond the West. It also illuminates some of its implications for the nature of politics in South Asia.

Id: 15051

Title: From Bollywood to TV Globo: Industry driven soft power in the democratic BRICS India and Brazil

Session Type: Individual submission

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Abstract: Whether it is Coldplay's nod to Indian culture through Bollywoodized snippets of colorful India and Beyonce morphing into a Bollywood diva or Russian Olympic figure skating champions Tatiana Volosozhar and Maxim Trankov dancing to a Bollywood number to win gold, a great deal of Bollywood is visible in global culture. Similarly, Brazilian telenovelas are the most beloved evening entertainment for most of Latin America and many other countries around the world. Mozambican babies, supermarkets and streets are named after Brazilian telenovela characters and locales. When they were first exported to Portugal, the national legislature would not meet at the time the most popular Brazilian telenovela was on.

This extent of media influence emerging from two democratic BRIC nations is noteworthy. The important factor to highlight here is that the media industries in both countries are significantly autonomous and with negligible control by the state.

The term soft power coined by Nye in the late 1980's described the ability of a country to wield influence or persuade another country without the use of force or coercion. We would like to interrogate the idea of cultural industry based soft power and its role in public diplomacy. Whether it is Bollywood star power leveraged by the Indian premier Modi to smoothen its relationship with China, or Brazil's Telenovela diplomacy efforts through novellas like *Caminho das Índias*, cultural industries are at the helm of global state led and corporate diplomatic networks. This paper explores 1) the ways in which these non-governmental players have emerged as important players in public-diplomacy discourses, 2) the extent of their influence and whether or not they mirror the values of the nation-state, 3) their contribution in providing a nuanced understanding of soft power, 4) and lastly, how does the emergence of cultural-industries as important players redefine our understanding of how geo-political power is enacted in the current global landscape.

Id: 15120

Title: China's mediated soft power strategies in Kenya and South Africa: an audience perspective

Session Type: Individual submission

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Abstract: The increased use of media platforms by China to further their soft power initiatives in Africa has been the focus of much scholarly and popular debate in recent years. Most of these debates have focused on issues to do with production, political economy or normative values. Very little theorizing is available on how audiences participate in or resists the efforts of nation-states to increase their soft power overseas. This paper uses empirical data from seven focus groups among students, who can be considered an elite audience at which Chinese media aims its soft power messages, in South Africa and Kenya to propose a model to assess how a country performs in its soft power efforts. The paper asks four research questions that explore issues around the assumption that China offers a more 'constructive' approach to covering African news stories, and that such a positive approach may be received positively by African audiences critical of Western media's perceived stereotyping of the continent. These questions are:

RQ1: What impact have Chinese media houses had on media consumption habits of Kenyan and South African students?

RQ2: How much influence do Chinese media exercise in bolstering soft power in Kenya and South Africa?

RQ3: How does the notion of "positive news" about Africa resonate among South African and Kenyan students?

RQ4: To what extent do students in South Africa and Kenya perceive Chinese journalism in Africa as an alternative model?

The study found that China's soft power initiatives have very little impact on students' perceptions. Students demonstrated low consumption, low brand recognition and low awareness of Chinese media. Their attitudes remained largely biased against China, although some difference exist between more pragmatic and utilitarian views, and those that are more ideologically rooted. Stereotypes of China still run deep - most are not refuted by the group, in fact they are rather taken for granted. The study therefore concludes that Chinese media has little effect as a soft power tool in these African countries.

Id: 15129

Title: Responsibility, Human Interest, Conflict, Morality, and Economics: How the Ideology of 15 Different News Publications Shaped Media Coverage of Refugees in the United States, Australia and the United Kingdom

Session Type: Individual submission

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Abstract: This research examines mainstream press coverage of refugees in three countries around the world to ascertain how leading media outlets framed the responsibility, human interest, conflict, morality and economics of the refugee crisis. The relationship between these five frames and the ideological position of 15 distinct news publications around the world is an attempt to further understand how ideology is transmuted into media content at the around the globe.

Approximately 300 news articles about refugees were randomly sampled between 2011 and 2016 and analysed in accordance with their publication in distinct conservative and liberal mainstream news publications from The United States, Australia, and The United Kingdom. The refugee crisis was selected as a topic for analysis given its prominence as a social issue, which has taken on divisive political significance internationally. In addition to examining the presence of these five frames in newspaper content, this research also explored whether the level of responsibility for the refugee crisis was conceptualized at either the individual or governmental level. All of the collected data from this content analysis was gathered by two coders. After it was confirmed that a sufficient inter-coder reliability measure was attained, these findings were compared against the ideological position of each media outlet.

Examining content at the ideological level of influence illuminates potential active media framing that can have very real, lived, consequences for refugees. Media representation also potentially influences how the rest of the world understands the plight of refugees and suggests who is economically and morally responsible for the refugee crisis. In addition, these findings have potential implications for the analysis and practice of newspaper reporting around the world as any found relationships between the framing of refugees and the ideology of a particular mainstream media publication complicates standards of objectivity.

In building an analytical examination of the data, this research will first review academic studies that examine the power of media frames in relation to ideology. This study will review previous work that has explored how media frames coalesce over time to expose the ideological constituency of those who created the media message. This research will then examine how ideology is evidenced in news coverage through specific media frames and how that ideology can be detected in large samples of news coverage. This work will additively draw from previous studies to explore the presence of ideological biases, not only in regards to how international news stories are constructed, but also which news stories are even addressed. This research relates directly to the conference theme as this paper aims to understand if ideological distinctions - expressed through the mediated frames of responsibility, human interest, conflict, morality and economics - are transmuted onto the pages of newspapers around the world and questions if those distinctions then contribute to a transformation of culture. Any emergent patterns in the three countries sampled. and

across the ideological positions of these media publications, would suggest a compelling finding in research exploring international communication – the subject of this IAMCR research section.

Id: 15133

Title: The regional image of Latin America on Chinese media - A case study of News Coverage of 'Latin America' on People's Daily

Session Type: Individual submission

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Abstract: Sino-Latin American relationship is of predominant importance in China's current foreign relations. In the year of 1960, Cuba became the first Latin American country to establish the diplomatic relation with China. Since then, Chinese government spared effort to deepen the diplomatic relations with Latin America. Chinese President Xi Jinping have already visited Latin America three times on his presidency. Meanwhile, since 1990s, over 30 heads of state from Latin America have visited China.

In 2010, the Community of Latin American and Caribbean States (CELAC) established and Chinese government continued to intensify its connection with the area. On July 17th, 2014, Chinese President Xi Jinping attended the China-Latin America and the Caribbean Summit held in Brasilia in which a Joint Statement was announcing as the formal establishment of China-CELAC Forum. Aiming at 'promoting the development of the comprehensive cooperative partnership based on equality, mutual benefit and common development between China and LAC states', the forum deepened the contact between China and Latin America. Therefore, from the perspective of superstructure, China attach great importance to Latin America to promote regional development and social cooperation.

Not surprisingly, news coverage of 'Latin America' in China is strongly attached with governmental activity and national policy, in other words the state plays a major role in constructing the image of Latin America through mass media. Therefore, the paper studies on Chinese media's presence of Latin America, to discuss the how the Chinese media construct the image of Latin America as the developing of bilateral diplomatic relationship.

The paper focuses on the regional image, discussing Chinese media's presence and construction of image of Latin America and how such image influence people's attitude towards the area in terms of its politics, culture and Sino-Latin America relationship.

The paper chooses news items from People's Daily as studying subjects. People's Daily is the central mouthpiece of the Chinese Communist Party. As it is entrusted with the responsibility to propagate and represent the Party/state policies (Zhou et al., 2012), it is the main-stream discourse leading the public opinion. People Data which include over 50 years of People's Daily records is used to search for related reports with keywords including 'Latin America', 'Sino-Latin America'. Time period begins with 2014.6.17 when the China-CELAC Forum established to 2017.2.7.

As for methodology, the paper conducts a two-phase process – first the paper uses quantitative content analysis of a sample of news items searched and selected from the database; then the interpretative phase with text analysis and framing analysis.

Research questions to testify and answer are as below:

1. From the quantitative perspective, how is the reporting trend changing during the time period? What is the trend indicate?
2. Does the regional image of Latin America change over time? Is there any stereotype on Latin America indicated in news coverage?
3. Through which framing or aspect does main-stream media in China construct the regional image of Latin America?

Id: 15157

Title: Determinants of the Latin America News coverage in the German press

Session Type: Individual submission

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Abstract: Current major research lines over international communication presume that the mass media can provide the general audience with a better understanding – or misunderstanding – of several countries (McNelly & Izcaray, 1986). Of main importance is the concept of “agenda setting” which comprises the activity of the mass media whenever selecting specific topics and presenting them regularly and prominently to the public (Renita Coleman, McCombs, Shaw, & Weaver, 2009, p. 147). The relation between media coverage and the images of nations and cultures is undeniable. In fact, the media’s abilities of propagating, legitimating or fortifying stereotypes have a huge influence on the international relation and foreign affairs. The (non) perception of a given country may lead to particular images that could affect political and economic process.

This article proposal derives from a subchapter of my thesis entitled “The image of Latin America in the German Press”. Based on a content analysis of around 3.800 articles published in the nationwide German Press from January 2000 to December 2014, – namely the *Süddeutsche Zeitung* (liberal, politically broad and intellectually oriented), *Frankfurter Allgemeine Zeitung* (economically liberal and politically conservative), *tageszeitung* (left oriented) and *Der Spiegel* (left-liberal and system critical) –, the research aims at exploring the perception of Latin America as produced by the press. To verify this news flow, a sample of 25% of all published texts about the twenty nations of Latin America was built. In order to increase the probability of including even the smaller countries, it was necessary to work with a layered sample. After listing all the articles, the sample was formed by country, newspaper and time range.

For this particular paper submission, the objective is to analyze the determinants of the Latin America news coverage. Specifically, which countries received more attention from the German press and why. By means of the news value theory, it is already established that the press tends to give priority to “elite nations”. For this reason, I study the impact from the characteristics (extra media data) of specific countries (GDP, number of published scientific articles, military expenditure, foreign trade with Germany and HDI) on the quantity of news, while, at the same time, I interpret and explain the deviance through intra-media data (news factors such as crisis, damage, ideological controversy etc.). Based on such data, I could verify the correlation between “status of power” (importance or centrality), “socioeconomic status” and “economic proximity” and the number of published news for each country.

Small Central American nations such as Haiti or Honduras are almost invisible to the German press and are covered just in case of huge events. On the other hand, Brazil, Argentina, and Mexico dominate the press coverage. Countries such as Cuba, Venezuela, and Bolivia (against the Washington consensus) receive much more attention as expected according to their status of power.

Id: 15226

Title: Three Communication Logics of Global Public Diplomacy

Session Type: Individual submission

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Abstract: Public diplomacy, or how political entities communicate with publics in the international political arena, lies at the intersection of the transformations occurring in culture, politics and communication. The past decade and a half has witnessed a surge of interest in public diplomacy, gradually giving birth to a new academic discipline. However, public diplomacy, similar to contemporary communication study, originated in the 20th century U.S. socio-historical context. The U.S. experience and perspective laid a foundation for public diplomacy and, similar to the parent field of communication, ideas spread around the world with the assumption that they were universal (Gordon, 2007; Kim, 2002). Nations continue to “communicate” furiously and yet, often feel painfully misunderstood by global publics and other nations. The problem may be not just a matter cultural differences in style or content as is often assumed, but rather a deeper, more fundamental disconnect in what it means “to communicate.” When it comes to public diplomacy, the assumption that all nations, societies and publics share the same notion of what it means “to communicate” has gone unchallenged, even though the strains of differences appear self-evident. Politics may only compound tensions. This paper looks at how public diplomacy – as a global-level communication activity of governments clashing with publics armed with social media tools – was uniquely positioned to expose buried assumptions in the notion of “communication.” In order to circumvent the circular endeavor of trying to use either Western or non-Western “communication” models to understand different perspectives of “communication,” this study draws from a meta-analysis of intellectual heritages through the lens of relationalism (Zaharna, 2016). In contrast to the comparative template of individualism-vs-collectivism, which has been widely criticized as binary and mutually-exclusive, relationalism offers a more nuanced view of relational configurations and dynamics. While “communication” as a field of study is rather recent, notions about relations – man’s relations to himself, others, society, the cosmos – is prominent in the world’s intellectual heritages (Dissanayake, 2003; Miike, 2006). Using relationalism as an analytical lens revealed a rich and varied kaleidoscope of assumptions about the basic conception of “relation.” This paper, which is part of a more extensive study, extends three differing relational assumptions to articulate three distinct, yet co-existing communication logics: individual, relational and holistic. Each communication logic adopts a different relational premise and then spins a web of interconnected assumptions so airtight that the reasoning appears as obvious or common sense. In a departure from conventional thinking that lays diverse perspectives as comparative continuums, or mutually exclusive binaries or specific to geo-culturally regions, the logics are not dichotomous or oppositional, nor is any one logic exclusive of the other. The study outlines the relational premises and salient features of the three communication logics and provides illustrative case studies from Sweden, Cuba and China to highlight the unique relational dynamics of the three distinctive, but overlapping communication logics for a more expansive vision of global public diplomacy.

Id: 15231

Title: Cine, lenguas no hegemónicas, identidad: subtítulo y nuevos territorios para la diversidad.

Session Type: Individual submission

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Abstract: El llamamiento a la defensa del multilingüismo como salvaguarda de la diversidad cultural en el mundo ha sido una constante en los pronunciamientos de instituciones y organizaciones de alcance internacional durante las dos últimas décadas. Es el caso de la Carta de los Derechos Fundamentales de la Unión Europea (2000), la Convención de la Unesco sobre la protección y promoción de la Diversidad de las Expresiones Culturales y su Informe Mundial sobre Diversidad Cultural (2005 y 2009), la Carta Cultural Iberoamericana (2006), o el Programa Europa Creativa (2013). Estos y otros documentos hacen hincapié en la incidencia de los sectores cultural y creativo y, como parte de ellos, del cine, en la construcción de diversidad. Sin embargo, pese a este notorio compromiso institucional, la ausencia de medidas sistemáticas, continuadas y efectivas en pos de su materialización, conduce a que el multilingüismo en el ámbito cinematográfico sea todavía una quimera.

En paralelo, y como resultado de diferentes sinergias entre la investigación académica e iniciativas sectoriales, emergen acciones como las promovidas por plataforma Glocal cinema: big stories, small countries, que abogan por la disponibilidad de películas en versión original (v.o.) y versión original subtitulada (v.o.s.) como una opción irrenunciable e insustituible en el actual mapa cultural europeo, en tanto garantía del éxito de la circulación transfronteriza.

Cuando se cumplen 25 años de la promulgación de la Carta Europea de las Lenguas Regionales y Minoritarias (1992), por la que los estados firmantes se comprometían a favorecer el acceso a las lenguas minoritarias mediante la implementación actividades de traducción y subtítulo en el ámbito audiovisual, es tiempo de verificar si el acceso a estos filmes en v.o. y v.o.s. es un derecho respetado en el contexto comunitario.

En esta línea, el proyecto “EU-VOS. Patrimonio Cultural Inmaterial. Para un programa europeo de subtítulo en lenguas no hegemónicas (Agencia Estatal de Innovación, ref.CSO2016-76014-R)” establece una cartografía comparativa de las políticas públicas y de las prácticas actuales en materia de subtítulo para detectar las barreras y estímulos existentes en la accesibilidad al cine en v.o.s. Como parte del mismo, la presente comunicación aborda el estudio de caso de dos cinematografías de naciones sin estado, Cataluña y Galicia, que coexisten en el territorio español como dos modelos casi opuestos en el desarrollo y aplicación de medidas favorecedoras de la creación, distribución y exhibición de filmes en v.o.s.

La metodología de trabajo parte del análisis documental de la literatura académica, legal y profesional relativa a la preservación de la diversidad lingüística europea y la consideración del cine como patrimonio cultural inmaterial. Continúa con el estudio de las prácticas de subtitulado en las cinematografías de estudio y se completa con la realización de entrevistas en profundidad a científicos, representantes institucionales y profesionales del sector cinematográfico para responder a los siguientes interrogantes: ¿Constituye el doblaje el primer obstáculo para la normalización y aceptación de las lenguas minoritarias? ¿Los filmes en lenguas minoritarias encuentran dificultades en su distribución online? ¿Generalizar las proyecciones en v.o.s contribuiría a la diversidad lingüística europea?

Id: 15306

Title: From divergence to semi-convergence: The transformation of media regulation and commercialization in China's online video industry

Session Type: Individual submission

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Abstract: This paper examines the trajectories of media regulation and commercialization in China's online video industry and discusses the active role of market forces in achieving the objectives of regulation as well as refreshing regulatory challenges. Drawing on data from policy documents, industry reports and documentary evidence, it analyses how the divergence between state regulations and commercial aspects of the online video industry transforms into a semi-convergence in which anti-piracy becomes a common goal while stringent content censorship remains unchanged.

Since the emergence in 2005, online videos have grown into one of the most significant components in China's media camp with users hitting 461 million by mid-2015. Nevertheless, from the very outset, the state has been confronted by two main interrelated regulatory challenges: anti-piracy and content censorship. Specifically, with regards to anti-piracy, since the downfall of Kuaibo and fansub groups in 2014, online video piracy has been gradually phased out from public access in the market. The driving force points to an interest-led institutional change whereby online video enterprises first diverge and then voluntarily converge with administrative regulations in the aspect of copyright orders. By contrast, in terms of content regulations, a binary logic has been found consistent throughout the relations between state regulations and media commercialization in China. This can be particularly demonstrated by successive and arbitrary top-down repressions of user-generated contents, overseas works, immoral contents and the most recent misdemeanour in self-produced online TV dramas. A further analysis reveals that the underlying cause of the overall transformation rests on disparate or agreed primacy that the state and industry give to political stability and economic prosperity over the long development of online videos. It further gives rise to a recurring causal dynamic between copyright and content management which is always initiated by the industry's pursuit of profit maximization.

The findings pose a significant challenge to a deep-seated logic of binary opposition which characterizes the intellectual understanding of the relation between media commercialization and regulation in China. By highlighting the bottom-up spontaneous adaptation of the industry which inadvertently conforms to state regulations in terms of copyright orders, it not only adds new insights into the mechanism of media regulations but also has profound implications for changing media and state relations in China.

Id: 15348

Title: Generational Shift in National Cultural Values: An Empirical Study in the Indian Context

Session Type: Individual submission

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Abstract: The paper studies the generational shift in India's National Cultural Values at the individual level, marking an empirical investigation into the current relevance of the Hofstede measures of cultural values index to the post globalization younger generation of India.

According to Inglehart (2001), following economic upgradation, societies tend to shift from materialist values to post-materialist values. This marks a new development in the context of many countries' national value orientation as judged by Hofstede's (1991, 2001) study of cultural value orientation into five categories of values – individualism, power distance, long term orientation, masculinity and uncertainty avoidance. Quoting Triandis (1995), Zhang (2010) establishes that such studies on culture based on these parameters believe culture to be fixed, defined and constrained by national boundaries. Such assumptions are based on the fact that as such, culture is delimited within a certain territory and there is little interaction with other cultures, and hence, these parameters are believed to remain unchangeable.

However, following globalization, cultures have no longer remained isolated. The second generation particularly is getting exposed to various cultures. Habermas (1982) notes, values and attitudes have undergone a more sweeping change for the younger generation. Inglehart proposed that an individual's value system is determined on the basis of need satisfaction in childhood and youth and hence, the younger generation of many nations are likely to have a shift in their cultural values from the previous generation.

Against this background, an attempt was made to empirically measure the cultural values' shift in the new generation of India in the 18-35 age group. This generation was brought up in the post globalization, free economy status of India post 1991's economic liberalization.

The variables measuring cultural consciousness at the individual level was measured by administering the Yoo, Donthu and Lenartowicz (2011) Cultural Values Scale (CVSCALE). The CVSCALE is a 26-item scale rated in a 5-measure Likert Scale. The scale has been used in several countries which includes the US, Korea, Poland, and Brazil. For the current study, the sample was of students from B-schools and induction-level participants of organizations including two IIMs. After selection, 720 samples were found to be adequate for the study.

The scale measuring Power distance, Uncertainty avoidance, Individualism, Masculinity, and the Confucian dynamism at the individual level in the Indian context was analysed through Exploratory Factor Analysis (EFA) as well as Confirmatory Factor Analysis with excellent fit and reliability. The Confirmatory Factor Analysis showed the uni-dimensionality of the variables. The overall fit of the measurement model was excellent (RMSEA) at .040. The HOELTER for sample adequacy was at .05 (378) and at .01 it was 399 which showed that the model fits the construct.

The result of the study has tremendous scope to extend understanding of Indian national cultural context for multinationals and policy making. Assessing the individual cultural value orientation is relevant rather than following the stereotype of National Cultural Index.

Id: 15371

Title: From Rhino Poaching to Mining: The Coverage of China's Human Rights and Sustainability Record in South African Media

Session Type: Individual submission

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Abstract: This paper examines potential South African perceptions of China's human rights and sustainability record as it is represented in the mainstream South African media. South Africa is significant to the growing China-Africa relationship, as a fellow member of the BRICS group of emerging nations. Through its "Going Out" policy China has expanded the reach of its media on the African continent through platforms such as Xinhua, China Central Television (CCTV) and People's Daily to provide counter images to its portrayal as "a mysterious, exotic and unknowable force" (Wasserman, 2012). This forms part of China's soft power strategy, whether as a "charm offensive" (Kurlantzick, 2008), or "charm defensive" (Shi, 2013).

Dominant media discourses have represented China as having little concern for good governance, transparency, freedom of the press, worker's rights, human rights, and environmental protection in its relationship with Africa (Sautman & Hairong, 2009; French, 2014). China has been criticized for exporting its environmental destruction/unsustainable practices and human rights violations to the African continent. A Human Rights Watch (HRW) report has been influential in global media coverage of China, focusing on the poor health and safety standards of workers for Chinese companies in countries such as Zambia, and the devastation of national parks by Chinese enterprises that have been reported on in countries like Gabon. These negative perceptions among global media and key role-players could harm China's strategies to harness its soft power on the African continent. This study looks at the perception of China's respect, or lack thereof, for the environment and human rights as it exists specifically in South African media discourses.

My research question is: How is China's human rights record and sustainable development role on the African continent depicted in South African media?

The method used to conduct this study is a qualitative framing analysis of three individually-owned South African media publications to establish how perceptions are represented in the South African media. The news articles are sampled from the weekly investigative paper Mail & Guardian, the Cape Times daily and the online news site News 24 to obtain insight to the South African media discourse regarding China's human rights and sustainable development. The aim is to understand the reach of China's soft power efforts by establishing what characterises China's media image regarding human rights and sustainability issues, in the newspapers of one of its key BRICS and South-south cooperation partners.

Id: 15377

Title: How migration transforms communication and politics: New discourses in European and African media ' a comparative study in 11 countries

Session Type: Individual submission

Authors:

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Abstract: Abstract

As IAMCR 2017 emphasizes the impact of global transformation on communication and politics, this study focuses on the world-wide phenomenon of migration and its coverage in “Southern” and “Northern” media. UNHCR counts a historical record number of 21,3 million refugees worldwide. In Europe, the “refugee crisis” has severe impact on political authorities and voting outcomes across the continent. As growing numbers of migrants from African countries now enter Europe, this aspect is in the center of our international study. How do European media report on African migrants – and how do African media portray the ‘mass exodus’ to Europe? Results of a newspaper content analysis in 5 African and 6 European countries reveal striking shortcomings in the media coverage on both continents.

Literature Review

Several studies have already pointed to the shortcomings of coverage of Africa in the European media regarding content and structure (e.g. Wimmer 2003, Muekke 2009), and more recently of coverage of Europe in African media (e.g. Zappe 2016, Serwornoo 2017). While coverage in Europe of migration from the Near and Middle East has been studied e.g. by Berry et al. 2016, Gillespie et al. 2016, Haller 2016, and Richter/Emmer 2016, so far (comparative) research of discourses of migration from Africa to Europe has been lacking.

Method

The study has been conducted by a cross-cultural team of communication scholars involving six European countries (UK, France, Germany, Spain, Italy, Greece) and five African countries (Ghana, Ethiopia, Kenya, Tanzania, Uganda). The quantitative content analysis has analyzed more than 1,500 articles which have appeared between May 1, 2015, and April 30, 2016, in 22 opinion-leading newspapers in the countries under study.

Key Empirical Results

According to this study, there is a huge gap regarding the quantity of coverage of migration from Africa to Europe: 88 % of the articles found have appeared in European media, only 12 % in African media. Coverage in Europe and Africa is dominated by day-to-day politics, and severely lacks deeper insights: For example, less than 5 % of total coverage emerge from the business section, even though economic forces are a major force driving migration from Africa to Europe. Coverage in Europe is heavily self-centered: In Europe, coverage of African migration revolved around European security issues. 57 % of articles in Europe either do not mention any African

country, respectively any African actor at all. Most attention is paid to Libya as a transit country, but little is being said about the countries African migrants actually decide to leave. However, also African media pay little attention to traffickers, migration routes, or housing conditions in Europe. Instead, accidents and disasters – like those on the Mediterranean Sea – receive considerably more attention in African media. Finally, migration coverage in African countries neglects the actual migrants: Only 12,5 % of main actors in African media are citizens – authorities and politicians dominate the news.

Id: 15418

Title: Panel: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: Title: Panel: BRICS Media Systems as a Challenge

Abstract: Panel description

This panel begins with a review of the literature comparing media systems and suggests that the idea of ‘media system’ needs to be critically re-conceptualized. Good examples of internal contradictions in the national media systems are provided by Brazil, Russia, India, China and South Africa – the BRICS countries which joined in a comparative research project on the topic (<http://www.uta.fi/cmt/tutkimus/BRICS.html>). The five papers provide a perspective on the concept of a media system upside down: instead of coherent systems given from above there are multidimensional and complex landscapes which abound in national peculiarities. Yet the idea of media system has a certain feasibility. Regional categories such as the BRICS media system are also worth pursuing as useful conceptual tools. This alternative perspective is finally set in a context of shifting paradigms in communication research in the twenty-first century, providing a meta look at the state of the art.

Paper title: Shifting Paradigms in Communication Research

Raquel Paiva and Muniz Sodré Cabral, Federal University of Rio de Janeiro

This paper aims at providing an overview of shifting paradigms in communication research in the twenty-first century. First of all we try to identify issues that have risen to the forefront of media studies with respect to cultural expression and creative labor. In this case relevant is the topic of mediatization, mainly the essential connections between social institutions and media technology wherein subjectivity is prone to be affected by cultural codifications performed by media devices. We intend to clarify that mediatization is not a metaphor for a material totality but rather a concept related to a dynamics of qualitative shifts in terms of social patterns by articulation of electronic technology with human life.

The new system of social interaction created by Internet and social networks has been metaphorically linked to the human limbic system that is to the medial brain surface which accounts for behavior, learning, memory and motivation. Another way to put it is to say that media technology is no longer confined to words and printing but rather to emotions and feelings in a new kind of social intermedia environment. As for researches in the academic communication field, it is precisely such a conception of an ecologically integrated structure that reveals deep shifts in the current paradigms.

Id: 15433

Title: Communicative use of mosques and public squares during fight against the coup attempt in Turkey

Session Type: Individual submission

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Abstract: Since the 15th of July, Turkey has been experiencing events with major impacts on almost all areas of life, including media and communication. A brutal coup attempt on the 15th of July, followed by ongoing state of emergency has created an environment where various forms of media have been used as crucial tools not only to stop the putschers, but also to legitimize the Justice and Development Party government's controversial actions in the aftermath of the failed coup attempt. Among these media have been TV channels, newspapers, GSM networks and social media channels where government and president Erdogan called Turkish people to support their fight against the plotters, to protect the "New Turkey" that he claims to have created during his 14 years of rule.

In this paper, two "older" media, which were used extensively during the hours and days after the coup attempt, will be under focus: The mosques and public squares.

Extensive mosque network throughout the country, broadcast special prayers (salah) calling people to streets to resist the plotters through their loudspeakers, during the first hours of the coup attempt. After the coup was prevented, for two months every night, so called "Democracy Watches", public gatherings in squares in almost all cities in Turkey was organized, "to guard democracy under threat of a coup". Outputs of these rather old media, were then embedded in the conventional and new media circulation channels, fueling government's affective and the ideological resonance with Turkish public (Akin, 2016).

Following Peters' broader understanding of media as "our infrastructures of being, the habitats and materials through which we act and are" (2015, p. 15), and Thompson's "interactional theory" (1995), the communicative nature of these old media and their resurrection in the new media environment will be discussed to predict their potential futures.

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Thompson, John (1995) *Media and Modernity: A Social Theory of the Media*, Cambridge, U.K.: Polity.

Id: 15465

Title: Panel: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: This panel begins with a review of the literature comparing media systems and suggests that the idea of ‘media system’ needs to be critically re-conceptualized. Good examples of internal contradictions in the national media systems are provided by Brazil, Russia, India, China and South Africa – the BRICS countries which joined in a comparative research project on the topic (<http://www.uta.fi/cmt/tutkimus/BRICS.html>). The five papers provide a perspective on the concept of a media system upside down: instead of coherent systems given from above there are multidimensional and complex landscapes which abound in national peculiarities. Yet the idea of media system has a certain feasibility. Regional categories such as the BRICS media system are also worth pursuing as useful conceptual tools. This alternative perspective is finally set in a context of shifting paradigms in communication research in the twenty-first century, providing a meta look at the state of the art.

Id: 15608

Title: How newspapers in five countries represent working conditions in developing countries: the case of the Rana Plaza accident in Bangladesh 2013

Session Type: Individual submission

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Abstract: Media research has shown that traditional mainstream news media have paid little attention to the topic of working conditions in developing countries (Martin, 2004).

This has become of particular concern given that Transnational Corporations (TNCs), who seeks to reduce production costs, have increasingly taken advantage of the wage hierarchy between the Global North and South, transforming production processes into a truly trans-nationalized phenomenon. Supply chains have emerged around the world integrating these same areas into the global industrial and economic system. The need to suppress production costs has severe consequences for the nature of the working conditions in the Global South.

However, mainstream news media have more recently given greater attention to this topic by representing it in different ways. Yet there has not been any detailed research on the nature of this reporting. This paper carries out an analysis of one example of such a case by comparing the coverage of the Rana Plaza accident in Bangladesh 2013 in mainstream elite newspapers in five different countries.

Drawing on an ideology-critical perspective, by means of a discourse study approach, this paper shows that the news coverage expose different violations of workers' rights. However, there are major problems with the way in which this is done as certain contexts are ignored and other foregrounded. People do become aware about the horrendous working conditions but not of the structures behind why workers are exploited. Instead there is a significant focus on the individual consumer as one of the main responsible for workers' conditions.

Keywords: working conditions, supply-chains, critical discourse analysis, journalism, news media

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Id: 15613

Title: Don Camilo's international travel: Applying the cultural transduction framework

Session Type: Individual submission

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Abstract: The cultural transduction framework was introduced a few years back to provide an organized set of concepts to study cases of audiovisual products that have traversed international borders (Uribe-Jongbloed & Espinosa-Medina, 2014). It has been used to analyze cases of TV entertainment shows (Espinosa-Medina & Uribe-Jongbloed, 2016), video games (Uribe-Jongbloed, Espinosa-Medina, & Biddle, 2016) and international entrepreneurial ventures (Espinosa-Medina & Uribe-Jongbloed, 2017). What we want to present here is its application on the case of a series of adaptations that represent a change of both medium and location.

Our case study to apply the framework is the Italian novel "Il piccolo mondo di Don Camillo" by Giovannino Guareschi, and its posterior incarnations as a transnational film in the 1950s (Duvivier, 1952), a 13-episode TV series in Britain in 1980 (Hammond, 1980) and a 46-episode TV adaptation to the Colombian context (Romero Pereiro, 1988). We would like to present the various stages of the analysis enabled by the framework to highlight its applicability to the study of adaptations that go beyond the literature-to-screen aspect to address the historical, cultural and negotiation aspects that take place in the process of bringing an Italian book to the Colombian TV sets in the 1980s. The methodology includes interviews with people involved in the Colombian production, textual analysis of the various audiovisual versions, and a comparison to the content of the original novel. The case study would then show the strengths and potential weaknesses of the cultural transduction framework as a conceptual tool for the study of similar inter-cultural transactions.

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C.-M. Pons (Eds.), *Contemporary Research on Intertextuality in Video Games* (pp. 143–160). Hershey, PA. <http://doi.org/10.4018/978-1-5225-0477-1.ch009>

Id: 15663

Title: Panel: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: Paper title: Re-conceptualizing Media Systems

Comparative studies of the media have experienced a boom in recent years. This chapter reviews the history of scholarly discussions of comparing media systems. It argues that the currently-dominant framework developed by Hallin and Mancini, while providing the basis for some very illuminating studies, suffers from a number of defects, both theoretical and empirical. In particular, the notion of a media system, conceived of as a body of institutions and practices across different media forms in a particular country, which displays sufficient internal consistency to make it legitimate to compare it with the body of institutions and practices in another country, is difficult to sustain in many instances and can lead to a neglect of internal contradictions that may be present. The chapter develops some aspects of an alternative approach which rests upon a much looser conception of the objects of comparison and which illuminate rather better the differences and similarities both within particular national systems and between different national instances.

Id: 15668

Title: A Validated 3D Country Image Measurement Scale for Public Diplomacy: Analyzing Value Drivers and Effects of Country Images on Stakeholders' Behavior in Seventeen Countries

Session Type: Individual submission

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Abstract: Public discourses on migration and national identity have become widespread in many countries (Baumann, 2015). Such fierce debates have not only domestic consequences, but also affect a country's image on the international stage. In international relations, the focus has broadened from "hard power" to "soft power" (Nye, 2014). Consequently, public diplomacy has become an instrument of power for any country (Hayden, 2012). Although knowledge of the composition of countries' images and their effects on different stakeholders in various cultures is vital in international strategic communication, there is as yet no validated instrument to measure nation images. This paper aims therefore to develop and validate a country image measurement scale for public diplomacy that allows empirical assessment of the value drivers and effects of a country image on stakeholders across different cultures.

In collaboration with the Federal Department of Foreign Affairs in Switzerland, an international market research institute was commissioned to conduct representative surveys on the Swiss country image in 17 countries: the USA (n=522), UK (n=500), Germany (n=503), Italy (n=526), France (n=501), Poland (n=506), Turkey (n=500), South Africa (n=522), Brazil (n=500), China (n=504), Russia (n=506), United Arab Emirates (n=504), India (n=500), Japan (501), South Korea (n=502), Mexico (n=500), and Kazakhstan (n=500). The questionnaire items were derived from the 4-dimensional model of country image, which comprises functional, normative, emotional, and aesthetic dimensions (Buhmann & Ingenhoff, 2015a, b). The survey also contained open questions about the perceived strengths and weaknesses of Switzerland, spontaneously recalled news stories and impressions of the country. We tested the model with covariance-based SEM with Mplus.

Multi-Group Analyses were calculated to test whether there are cultural differences.

The results of the large-scale study (N=8446) indicate that country image is a 3-dimensional model, consisting of functional, normative, and emotional dimensions only. This paper's full model specifies the functional and normative dimensions as exogenous variables, the emotional dimension—a second-order construct comprising culture and scenery—as a mediator variable, and intended behavior as the endogenous variable. The global fit indices reveal that the SEM describes the complete data set well: $\chi^2=4421.7$, $df=286$, $p=.01$; RMSEA=.041, CFI=.961; TLI=.955; SRMR=.028. Maximum Likelihood was chosen as estimator and Bootstrapping (2,000 samples) was applied.

The emotional dimension is a strong predictor of stakeholder behavior (e.g., likelihood of visiting, talking positively about Switzerland) across all countries. While the normative dimension has a moderate effect, the functional dimension has no direct effect on behavioral intentions. Further analyses of the open questions explain this surprising result, as they reveal a picture built largely on stereotypes, with little knowledge of political/economic news stories. Moreover, MGAs indicate differences between the paths explaining the country image dimension in the various cultures, allowing in-depth analysis of value-drivers within each country.

The findings show that the revised instrument to measure country images and their effects can be validated as a scale to measure and compare country image, its value-drivers and its influences

across other countries' citizens and cultures, in order to select appropriate communication channels and strategically address stakeholders with tailored messages.

Id: 15729

Title: Why We Need Development Communication in the So-called Developed Societies

Session Type: Individual submission

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Abstract: Development communication, also known as communication for development (C4D) or development-support communication (DSC), and more recently referred to as development and social change communication (DSCC) is widely accepted to mean the uses of communication media, messages, and people to redress the fundamental problems of sustainable social change and societal growth in material and non-material terms. Quebral (1972/73) defined it as the art and science of human communication used in planning for and bringing about strategic societal transformations to alleviate poverty and help people achieve their potential. To McAnany (2010, p. 4), it is simply “communication to improve lives – short and long term.” The foundational principles were developed from a confluence of ideas that were associated with modernization of traditional societies (Lerner 1958), the diffusion of innovations (Rogers 1962), and the role of the media in national development (Schramm 1964). Development is an integral part of social change. As Rogers (1974) explained the relationship, development is a type of social change where new philosophies and concepts are introduced into a social system to target such goals as improving income levels and achieving higher standards of living.

These original ideas, often termed the dominant paradigm (Rogers 1976), have not completely disappeared although they are now being supplanted by more contemporary approaches that focus on the adoption of innovative and mixed methods of research (Bau 2016), the new approach of communication enhancing human capabilities (Jacobson 2016), and the centrality of sustainability and transdisciplinary reaches (Servaes 2016). Whereas the dominant paradigm presented development communication as a modernization mechanism mostly associated with developing societies, the new approach positions it in social change terms which are applicable to all human societies. As Wilkins (2001, p. 385) explained it, “Development communication refers to a process of strategic intervention toward social change initiated by institutions and communities.”

This paper builds on these more recent explanations of development communication as strategic social change communication which can be prescriptive (Frandsen & Johansen 2015) or emergent (Lynch 2012) communication that is different from standard public communication (Eder 2007). Relying on various contemporary explanations of development as more than economic and technological change, we argue that every human society today is in need of some aspects of strategic social change communication to improve the human condition. There is no human society that does not need communication to address its extant social problems. Through relevant references to empirical evidence drawn from reputable international resources and publications, the point is made and emphasized that all human societies need strategic development communication to address their pressing challenges of social change. Some of the sources include the UNDP’s Human Development Report, the World Bank’s World Development Report and World Development Indicators, and UNFPA’s State of the World’s Population, among others. The social development challenges of all world regions require strategic uses of communication.

Id: 15801

Title: Narrating Democracy: The Redefinition and Appropriation of Global Discourse in China's Social Media

Session Type: Individual submission

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Abstract: Democracy is a concept familiar to most, but defined in different ways. After the Third Wave of democratisation in the 1990s, democracy became the dominant ideology in the political realm. In order to achieve legitimacy and support from both domestic and international sphere, the authoritarian countries have to defend themselves by describing their political system as a democratic one. In China, the meteoric rise of social media not only incorporated this country into a broader international community, but also triggered an extensive debate relating to the global norm of democracy. As the comparison between China's socialist regime and the Western democracy has become a popular topic in China's domestic social media, Weibo, the authority's concern also raised from the advancement and empowerment of Chinese cyber citizens, who are eager to get access to the unrestrained political information and motivated in engaging sensitive political discussion. Therefore, both the microbloggers and the official were involved into a battle in interpreting democracy within the Chinese context.

By utilizing computer-assisted text analysis, this study collects, analyzes and compares democratic discourses that were approved by officials with those have been censored. Drawing on content analysis of 10,000 regular microblog threads that were posted by verified organizations between 2010 and 2016, and 1,500 microblog threads that were posted by regular users but then blocked between 2012 to 2016, this study aims to explore how different symbolic codes were mobilized in defining democracy in the Chinese context, and mapping the culture-producing process of the Sinicized democratic discourses.

The result reveals that Chinese officials appropriated the global discursive form of democracy by altering its definition to fit their political needs, whereas censor the resistance or alternative democratic discourse in order to monopolize the power of definition. On microblog, where official's mouthpieces directly confront the cyber citizen, the Chinese government has tried to strengthen its control over this rising democratic discourse through two ways. On the one hand, to monopolize the power of interpretation, the authority continues repressing counter-socialist expressions through administrative regulations and censorship. On the other hand, aiming to conciliate the opponents and minimize the negative impact on its regime, the authority tried to incorporate the typical democratic codes with China's existing political codes, claiming "there should be a 'third way' between social democracy and traditional socialism". To challenge the official, some Chinese microbloggers tried to promote their own approach in interpreting democracy. They created an alternative discourse system via the creative utilization of civil codes and popular genres. Base on the theoretical framework of the cultural dynamics in civil society, this study shows that political actors may actively engage in ideological work in redefining democracy, strategically incorporate global norms with the existing local political discourses, and weaving together discourses that combined universal values, global norms, individual rights and state interests.

Id: 15830

Title: Analyzing a cross-cultural communication framework from the perspective of relational rationality: a case study of Chinese Confucius Institute in the last decade

Session Type: Individual submission

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Abstract: Cross-cultural communication penetrated in almost every activity in the human society, and promote the alteration and development of human society. With the technologies improvement and world economic integration trend, cross-cultural communication has become a lifestyle of global village citizens. People of different cultural backgrounds could use words, sounds, images and other forms to chat or game. Likewise, countries could also communicate through institutes and organizations.

Reviewing the previous studies, there are three categories of cross-cultural communication of Chinese Confucius Institute. On the micro level, the researches focus on the curriculum, pedagogical materials, staff and methods; on the meso level, the management and operation of the institute, and the sources of funding; on the macro level, the relationship between senders and receivers, institute and students, China and the West in the perspective of cross-cultural communication.

Through the literature, we could see there are also some gaps to be filled. Firstly, the studies are mostly based on one subject, neglecting the relationship between the two subjects. Secondly, the existing researches are still on the descriptive analysis instead of explanatory analysis. Thirdly, sample limitations. In this study, based on the data and surveys collaborated with NOCFL (National Office for Teaching Chinese as a Foreign Language), we could obtain full coverage samples for a decade from 2004 to 2015, with a total of 5932 reports in eight main foreign languages, and 7200 reports in Chinese. Based on the expanded scale of the data, we can greatly improve the reliability and external validity of the results.

In this study, we discuss the role of “relational rationality” and the multi-dimensions in interpreting ongoing cross-cultural communication between China and the world. The concept of relational rationality is in search of the best community instead of an exclusive communication. Thus, from this relationological point of view, we have to re-build the framework of cross-cultural communication on the basis of coexistence rather than of closed existence. It is correlations that determine the existential situation and values of communication in the current world. Therefore, cross-cultural communication could not only recognize the pattern of one culture, but also provide the possibility of the cultural formation of common sense.

In order to establish the framework, we need to understand the exogenous multi-dimensional elements including politics, economy, culture and so on, as well as the interrelationship among those elements; at the same time, we also need to study the endogenous process of cross-cultural communication on the micro level, including the senders, channels and receivers. As a result, we illustrate the cross-cultural framework with an empirical case study of the 5932 news of Chinese Confucius Institute within 1246 main websites in more than a hundred countries or districts from 2004 to 2015.

Id: 15913

Title: PANEL: China's Belt and Road Initiative and the Changing Geopolitics of International Communication

Session Type: Panel Submission

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Abstract: Chair: Prof. Yun Long, Deputy Director, The National Centre for Communication Innovation Studies, Communication University of China

Panelists and Topics:

1. Muhammad Yousaf & Deqiang Ji, Regional Press Framing of China-Pakistan Economic Corridor: A Case Study
2. Jidong Li & Vladimir Oleshko, Rethink the Discourse of Globalization: Value Reconstructing
3. Changchang Wu & Fandong Meng, The Role of Xinjiang New Media in International Communication
4. Ruhan Zhao & Yu Jiao, Beyond Economic Transition, Towards Information Order: Analysis of China's One Belt One Road Strategy for Information Infrastructure

Discussant: Jesse Owen Hearn-Branaman, Assistant Professor, Beijing Normal University-Hong Kong Baptist University United International College

Description

International communication is a space full of dynamics and changes. Since its inception when the modern nation-state system was established in the 17th century, international communication has presented itself as a multifaceted process and a system with multiple paradigms. Due to their military, political and economic strengths or cultural influence, different countries can play different roles in shaping the structure and order of international communication at both global and local levels.

China's Belt and Road Initiative, unveiled in 2013 as a development strategy and framework, not only focuses on the economic connectivity and cooperation between China and the rest of Eurasia, but also has multiple implications for the changing geopolitics in the arena of international communication. In April 2016, as an embodiment of this Initiative, Chinese government launched the Belt and Road Media Alliance in collaboration with seventeen media organizations in the world including National Geographic Channel, Discovery and Channel NewsAsia. Therefore, there is an emerging field of research to investigate the extent to which China can have an impact on the geopolitics of international communication on the one hand, and if there is a possibility to generate

alternative paradigms for international communication that is different from the existing ones dominated by Western media.

Bearing these concerns in mind, this panel aims to put together studies from both Chinese and international scholars with special interests into a series of sub-topics under the overarching theme of the panel. Muhammad Yousaf and Deqiang Ji focus on the discursive frames used by the regional press for framing China- Pakistan Economic Corridor and further explain, whether, the regional press frames this corridor in the context of changing geopolitical communication in the region or as a source of promoting economic and political stability in the region. Dongji Li and Vladimir Oleshko reviewed the theories and practices of globalization, and argued that it is the time to reorient the value system of globalization towards pluralism and mutual coexistence. Changchang Wu and Fandong Meng provided case studies of new media development in Xinjiang. They elucidated how new media with multiple languages in Xinjiang operate and moreover, what they function in international communication, especially in the promotion of the Belt and Road Policy. Finally, Ruhan Zhao and Yu Jiao explored how China seeks to play a constructive role in reforming the international system and building a new world information order through an innovated information infrastructure.

Id: 15915

Title: PANEL: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: Paper title - Decolonizing PSB: The politics of broadcasting in South Africa

After independence many public service broadcasters in Africa became obsessed with nationalisation and dewesternisation projects that narrowly defined Africa and Africanness. This, it will be argued here, impinges upon their relevance, governance, policies and praxis. As a case in point, the paper will ask if recent moves in South Africa towards 70% positive news stories and a 80% local policy for SABC-television constitutes a rethinking of PSB from the perspective of the South or if they are in fact tantamount to what Fanon called “false decolonisation”. In one respect, it is possible to argue that these decisions have far-reaching consequences, not only for editorial policy negotiation, but more importantly for broadcasting governance and legislature in South Africa’s fledgeling democracy. Some would argue in this respect that these decisions are placing South Africa on par with the political, social and cultural footsteps of its BRICS partners’ media-state relationships and their interpretations of media freedom and freedom of expression. In this imagination, South Africa’s broadcasting media would therefore be likely to slip from its present 39th position on the 2016 World Press Freedom Index (Reporters Without Borders, 2016) to join the BRICS countries being in the hundreds with China at number 176, Russia number 148, India number 133 and Brazil number 104. This paper instead asks what would public service broadcasting look like if considered from the perspective of the South. Indeed, should South (Southern) African public service broadcasting be re-invented from the perspective of an Africanist paradigm and what would such a broadcasting system look like politically, socially and culturally? What are the implications for media-state relationships in a re-envisioned PSB, where the origin of comparison is not necessarily South Africa’s former colonial masters, but its own image of self, its immediate neighbors and its newly minted partners in Brics? This paper will interrogate these questions through an analysis of the challenges to contemporary broadcasting governance and legislature in South Africa.

Id: 15920

Title: PANEL: China's Belt and Road Initiative and the Changing Geopolitics of International Communication

Session Type: Panel Submission

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Abstract: Paper title: Regional Press Framing of China-Pakistan Economic Corridor: A Case Study

Abstract: China's Belt and Road Initiative is a framework proposed by Chinese government to enhance connectivity and cooperation among China and the rest of Eurasia. It encompasses of 21st-century land-based "Silk Road Economic Belt" and ocean-oriented "Maritime Silk Road". The China-Pakistan Economic Corridor (EPEC) is a pilot project of this grand initiative. It has not only opened economic, cultural, and regional connectivity prospects for the countries on one hand and re-shaped the geopolitics of the region on the other hand-forging new alliances and re-shaping the previous ones. This corridor is very important for China, Pakistan, and other regional countries keeping in view the future economic and energy needs of the countries. This study investigates the framing of Pakistan-China Economic Corridor by the regional press comprising of China, Pakistan, India, Iran, and Afghanistan. This study will utilize quantitative methodology vis-a-vis content analysis and will explore, how the concerned subjects are reported and thereby try to figure out the frames employed in the reports to frame this project. The corpus will be built through the collection and analysis of editorials, columns and news items published from 1st April 2015 – 31st December 2016. The purpose of this study is to expose the discursive frames used by the regional press for framing China- Pakistan Economic Corridor and further explain, whether, the regional press frames this corridor in the context of changing geopolitical communication in the region or as a source of promoting economic and political stability in the region.

Keywords: Belt and Road Initiative, Geopolitics, China –Pakistan Economic corridor, Framing, Regional press

Id: 15921

Title: PANEL: China's Belt and Road Initiative and the Changing Geopolitics of International Communication

Session Type: Panel Submission

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Abstract: Paper title: Rethink the Discourse of Globalization: Value Reconstructing

With the rise of emerging economies such as China, especially through the implementation of Belt and Road Initiative and the development of new information and communication technology, the globalization entered into a new stage and generates new characteristics; meanwhile, the new wave of de-globalization is also becoming a trend, such as Brexit and Donald Trump's inauguration and his policies. Therefore, it is necessary to rethink the current discourse of globalization, especially the recognition of the mainstream Western globalization theory and practice. This paper reviews and analyzes the current globalization policy practice and theory of the mainstream discourse from the perspective of international organization and globalization policy arrangement and related theories. Then the paper argues that the mainstream discourse of globalization embodies supreme as the hegemonic logic and economic value, but the emerging global power endowed with new connotation of globalization, it's time to construct a pluralistic value balance and mutual coexistence discourse paradigm.

Keywords: Discourse of globalization, Transnational organization, Theories of globalization, pluralistic Value

Id: 15924

Title: PANEL: China's Belt and Road Initiative and the Changing Geopolitics of International Communication

Session Type: Panel Submission

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Abstract: Paper title: The Role of Xinjiang New Media in International Communication

Under the Belt and Road Policy, with the transformation of the traditional media in Xinjiang, new media is playing increasingly important role in international communication of the local government. This research, based on the case studies (ts.cn; iyaxin.com; New Media Alliance) and field work, is to elucidate how new media with multiple languages in Xinjiang operate and moreover, what they function as in international communication, especially promote the Belt and Road Policy. In the complicated, conflicted and controversial geo-politics in Central Asia, with religion issues, anti-terrorism in particular, frequently making news in the west, at issue is how the new media play a dual role: to maintain the ethnic unity and communicate the policies from the central government at the primary level domestically, and to construct and popularize the public image of Xinjiang, thereby to launch the campaign of promoting the Belt and Road Policy internationally.

Id: 15925

Title: PANEL: China's Belt and Road Initiative and the Changing Geopolitics of International Communication

Session Type: Panel Submission

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Abstract: Paper title: Beyond Economic Transition, Towards Information Order: Analysis of China's One Belt One Road Strategy for Information Infrastructure

In autumn 2013, Chairman of the CCP and President of the PRC, Xi Jinping, announced the “One Belt, One Road (OBOR)” initiative. This core element of a more pro-active Chinese foreign policy comprises of the land-based “Silk Road Economic Belt”, and the “Maritime Silk Road of the 21st Century”. As the primary investor and architect of the Eurasian infrastructure networks, Beijing is creating new China-centered pipeline, railway and transport networks. Obviously, the OBOR-Initiative is put forward by China in face with the profound changes of global circumstances. In essence, OBOR is not only bringing economic transition, but also affecting the information dissemination and international discourse among the involved countries. 1980s, NWICO (New World Information and Communication Order) has been discussed in UNESCO. However, this new thought could not be achieved because it was rejected by some western countries.

Thus, this research aims to explore how China seeks to play a constructive role in reforming the international system through an innovated information infrastructure. Three questions have been generated from our thoughts,

1. what are the features of the traditional information infrastructure along the ‘silk road’? And why an innovated information infrastructure is needed?
2. Any possible change if information infrastructure has been innovated?
3. How has China contributed to the evolvement of the new world information and communication order?

Discourse analysis will be adopted in this paper, which help us to understand those questions from the presentations, documents and official reports related to information infrastructure. The results show that traditional international information order has been monopolized by the great powers of the West since the western discourses have been using their powerful communication systems and advantage of discourse. That is the reason why reconstruction of the information infrastructure attaches such great important. Recently, China has exercised its international discourse power by actively setting the global agenda – from the Chinese Worldview to the One Belt, One Road initiative. The ‘community of common destiny’ is the new discourse system proposed by the Chinese government. By converging individual interests and forming a community of common

destiny for the world, a win-win situation will be created to facilitate the cooperation among countries and to flourish the development of all affiliated countries of OBOR.

Id: 15947

Title: China in the International Communication: the Transformation of Media Market, Cultural Discourse and the Geopolitics of China

Session Type: Panel Submission

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Abstract: 【Title】 Panel: China in the International Communication: the Transformation of Media Market, Cultural Discourse and the Geopolitics of China

【Abstract】 The transformation of China's politics, socio-culture, and media has become an active research focus in the media and communication studies community in recent years.

This panel will analyze the reoriented power and the changing dynamics of China's media in the perspective of the international communication, by inviting five distinguished scholars in China's media and communication studies to animate an academic conversation. It explores the significance of dialogue and symbolic exchange among new culture and new discourse in our contemporary context of globalization. Each of the articles in this panel cut across the three key words we have used for this conversation_ they historize a specific realm of China's media market (traditional television, mobile media, online sharing video, documentary film, and the others), contextualize them outside of a narrow political and institutional framework and center them as the transformative new media text within the geopolitics analysis of China and the global media community.

【Panellists and the Titles of the Papers】

1. 【The Name of the Panellists】 Chen Xiangyu, Nanjing Forestry University. Gu Jie, Communication University of China.

【The Titles of the Papers】 Motivations for using Mobile TV among Chinese college students: An integrated analysis by the expectancy theory and uses and gratifications model

2. 【The Name of the Panellists】 Tian Weigang, Communication University of China

【The Titles of the Papers】 An analysis of the interactive relationship between international relations and world media reports about Asian Infrastructure Investment Bank (AIIB)

3. 【The Name of the Panellists】 Zeng Xiangmin, Communication University of China

【The Titles of the Papers】 The Reshaping of the Broadcasting and Television system: A Study of the experimental development of Media Convergence in Mainland China

4. 【The Name of the Panellists】 He Suli, China Documentary Research Center, CDRC.

【The Titles of the Papers】 Imaging China and the Representation of a Nation: The Changing Face of China's Documentary in the Global Community

【Panel Moderator】 Weihua Wu, Fulbright Scholar, Communication University of China, MIT.

【Discussant】 Liu Yannan, Professor, Institute of Communication Studies

Paper 1

【Title】 Panel: China in the International Communication: the Transformation of Media Market, Cultural Discourse and the Geopolitics of China

【abstract】 Motivations For Using Mobile TV Among Chinese College Students: An Integrated Analysis By The Expectancy Theory And Uses And Gratifications Model.

With the surge of mobile phone use among China's internet users, Chinese television industry has opened up a new frontier on mobile platforms, which further gives rise to a new media content form 'Mobile TV'. Moreover, in recent years, China's mobile TV has become increasingly popular among Chinese college students due to the relatively inaccessibility of TV sets in school life. However, insufficient academic attention has been paid to why users choose to watch television through mobile phones. By combining the expectancy theory and uses and gratifications model, this paper aims to investigate Chinese college students' motivations for using mobile TV as well as their gratifications obtained. For completing the research, an online survey is conducted with a representative sample of 530 Chinese college students. Four main variables are submitted to a multivariable linear regression analysis: demographics, expectancy value, gratifications obtained and usage patterns. The result shows that expectancy value can strongly predict mobile TV usage patterns, which further are significantly correlated with gratifications obtained. In the meanwhile, expectancy value can also partially predict gratifications obtained. With the findings, this paper reconfigures the operational definitions of needs, expectancy and motivations, which are pivotal forces in the uses and gratifications model that account for the rise of usage patterns. This to some extent fills in the blank of our understandings of gratifications obtained in new media usage studies. Moreover, it sheds light on the interrelations between expectancy value, usage patterns and gratifications obtained. The results also form a solid theoretical basis which can inform the development of Mobile TV in the greater China area in the following three aspects: how to adapt mobile TV content productions to users' needs and expectancy value; how to enhance users' gratifications obtained through technological re-designs; how to bridge digital divide among mobile users through technological diffusions and innovations.

Paper 2

【Title】 Panel: China in the International Communication: the Transformation of Media Market, Cultural Discourse and the Geopolitics of China

【Abstract】 An analysis of the interactive relationship between international relations and world media reports about Asian Infrastructure Investment Bank (AIIB).

In order to investigate the relationship between international relations and world media reports on the China-initiated Asian Infrastructure Investment Bank (AIIB), this paper first provided a text analysis of two globally renown media, The Guardian and Washington Post who reported on AIIB between 2015 and 2016. According to the analysis, the South-East Asian countries press paid most attention on the AIIB. The US media ranked second among all the countries in reporting AIIB, which is next to India, which reflected that the world power balance has been inclined to Asia, especially China. China's economic development has made itself a higher place in the world discourse power. In the whole, the world media reports are influenced by the US. When the US showed a positive attitude towards the AIIB, other countries began to change their former negative attitude towards AIIB. Now the mainstream theme on AIIB is therefore positive. By adopting international relations theories from Morgenthau and Bull, the paper then came to a conclusion that there is an interactive effect between country's foreign policies and international reports, and further stated how different balance of power affected different countries' media behavior. As Morgenthau once contended that politics, like society in general, is governed by objective laws that have their roots in human nature. In today's world, since economic development is recognized by most countries as their major objective of development, their media reports will behave accordingly. This argument, which is conceptualized as "classical realism", was confirmed in this study. Taking Philippines as an example, their news reports showed great support and demand of participating into AIIB, different from former attitudes towards China in other issues. On the other hand, the paper also supported that an "international society" is possible. As Bull a representative scholar of the English School, perceived that common interest and common principle is a model of future international society. Based on our study, AIIB can be an attempt of "International Society" in the

multiple cooperative fields. AIIB is also a result of the changing of balance of power. In the end, the paper come to two conclusions. First, the shift of media reports has become an indication of national policy. Second, international reports have become more objective than before. An “International Society” is possible on a basis of common interests and principles. Therefore, media reports can objectively reflect the current international relations.

The paper also offered suggestions on how China’s media can play in the current global media environment in order to have China’s voice heard and contribute to the balance of power in international communication.

Paper 3

【Title】 Panel: China in the International Communication: the Transformation of Media Market, Cultural Discourse and the Geopolitics of China

【Abstract】 The Reshaping of the Broadcasting and Television system: A Study of the experimental development of Media Convergence in Mainland China.

This paper explored the experiential market practice and theoretical debates of media convergence in mainland China, which has been rushed in to a turbulent reshaping for traditional mass media. The redefinition of the institutional mechanisms, relationships reconsideration between media and audience, organizational reform, as well as the production-method reboot have been taken place in a variety way to most of China’s traditional media, from newspaper, radio to the Television networks. This study sampled the Hunan Broadcasting Group and the Shanghai Media Group as two distinguished major local models, as well as some typical urban media to analyze the strategies of media convergence within the broadcasting and Television network. Further, this study also identified three different approaches adopted by Mainland China’s traditional media to relocate themselves within the multi-dimensional map of media convergence.

Paper 4

【Title】 Panel: China in the International Communication: the Transformation of Media Market, Cultural Discourse and the Geopolitics of China

【Abstract】 Imaging China and the Representation of a Nation: The Changing Face of China’s Documentary in the Global Community

Documentary narrates the images and ideas about the society and culture constructed by the media and the public. This paper provides a short overview of the development and the changing face of China’s documentary film and television program by exploring how the representation of China in the realistic /cinematic context and discourse write and rewrite its role in the new field of the international communication studies. This paper traced back the past fifty years transformation of China’s documentary to examine the historic, politic and socio-cultural transformation of China’s media in the language of the documentary.

Id: 15959

Title: Researching global media flows: a historical analysis of research methods used in the study of audiovisual content flows

Session Type: Individual submission

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Abstract: In the late 1970s and early 1980s, the debate within UNESCO on the ‘free flow of information’ shaped the discussion on the international flow of information and communication for decades to come. Theories of the time pointed towards an imbalance in media flows worldwide, signalling a homogenization in terms of import sources. This asymmetrical flow has been discussed by various schools of thought, that have tried to explain the phenomenon through different perspectives. The most notable of these are: political economy, cultural studies, and economic analysis.

Political economists (Boyd-Barrett, 1995; Schiller, 1971, 1976; Smythe, 1981) have put forward the concepts of media imperialism, warning against cultural hegemony, a dominance of the ‘centre’ over the ‘periphery’, and an imbalance of power driven by commercial interests. Cultural studies have brought audiences into focus, claiming that elements of cultural proximity create a preference for local content over foreign imports (Straubhaar, 2007). Scholars discuss ‘heterogeneous dialogues’ (Appadurai, 1996) through which foreign media is ‘indigenized’ by local cultures. The economic approach rationalises the imbalance of media flows by way of a market economy analysis, looking at: size of the market, investments in media content, competition, production output, and exports (Hoskins & Mirus, 1988; Wildman & Siwek, 1988). Each theory has supported its claims using different methodologies and relying on diverse empirical data. Both qualitative and quantitative research methods have been employed, in order to support the claims and to identify explanatory factors.

It has been observed by several authors that research on the topic of media flows has gone out of fashion. This is strange if we take into account that, in the digital age, cross border communication, data flows, and content flows have grown exponentially. A theoretical revision and rejuvenation of flow theories is sorely needed (Winseck, 2011). To this end, the present paper will empirically:

- (1) draw up an inventory of flow studies within the field of communication studies between 1974 and 2014;
- (2) analyse these studies looking at a) the research question, b) the methods used, c) the data used, d) the results formulated, e) the explanatory factors identified;

(3) develop a classification system mapping the results of the above studies in different categories.

The study consults over 30 studies on film and television programme flows, realised between 1974 and 2014. The findings are placed in a table chronologically, which facilitates the subsequent analysis. The analysis is based on a close reading of the flow studies.

The paper concludes with the development of a set of recommendations for the renewal of the field. On the basis of the above analysis the question is raised whether and how flow theory research can be applied to audiovisual content flows in the digital space.

Id: 15966

Title: Panel: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: Paper title: Brazilian Media System in a Shaking Environment

The paper is dedicated to analyze the Brazilian media system in the current time, a period remarked by a Shaking Environment. First of all, the text reviews how the Internet service, with most of Brazilian people using Internet daily, has changed the media system and access to media, especially in urban area and with younger people, while TV continues as main source of information to the majority of people, mainly poor and elder population, and print media's readership has declined, Secondly, the chapter shows how the Workers Party during its period of rule (2003-2016) tried to distribute resources through advertising to more organizations than before, but in the last year of Dilma's regime the government reduced advertising to main media companies, thus feeding a collision between the industry and the Presidency, After Dilma's exit, the current government attempts to prioritize main companies in terms of advertising, Thirdly, 23 years after the Constitution included the right to information, the Brazilian Information Law was approved in 2011 determining many duties to the Brazilian State. There is a contradiction (or at least a dialectical relationship) within the Brazilian state and the citizenry. On one hand, this Law has contributed to increasing transparency among authorities and Brazilian society. On the other hand there is a permanent challenge to stimulate accountability and access to information in a country which is saturated by a culture of rumor, political polarization and corruption.

Id: 15975

Title: Panel: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: Paper title: Re-defining Media Convergence and Re-thinking the Role of Internet in Transforming Media System in China

Defining media has become one of the biggest challenges in the era of internet. This is not only because of the blurring of boundaries between different media forms facilitated by technical innovations (i.e. digital and network technologies) which is widely recognized as media convergence, but also driven by the concentration of trans-industrial capitals and governmental initiatives to re-regulate such a broadly-defined media or ICTs industries.

With this concern in mind, this paper aims to interrogate the multiple players in the process of media convergence. The recent government policies will be analysed in order to map the emerging new regulatory framework that, on the one hand, attempts to contain the technical innovation and the expansion of financial and commercial capitals behind, and on the other hand, intends to sustain the ideological leadership by building “new types of mainstream media” to project influence into other media platforms. The frontiers of ICTs industries will also be depicted. Internet companies, as a transformative power and arguably the only legitimate representative of the concept of Internet, have been dominant in both proposing mythical discourses for development and leading the development path on a basis of their financial strengths. Besides, the paper will also discuss the potentials of how Chinese society can be activated in shaping the media system or communication environment from the bottom up. With the prosperity of mobile internet and smart phones, most Chinese can utilize these technologies for their life and work in local communities. However, government initiatives for “internet+” development and internet companies’ projects to enclose non-traditional marketplaces (i.e. Taobao villages) are also accelerating. Therefore, there is an increasingly complicated interaction, even contestation, among the state, market and Chinese society.

In sum, this paper will update the concept of media convergence in China on a basis of the examination of government policies and industries’ reports as well as a discussion of the societal dimension of media development in Chinese society. It will also reflect the role of internet, specifically the various embodiments of the concept of internet, in shaping the media system in China. After all, internet itself could tell us nothing but a future of connectivity. The central question worth further discussion is who will be connected by whom. In other words, at stake is the critical analysis of the power relationship. The paper will present the afore-mentioned analyses on the current media development and an uncertain changing media system in China.

Id: 15989

Title: Knowledge Gaps in Global Communication: (Failed) Lifeworld Interaction between New Global Elites and Local Masses

Session Type: Individual submission

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Abstract: Global knowledge seems to get stuck in today's local dialogues since knowledge about distant "others" is still rare in the alleged global knowledge society (Zuckerman, Hafez, Innerarity). Growing neo-nationalism and xenophobia are only obvious examples of failed global knowledge circulation. One reason for the current situation is that few "global elites" regularly interact across borders and acquire cosmopolitan knowledge whereas "local masses" only rarely cross communicative borders (Mau, Hannerz). How do these actors share experiences? Are global elites lifeworld experts? How to pinpoint global knowledge diffusion in local lifeworlds? In contrast to the interdependence of media systems and publics, global communication in non-organized lifeworlds is not yet theorized. This paper seeks to systematize actors in lifeworld communication in order to stimulate discussion about how individuals and groups communicatively construct "global understanding".

There are two ways to discuss the global knowledge gap: From the perspective of critical cultural theory (Bourdieu, Gramsci), global elites either try to maintain social distinction or they lack influence. However, cultural analysis does not explain the communicative construction of global knowledge. Therefore, communication theory helps to model how global knowledge is processed.

Based on circular communication models (Hall), "elites" and "masses" share socio-cultural reference systems and compete for hegemonic interpreting positions. At the same time, social integration is based on consensually shared knowledge (Habermas). Opinion leaders are central to the construction of shared knowledge. In the field of journalism and media effects, institutional global opinion leadership is a common topos. The question remains whether institutional opinion leadership corresponds with social opinion leadership. How do "global elites" pass on their knowledge about the world in local contexts and how do local actors react to the knowledge of their globalized fellows? What type of feedback effects do individuals, who obtain global knowledge in professional roles (diplomats, business travelers, foreign journalists, exchange students), receive in everyday interpersonal and intergroup communication?

"Global elites" are potential opinion leaders in everyday contexts. However, roles are tangled up since not all elite actors incorporate global knowledge and "new cosmopolitans" (migrants) are not recognized as social elites. Lifeworld communication is also based on social bonds, which run the risk of being irritated when elites mix up professional and private communication. Another stumbling stone to global lifeworld exchanges is that in the context of distant relations, there is no shared consensus on international affairs and therefore no "legitimate controversies" or stable "tabus" (Hallin). One reason is that mass media only rarely helps to mediate between global knowledge of the elites and global un-known unknowns of masses because of insufficient foreign news cultures. Hence, the role of media becomes central because the distribution of institutional knowledge about the world can bridge the gap between global experiences and local

unknowingness. Otherwise, elites can only induce discourse rather than dialogues, namely the interaction of psychic systems resulting in synthesized global knowledge (Flusser, Giesecke). However, global elites are rather “opinion leader residuals” who are activated in times of crisis. Negotiation is needed when background knowledge is irritated (Habermas).

Id: 16069

Title: ¿Primero el Estado o el Periodismo?: las nociones con que se estudia periodismo en América Latina

Session Type: Individual submission

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Abstract: En los estudios sobre periodismo, ¿qué está primero?, ¿el Estado o el Periodismo? Más que una invitación a retomar la discusión sobre el huevo o la gallina, este trabajo busca mostrar que al ubicar en posición primigenia al Estado, los estudios latinoamericanos sobre periodismo adquieren dimensión colonial, por cuanto entienden que esta profesión debe contribuir a reproducir en la región un Estado que fue creado en otro contexto y para otros ciudadanos, obviando además el proceso colonizador mediante el cual esta noción de Estado fue impuesta.

Para responder la pregunta, se investigó sobre los conceptos que se usan para estudiar sobre periodismo latinoamericano en América Latina. Para ello, se sometieron a un análisis cualitativo, inspirado en la hermenéutica, los artículos sobre periodismo latinoamericano publicados durante 2014 en revistas indexadas en SciELO, Scientific Library Online.

Los resultados de la investigación muestran que en ellos prevalece una precedencia lógica: primero está el Estado y luego el Periodismo. Así, se entiende que la profesión está al servicio de la construcción de un tipo predeterminado de Estado, que corresponde al Estado requerido para que los sujetos alcancen el proyecto de autonomía propio de la modernidad europea.

Esta naturalización del concepto de Estado, contribuye a solidificar una comprensión unívoca del concepto de Periodismo, que es entendido como un constructo universal, lo que desincentiva cualquier pregunta sobre los orígenes epistémicos de la idea de Periodismo que se emplea en los estudios analizados, en los que se entiende que basta la presentación del término para comprender de qué se está hablando.

Esta doble naturalización (de Estado y Periodismo) se ve reforzada por la noción de América Latina presente en estos estudios: el resultado de una combinación entre un estado fallido (que no ha logrado cumplir con el proyecto de autonomía que debe realizar) y una nación tradicional, que no cuenta aún con los requerimientos propios de la ciudadanía moderna. Esto permite justificar una posición de preeminencia del periodismo respecto de ambos. Del Estado, porque la labor vigilante del periodismo permitirá que no se desvíe de las metas que debe alcanzar. Y de la Ciudadanía, porque el Periodismo logrará transferirle la instrucción e información necesaria para que desempeñe el rol que a ella le corresponde en el orden social que permite alcanzar la autonomía moderna.

Así, se impone una comprensión de la ciudadanía como una espectadora pasiva de quienes tienen responsabilidades públicas, y del periodismo como un dispositivo que permite un buen ejercicio del sufragio. Esto despolitiza a la ciudadanía de dos modos. Primero, porque al naturalizar los fines que debe alcanzar el Estado, la discusión pública se reduce a los mecanismos para alcanzarlos. Y segunda, porque entiende que los temas públicos deben ser discutidos únicamente por autoridades del Estado y expertos, lo que excluye de ello a los ciudadanos.

Por lo tanto, al ubicar primero al Estado, y al periodismo como una consecuencia de ese modelo de Estado, se fortalece una concepción colonial de la profesión, visión que sitúa a los periodistas como verdaderos colonialistas internos.

Id: 16096

Title: Communicative Authoritarianism in the neo-liberal Global South

Session Type: Individual submission

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Abstract: Authoritarianism and right-wing populism are in the rise across the globe, including the democratic or semi-democratic countries of the Global South as well as of the North.

Communications as all-encompassing network of infrastructures, technologies, regulations and practices play a crucial role in producing and reproducing the contemporary forms of authoritarianism. The relationship between communications and authoritarianism both in journalistic representations and scholarly writings is often discussed in relation to the authoritarian mechanisms of withering civil society, its voice and its media. The link between right-wing populism and communications is, on the other hand, mostly critiqued in the context of trickery and manipulative propaganda, which suggests a one-way message transmission of the populist across the mass of audiences. In this essay, I argue that the contemporary forms of authoritarianism and right-wing populism has a far more complicated and complex relationship with communications. We cannot get a grip on this complex and complicated relationship, unless we contextualize communications within the political economy of neoliberal capitalism, and culture of communicative capitalism and of spectres.

I use this phrase, communicative authoritarianism in reference to Jodi Dean's conceptualization of communicative capitalism where she discusses the modes of capitalist productions of communications that preclude the means of communicability, politics and struggle. I will argue that communicative capitalism does not only evolve into the foreclosure of leftist politics, but also amplify right-wing extremism and produce communicative authoritarianism that grows out of the combination of right-wing or 'bad' populism and communicative capitalism in neo-liberal configurations of information economy. I will conceptualize communicative authoritarianism in the context of Global South, with a special focus on Turkey and India as two growing information-based economies, and as two societies that are ruled by right-wing nationalist populists: Erdogan and Modi. These two authoritarian leaders, like their contemporaries in Europe, Asia and America are often critiqued as dictators, who oppress dissident groups, polarize the country into enclaves of identities (based on religion, lifestyle, and/or ethnic identities), distort constitutionality, violate human rights, and destroy media diversity and autonomy. Despite that, they continue to garner massive support of the majority of national populations. In the following, by paying sustained attention to the geopolitics of neoliberal information economy, populism and communicative capitalism, I will suggest that communicative authoritarianism is one of the answers to the question of how right-wing populists such as Erdogan and Modi maintain their popular electoral support despite their continuous harm to democracy, democratic imagination and hope.

Id: 16168

Title: Panel: BRICS Media System as a Challenge

Session Type: Panel Submission

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Abstract: Panel title: : Media Systems and Structures in Dynamically Developing India

Media systems encompass a variety of perspectives and options to examine. They are in a dynamic mode continuously expanding or shrinking and are affected by other factors such as technology, politics and governance structures. Comparative attempts have been made in the past to stretch description of media systems in a group of countries contiguously placed or sharing a particular set of political and economic ideologies. Thus we have seen such comparisons in the ASEAN and also the South Asian context.

This paper will focus on India. The complexity and problematic of dealing with a country of subcontinental dimensions are recognized including demographic variables that limit a comprehensive analysis. Media system in India cannot be divorced from its colonial origins. A brief overview to explain the slow and steady growth of the press system in this phase coupled with an examination of the public broadcasting model that was handed down. A critical dimension of the media system analysis is the media-centric advocacy embedded in the modernisation school and its incorporation into the UNESCO norms for mass media in developing countries. The debates and discourses that surrounded the developmental push and the induction of television from an experimental to an operational phase will be stressed to explain the policy dilemma. The role of the state in the broadcasting sector in the formative stages was crucial. The development discourse will form an axis to transit to the post-liberalisation era where media growth in India was both exponential and directly linked to the push for reforms in this sector.

Through a set of tables and figures as applicable, the media system scenario will be presented. The framework for comparative analysis including the conventional and digital media will be based on a set of questions that included descriptors and issues such as overall context, ownership, regulation, access, control, professional dimensions and civic society engagement with media issues including the push for community media.

Id: 16181

Title: Panel: BRIBS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: Paper title: Controversies of Post-analogue and Hybrid Media System in Russia

While Russian media system has been adjusting to the processes of global digitalization and adapting national legislative and economic regimes to mega-changes, the nationally determined cultural and socially diverse value systems continued to strongly shape the media performance. In the 2000s the Russian media have been strongly driven by the logic of a digital society with its focus on a universal use of the Internet, networked and UGC media. And currently the most influential business forces affecting the media system came from digital entertainment media – both from their content production and distribution segments. Though technical regulation still do not include the logics of media business, the size and power of the national content production sector in the multi-channelled media environment is been increasing, thus merging Russian cultural industries, telecoms and IT sectors into an expanding digital media ecosystem.

New complexities in the media structures have also emerged at the regional level, where regional media markets continue to exist as local segments of the national one, but also develop economically and culturally as self-supporting sub-systems with specific business models shaped in a large degree by local powers and regional cultural identities that embrace multi-ethnicity, linguistic and religious complexity.

Thus, in 2000s–2015s the Russian media as many other social institutions have been influenced by sophisticated socio-economic processes and trends which have converged contradictory features of ‘the old’ and ‘the new’, conflicts of the digital and the analogue approaches to media industry and media policies, tensions between ‘digital natives’ and ‘digital migrants’ as drivers of content consumption and controversial media effects. The multi-dimension audience dynamics has proven a number of still-existing social tensions and inequalities in the ongoing nation-building process, on the one hand, and a clear trend to ‘digitalizing’ of the life-style and media use based on generational cultures.

Post-crises developments in the 2010s have also articulated an essential regulative, economic and agenda-setting role of the Russian state in the media landscape though the Russian ‘state’ is no more a unified and even entity and this makes state-media interrelations complex, multi-layer and imbalanced.

Id: 16195

Title: Panel: BRICS Media Systems as a Challenge

Session Type: Panel Submission

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Abstract: This panel begins with a review of the literature comparing media systems and suggests that the idea of ‘media system’ needs to be critically re-conceptualized. Good examples of internal contradictions in the national media systems are provided by Brazil, Russia, India, China and South Africa – the BRICS countries which joined in a comparative research project on the topic (<http://www.uta.fi/cmt/tutkimus/BRICS.html>). The five papers provide a perspective on the concept of a media system upside down: instead of coherent systems given from above there are multidimensional and complex landscapes which abound in national peculiarities. Yet the idea of media system has a certain feasibility. Regional categories such as the BRICS media system are also worth pursuing as useful conceptual tools. This alternative perspective is finally set in a context of shifting paradigms in communication research in the twenty-first century, providing a meta look at the state of the art.

Panelists:

Colin Sparks, Hong Kong Baptist University

Paper title: Re-conceptualizing Media Systems

Fernando Oliveira Paulino and Liziane Soares Guazina, University of Brasilia

Paper title: Brazilian Media System in a Shaking Environment

Elena Vartanova, Moscow State University, and Dmitry Gavra, St. Petersburg State University

Paper title; Controversies of Post-analogue and Hybrid Media System in Russia

Sanjay Bharthur, University of Hyderabad

Paper title: Media Systems and Structures in Dynamically Developing India

Zhengrong Hu and Deqiang Ji, Communication University of China

Paper title: Re-defining Media Convergence and Re-thinking the Role of Internet in Transforming Media System in China

Viola Milton, University of South Africa

Paper title: Decolonizing PSB: The Politics of Broadcasting in South Africa

Raquel Paiva and Muniz Sodré Cabral, Federal University of Rio de Janeiro

Paper title: Shifting Paradigms in Communication Research

Id: 16213

Title: Daoism and media ethics

Session Type: Individual submission

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Abstract: Daoism and media ethics

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Media today face great ethical challenges as a result of the new transformations in media and the world order. Global reconfiguration creates many uncertainties and chaos. The question of ethics and social responsibilities becomes more important than ever in the time of cultural diversity and moral relativism. This paper attempts to inquire into the ethical ideas in Chinese thought and philosophy. The main question is: what does Daoism say about ethics and what is the implication of the ethical ideas of the Daoist on media ethics? The research problem is significant in the sense that Chinese philosophy is utilized for analysis and alternative solution. The important feature of Daoism is ethic centrality, but it is rarely explored in the field of international communication and global media ethics. Multiple approaches are conducive in finding solutions for global issues. Perhaps no single solution works but when different ideas come together and if we use the best of each it is possible to solve problems. There is a Chinese saying that two heads are better than one. In terms of ontology, methodology and social theory, Daoism has put forward ideas and proposals for conflict solution and social harmony. The Daoist School frequently formulated ethic thoughts in the form of denying. Through library research on ancient Chinese philosophy, this study hopes to see and put to use extraordinary ideas of Daoism in building an ethical and responsible media in China and the world. These thoughts include ideas on harmony, ideas on the common people, ideas on individual freedom, ideas on equality, ideas on virtue, ideas on kindness etc.

Id: 16232

Title: Cosmopolitan On-Line Consumer Communities - Belonging and Pitfalls of Ethnocentric Discourses

Session Type: Individual submission

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Abstract: Keywords: consumer, cosmopolitanism, country of origin, discourse, ethnoconsumerism

Internet forums and globalization have changed the way we can understand and study national and geographic attachment to a brand as on-line communities can gather people from many different countries. It questions our understanding of cosmopolitanism (Komito, 2011) even more so when communities gather around specific products where their country of origin of a product or a brand is an essential feature (cf. Bilkey & Nes, 1982; Dinnie, 2015). As brands can have a mediating function between consumers and contribute to establish a tripartite relationship (Muñiz & O'Guinn, 2001), we have to acknowledge that in globalized contexts, the relation consumers have with brands as well as with each other when discussing about a brand is therefore also changing. The relational approach between brands and consumers is gaining popularity to study their interactions (Aaker, Fournier, & Brasel, 2004; Escalas & Bettman, 2005; Swaminathan, Page, & Gürhan-Canli, 2007). The concept of ethnoconsumerism (Venkatesh, 1995) helps to explain the relationship between consumers and the country of origin of a product. Nonetheless, the diverse consumers origins participating in online communities are challenging this concept and highlight a dearth of literature on ethnocentric and xenocentric attitudes in cosmopolitan online communities.

To expand the study of the notion of ethnoconsumerism, we suggest that we need to account for these cosmopolitan communities interested in products attached to a specific country. In other words, people from France, England, Brazil may share the same xenocentric attachment to a product made in the USA. We believe nonetheless that ethnoconsumerism would work the same way as when a national community is attached to a product from its own country. We offer then to develop the notions of two different types of ethnoconsumerism, we already have called strong ethnoconsumerism and weak ethnoconsumerism (Author, 2011, 2015).

In this communication, we plan to analyze the discursive practices of international on-line brand communities where offshoring production can be a risky decision as it contributes to ethnoconsumerist behaviours and can trigger consumer conversations with different concerns such as product symbolism, quality and, more important for this communication, economic and political issues that are usually avoided. We will more specifically focus on american brands that are produced in the USA as well as overseas and discussed in communities where american people may not be the majority.

With these previous considerations in mind, we are first going to offer a literature review of ethnoconsumerism and highlight challenges to develop this notion in cosmopolitan communities. Second, we will introduce exemples of different on-line guitar players communities where the country of origin is discussed and explore them through a discourse analysis approach. Fourth, we will expand on a discussion about how ethnoconsumerism works in these communities.

Id: 16277

Title: Panel: Analyzing World Trends in Freedom of Expression and Media Development

Session Type: Panel Submission

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Abstract: Panel description:

UNESCO's series on World Trends in Freedom of Expression and Media Development issues regular reports on global and regional trends in media freedom, pluralism, independence and safety. After having issued its first World Trends Report in 2014, UNESCO will launch the 2017 report at its General Conference in November 2017. The new edition will examine continuity with previously observed trends and examine the impact on freedom of expression of emerging phenomena. Such contexts include efforts to prevent violent extremism and to counter online hate speech and "fake news"; initiatives to increase universal access to the Internet; and pressures to delegitimize media and reduce popular support for the institutional foundations of free, pluralistic and independent media.

This panel will discuss key issues arising from developing this type of analysis, including the search for valid and verifiable indicators; challenges of data collection; challenges of describing and naming within the UNESCO framework; how to think about issues regionally and globally; and how to take into account changing geopolitical challenges for a free, pluralistic and independent media. Researchers who have worked on the project to analyze trends in Africa and in Latin America and the Caribbean will also discuss predominant trends and issues encountered while conducting research on those regions. Finally, the panel will explore how the research conducted for the World Trends series can be useful for IAMCR members and academia more widely.

List of panel participants:

Chair: Guy Berger, Director, Division of Freedom of Expression and Media Development, UNESCO

Speakers:

- Monroe Price, Annenberg School for Communication, University of Pennsylvania - "UNESCO and the political economy of preparing global reports"

- Carolina Aguerre, Department of Social Sciences, Universidad de San Andrés – "The LAC media landscape in the era of convergence"

- Julie Reid, Department of Communication Science, University of South Africa - "The caveats of studying trends in freedom of expression and media development in the African region: a snapshot of a misunderstood continent"

Discussants:

- Susan Abbott, independent consultant in media development
- Guilherme Canela Godoi, Regional Advisor in Communication and Information, UNESCO Office in Montevideo

Id: 16287

Title: Panel: Analyzing World Trends in Freedom of Expression and Media Development

Session Type: Panel Submission

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Abstract: Paper title: The Caveats of Studying Trends in Freedom of Expression and Media Development Globally, With a Snapshot of Africa: A Misunderstood Continent

Stemming from the outcomes of the 2014 edition of the UNESCO World Trends in Freedom of Expression and Media Development report, this paper will examine the methodological and theoretical difficulties of analyzing trends within the sub-Saharan African region. First, and with regard to methodological difficulties: a lack of continent-wide, reliable, streamlined and up-to-date data sets, result in findings riddled with knowledge gaps, but also, do not offer a legitimate trends analysis. Rather than a trends study, what is provided to date is a limited and incomplete snapshot view of the region.

Second, and regarding theoretical concerns, this paper will contend that while such global reporting efforts are underway, researchers ought to explore how to reconcile that many of the commonly assumed normative values for media behaviour within democratic and/or Global North contexts cannot be assumed as universally applicable to all regions. Within the Global South, and in Africa, it is equally important to consider the freedom of the media from the perspective of the audience and according to the consumer's lived experience of the media, as it is to consider the freedom of media producers, journalists and editors to independently perform their work. The audience(s) and its respective prospects of access and accessibility to the entirety of the media landscape is of primary concern within the Global South – a factor which is rarely accounted for in global research indices.

Since challenges of meaningful access and accessibility to media communications persist in much of the Global South, this paper argues for a newly theorised normative approach to the role of the media in a democracy, which is in-keeping with socio-political conditions in historically 'Othered' regions of the world. Utilising the example of a re-definition of media freedom, and adopting an audience-centred approach, this paper additionally contends that any attempt at formulating new media theory ought to be contextualised within the global crisis of inequality in order for it to be relevant to the majority audience.

While acknowledging the problematic nature of trends analysis within the sub-Saharan region, this paper will conclude with projections of future trends in sub-Saharan Africa which bode negatively for freedom of expression and media development within the region. These include the increasing role and capacity of state surveillance, increasing instances of Internet shutdowns and the direct

harassment of digital publishers, and the many efforts by various states to introduce new legislative and regulatory measures which would disenable the diversity of the media sphere and serve as additional inhibitors to freedom of expression.

Id: 16290

Title: Panel: Analyzing World Trends in Freedom of Expression and Media Development

Session Type: Panel Submission

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Abstract: Paper title: UNESCO and the political economy of preparing global reports

What's the role and what is the dynamic of annual global reports that seek to assess and evaluate media freedoms? The history of this art form includes the shaping of reports of Freedom House and later such reports as those by IREX on Media Sustainability. UNESCO issued its first report on World Trends in Media Freedom and Development in 2014 and is preparing an updated and revised version for 2017 (the author is one of the lead researchers). Based on experience in developing the 2017 UNESCO World Trends Report, this presentation will discuss challenges encountered such as searching for comparable data across regions and over time. The UNESCO study is anchored in analyses of media freedom, pluralism and independence, and journalism safety, including the gender-related dimensions of these themes. The paper explores ways such a report requires shifting between global and regional perspectives. Past vocabularies, reflecting histories of state-based technologies, must to be adapted to recognize transnational new media developments. Civil society agendas, indeed the alliances in civil society, are different as a consequence of the rise of an Internet communications agenda compared to its analogue counterpart. Changed geopolitical alliances also affect trends and perceptions of trends, and international norms, themselves, can be in flux. Global reports designed to have serial impact must both be highly structured (so that one iteration can be compared to another) and highly flexible to take into account new realities.

In this context, how do definitions of UNESCO's basic framework for reflecting press freedom, based on media freedom, independence, and pluralism, reflect various visions of the role of speech in society, and what tensions does that produce for the writing and diffusion of such a study? How does the research and writing reflect differences while adhering to basic values and concepts? Can one describe the political economy of the production of such a study in the family of its counterparts? How does the production of this study illuminate the role of UNESCO in the promotion of free expression? What use can such a study serve to IAMCR members and academia more widely?

Id: 16317

Title: Panel: Analyzing World Trends in Freedom of Expression and Media Development

Session Type: Panel Submission

Authors:

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Abstract: Paper title: The LAC media landscape in the era of convergence

This paper describes factors underlying Latin American communications trends, with some highlighting of new media, as they relate to the UNESCO World Trends in Freedom of Expression and Media Development 2017 Report. The paper concludes that Latin American approaches follow characteristics seen in other regions such as concentration of media, media capture by governmental and oligarchic interests, and the increasing influence of global Internet companies. Regional features and challenges include the historic weakness of public service media combined with patterns of concentration, political parallelism, as described by Hallin and Mancini, and a lack of effective and independent regulators. Additional challenges have emerged related to the role of the judiciary in addressing cases that impact freedom of expression, both online and off-line. The region also features a legacy of a journalism sector where, in many countries, reporters and editors are subject to physical attack and harassment and economic intimidation.

As media technologies change, there is often a lack of mid-term consistent public policies for the development of regional communications infrastructure. Case studies of the last factor include efforts to develop the regional underwater fiber-optics rings as part of UNASUR. The region has been hampered by the absence of the necessary national regulatory and normative frameworks to facilitate convergence, next-generation networks and transnational digital media and platforms consistent with greater public use. Focusing on the digital, the paper emphasizes ways that the region's policymakers become more aware of the strategic importance of the communications sector for national and political interests and as a means for development and inclusion. As part of the basis for the paper's conclusions, the research engages with the decade long experience with the Economic Commission for Latin American and the Caribbean, the search for regional and global norms related to Internet governance through the NETmundial meeting and the organization of two consecutive Internet Governance Forums (IGFs) in the region.

The presentation will include observations on challenges related to analyzing trends in Latin America and Caribbean and discuss ways in which its findings could serve academics and policymakers in the region.

Id: 16403

Title: Transmedia storytelling practices under an ecological perspective: a case from the Brazilian independent journalism

Session Type: Individual submission

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Abstract: This paper, with a theoretical-analytical character, aims to discuss aspects of the studies of transmedia storytelling (TS) applied to journalism under an ecological perspective, taking the Media Ecology as a theoretical and epistemological approach. Thus, we point out some challenges which the ecological research on journalistic TS production must take in account in order to build a methodological path. To analysis, the mainstream media is certainly the most likely source of transmedia storytelling experiences for research; however, the case chosen for this investigation gives emphasis on the Brazilian journalistic independent organizations practices in convergent stories construction across multiple traditional and digital delivery platforms.

With this purpose, the work is divided in five sections.

Firstly, the paper presents the context in which the reflection about contemporary journalism (as practice and profession) is made. A quick review at the Media Ecology bases is carried out, with focus on the principles of ecological metaphor applied to the communication studies, particularly related to the concept of media as environments (Barichello, Carvalho, 2012; McLuhan, 1964; Strate, 2004, 2012, 2014; Logan, 2015).

The purpose of the second session is taking a brief discussion about why the Media Ecology - a transmedia theory (Scolari, 2015) - and its ecological approach are so relevant to the media and communication studies today. Studying media and communication from this perspective implies thinking about the relationship between society and media on an ecosystem where old and new media co-exist and are in a permanent transformation (Renó, 2014; Scolari, 2015; Logan, 2015; Canavilhas, 2011, 2014, 2015).

The third section is dedicated to discuss the understanding of narrative as medium and a form which has its own technological and cultural environment. Once it refers to a human activity (storytelling), this approach dissociates itself from the researches which focus on content analysis, but rather highlights the aspect of narrative as social phenomena produced by social interaction (Strate, 2014; Logan, 2015).

In the fourth session, the paper discusses some definitions about transmedia storytelling and, more specifically, its application to the Journalism. The debate will stress some key scholars on this issue (Ford; Green; Jenkins, 2014; Jenkins, 2008; Scolari, 2016; Canavilhas, 2014; Renó, 2014; Alzamora, Tárzia, 2012).

In the fifth session, as an empirical case to discuss the journalistic transmedia storytelling under an ecological perspective, this investigation brings the “Projeto 100” (100 Project), a transmedia experience built by a Brazilian independent news agency, the Agência Pública. Founded in 2011, this is a non-profit organization that presents itself as an independent source of investigative

journalism, according to their website (<http://apublica.org>), “guided by public interest about the big issues of the country from the population perspective”. Their texts have been republished in more than 60 vehicles, including mainstream media, under the creative commons license. In short, the theme of the transmedia narrative is the removals of people from their residences in Rio de Janeiro caused by the 2016 Olympic Games.

Finally, in the fifth session, the conclusions are presented.

Id: 16436

Title: THE EFFECT OF THE CHRONOLOGICAL ORDER OF THE ESTABLISHMENT OF COMPANIES OPERATING IN SIMILAR SECTORS ON THE CREATION OF CORPORATE CULTURE: THE COCA COLA & PEPSI CASE

Session Type: Individual submission

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Abstract: ABSTRACT

This study was intended to reveal the correlation between the chronological order of companies' establishment and the creation of corporate culture. The first part of the study will describe the thinking of Alfred Adler, focusing on birth order classification and the concepts of inferiority and superiority complexes. Based on these analyses, the second part will concentrate on the creation of corporate culture, and the importance of corporations' metaphorical birth order (the chronological order of establishment) and the two complexes in it. Finally, the third part of the study will do a comparative analysis of corporate culture based on the cases of Coca Cola and Pepsi. The foundation of this comparative analysis is the chronological order of their establishment. The study results indicated that chronological order of establishment attributes certain qualities to corporations, which play a determinant role in shaping their corporate cultures. Corporate culture is a deterministic phenomenon. Thus, this study claims that companies' activities are determined to a certain degree by the corporate culture that is shaped by the chronological order of their establishment and describes corporations' systems of thought using an interpretivist approach, focusing on their activities and discourses.

Keywords: complex, corporate culture, corporate expression

Id: 16462

Title: Framing racism and xenophobia in South Africa: banal nationalism'

Session Type: Individual submission

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Abstract: Recent events in Europe and the United States have drawn attention to what appears to be a faltering project of late capitalist globalisation, reflected in part by rising tides of anti-immigration and nationalism. In South Africa, the reintegration of the country into the African and global political economy post-Apartheid, spawned a great deal of movement of immigrants, especially from elsewhere on the continent, into the new democracy. While this did not initially attract hostility within the first few years of the euphoric dispensation, from 2000 the cracks began to emerge. As the country's democracy began to consolidate, so did the reality of glaring social inequalities leading to struggles for limited resources among the country's majority poor, leading to the fairly regular incidents of xenophobic conflicts.

Not only have these conflicts been experienced by the numerous victims and perpetrators; they have been mediated affairs for many, especially in 2008 and 2015. While conflicts often began in one part of the country, they spread rapidly partly as a result of the reporting of these events. Graphic images of violent attacks on foreign Africans included photographs of knife- and stick-wielding perpetrators, injured victims, burning shops and houses.

This paper—which is part of a larger project on media, conflict and democratisation in 5 transitional democracies—investigates the South African print media framing of the xenophobic conflicts in 2008 and 2015. It does so through a two pronged methodology involving quantitative content analysis of four major national newspapers as well as through in-depth interviews with journalists who covered the conflict, and activists who were involved in campaigning against xenophobic sentiments. The findings highlight that little has changed over the 7 years since xenophobic conflict first emerged, in terms of how the issues are framed. Mainstream media coverage tends to lack analysis, subscribing to a normative protest frame, often portraying immigration from an antifoign perspective, calling for strict controls, and making uncritical use of anti-immigrant terminology. While some media are more reflective in their coverage and attitudes toward immigration, the general approach of English-language newspaper reportage on foreign migration issues in South Africa is generally negative and unanalytical.

In 1994, South Africa became a new nation after the country's first democratic elections and inaugurated as the 'Rainbow Nation' by Nelson Mandela, representing a fundamental shift in the social, political and geographical landscapes of the past. But in recent years, the resurgence of a new wave of ethnic 'nationalism' has resulted in a narrow racist and xenophobic articulation of the nation, with the 'other' (foreigner) subjected to high levels of violence. The paper draws on Hobsbawm's reflections on xenophobia as something working in parallel to rapid social transition.

To understand this resurgence of xenophobia (and national citizenship) in South Africa more than two decades after democracy, an exploration of media coverage and the media's role could help to explore this rise of ethnic nationalism. Whether intentionally or not, the media play a key role in the reproduction of banal nationalism.

Id: 16483

Title: News Agencies of the Global South: preliminary findings of an ongoing survey

Session Type: Individual submission

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Abstract: This paper presents a partial set of results of my ongoing doctoral research, which is a survey of 123 state-owned news agencies in 116 emerging or developing countries of the Global South. The purpose here is to investigate the role of the State (not only governments, but all state apparatuses) in circulating information on the peripheries of capital, where it is not profitable or interesting enough for private media to reach.

News agencies research fell out of prominence after being in the spotlight of International Communication studies during the 1970s-80s, particularly in parallel to the campaign for a New World Information and Communication Order, sponsored first by the Non-Aligned Movement and later by UNESCO. Since then, scholar production on the topic dropped, as if the new technological environment of the Internet and digital media would suffice to solve the problems and imbalances decried in the age of teleprinters.

While most literature on news agencies focuses on those based on the wealthiest nations, only a marginal amount takes those of the South as their main object, usually in a comparative approach with Reuters, AP or AFP. My proposal is to grant protagonism to the news agencies of the global periphery and to examine them within their respective national and regional contexts, not against any paradigm designed in or by the North – be it for journalistic standards, business models or independence criteria, all permeated by coloniality.

However, the focus here is placed on their operational and structural aspects, and not discursive, cultural or symbolic ones: I look at the news agencies' data on productivity, employees, clients, cooperation among themselves and with their global counterparts, what technologies do they use and by whom are they controlled, not the contents of their news output. Data was gathered through institutional documents (reports, websites) and a questionnaire sent to each of the 123 agencies.

By conjugating a three-fold theoretical framework combining the Political Economy of Communication, the Geographies of Communication and the Decolonial Studies (Epistemologies of the South), this study adopts the premise that the relations of power in Communication are also exerted in a spatial dimension, and understanding these phenomena requires conceptual tools beyond those provided by the modern-colonial rational epistemological tradition, sometimes called "Western", but perhaps better referred to as "core", or "the North".

The initial hypothesis is that without the State structures, large areas of Africa, Asia, Eurasia and Latin America would be left aside from the global media systems when it comes to news and social development information. A secondary hypothesis argues that news distribution, and not news production, is the main pivot of the rift between North and South in the age of digital convergence. While production has indeed been de-centralized after waves of digitization reached developing nations, the actual globalization of news happened only in a one-way flow because the distribution business remains concentrated by a handful of European and North American wire services and telecommunication corporations that still oligopolize the infrastructure to circulate news coming out of poorer countries.

Id: 16569

Title: Two faces of a government: An analysis of the coverage done by Empresa Brasileira de Comunicação of Michel Temer's interim presidency

Session Type: Individual submission

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Abstract: The year 2016 was full marked in Brazil by the process that led to the deposition of Dilma Rousseff from presidency, under a impeachment decreed by Parliament. According to Brazilian Constitution, from the acceptance of a formal accusation by the Senate and until the final sentence, the president must leave the position, being then substituted by the vice-president (in this case, Michel Temer, who was eventually sworn in as president by the end of August 2016). This paper aims to analyze the role of Empresa Brasileira de Comunicação (EBC), a state-owned communications company, in the interim term of Michel Temer as president of Brazil, from May 12 to August 31, in 2016. It also addresses the question: Has EBC coverage favored Michel Temer in a time of legal dispute over the office of the President? In order to fulfill this objective, a data survey was performed from the EBC website. All 2,790 stories listed under the EBC website search engine were analyzed. Authors excluded those who were written in English and Spanish, as well as the photo captions and texts that mention Temer in the body of text. A total of 431 headlines that mention Temer by name between those dates were submitted to lexicographic analysis using the Iramuteq software and studied under the principles of the French School of Discourse Analysis. The results indicated that there seems to be favoritism to Temer in the headlines. One factor limiting the results of the research is the declarative journalism, which results in a high frequency of statements that have members of the cabinet as information sources.

Id: 16579

Title: Panel: BRICS Media System as a Challenge

Session Type: Panel Submission

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Abstract: Paper title: Shifting Paradigms in Communication Research

This paper aims at providing an overview of shifting paradigms in communication research in the twenty-first century. First of all we try to identify issues that have risen to the forefront of media studies with respect to cultural expression and creative labor. In this case relevant is the topic of mediatization, mainly the essential connections between social institutions and media technology wherein subjectivity is prone to be affected by cultural codifications performed by media devices. We intend to clarify that mediatization is not a metaphor for a material totality but rather a concept related to a dynamics of qualitative shifts in terms of social patterns by articulation of electronic technology with human life.

The new system of social interaction created by Internet and social networks has been metaphorically linked to the human limbic system that is to the medial brain surface which accounts for behavior, learning, memory and motivation. Another way to put it is to say that media technology is no longer confined to words and printing but rather to emotions and feelings in a new kind of social intermedia environment. As for researches in the academic communication field, it is precisely such a conception of an ecologically integrated structure that reveals deep shifts in the current paradigms.

Id: 16597

Title: Comparatively Analyzing Climate Change News Coverage from Corporate, Non-Profit and Bi-National Sources

Session Type: Individual submission

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Abstract: Mainstream journalism on the airwaves and major news media web sites, conventional wisdom on the topic asserts, has significantly usurped prior tendencies in terms of the domination of news themes and sources by government and corporate officials. This is largely thanks to the Internet, so observers and scholars alike purport, who have hailed a new era of “publicness,” in a new “world beyond recognition” (Jarvis, 2011; Shriky, 2010; Sunstein, 2006). Scholarly inquiries and findings into the matter, however, have showed that this is simply not the case, revealing continued domination of government officials as both main sources of information (Livingston & Bennett, 2003; Livingston & Van Belle, 2005), as well as that of the news agenda itself (Zaller and Chiu, 1996). Instead, one of the leading scholars of political economy has argued, an era of hyper-commercialism is mostly to blame for a lack of news media independence (McChesney, 2000, 2004, 2008, 2013). While it cannot be denied that new media and online-based news outlets are increasingly producing exceptional content, the fact remains that the reach of this content is widely dispersed and lacking in comparison to the traditional outlets (Herman, 2008; McChesney 2004, 2011).

But alas, in the digital age, there are many new and independent sources of information that are more accessible and disposable to journalists than has ever been present before. Does the long documented domination of official sources over sourcing tendencies found in news coverage (Bennett, 1990; Gans, 1979; McChesney, 2000, 2004; Robinson et al., 2010; Sigal, 1973, 1986; Tuchman, 1972, 1978; Zaller & Chiu 1996) continue to persist in mainstream news media, at least when it comes to the issue of climate change? Further, are the criticisms of the old, traditional media still applicable for new, global-oriented news media, including in foreign languages transmitted abroad? Does ownership matter as a factor, even when vastly different audiences are at-stake (CNN versus CNN en Espanol)? While the Tweets and Facebook posts continued to flare and light up the Internet, were the most influential U.S.-based news outlets impacted in a way that differs from past patterns? Broadly speaking, are the nation's most influential and elite news media outlets becoming impacted in any significant manner by the digital and globalization ages, when it comes to their performance on foreign affairs news coverage?

In terms of the news media sources under comparison, The New York Times and Washington Post will be considered along with the non-profit Pacific Network-based hour-long news program, Democracy Now!, alongside other mainstream newscast programs. La Jornada, a leading Spanish-language, Mexico City based daily newspaper, will also be compared and contrasted. The news outlet choices are purposeful, as a bi-national comparison between commercial and non-commercial outlets is being sought out in this study.

The study will rely upon an exhaustive content analysis to seek out the answers to the questions posed above. Cohen's Kappa will be used to generate inter-reliability statistics and Lexis-Nexis will be utilized.

Id: 16621

Title: NEW MEDIA AND SOCIO-CULTURAL MUTATIONS: AN INTERNATIONAL LANDSCAPE. SOME MATTERS ARISING

Session Type: Individual submission

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Abstract: An Abstract

Since the introduction of the internet about three decades ago, it has spurred various other types of communication technologies. The diffusion of such technologies, the use and impact on societies have become a veritable focus of communication, media and social science research since the 1990s.

The communication technology gap that created a sharp divide between the technologically developed countries of the North (mainly countries in Europe and North America) and the South (mainly countries of Asia, Africa and Latin America) which featured prominently in the call for a New World Information and Communication Order (NWICO) at the time, does not seem to have been ameliorated in any significant way in spite of apparent global diffusion of new media and the proliferation of all kinds of social media.

Has the situation really changed? Should we begin to change our discourse regarding a reorientation or restructuring of the global (mass) media and mass communication landscape? Have the new media caused any socio-cultural mutations to occur? If so, where and in what direction?

There are usually impressive statistics about the penetration rate of the internet and other social media tools across the world and the extent to which they have enhanced citizens' participation in the democratic process and policy decision-making. There has been so much reference to the Arab Spring a few years ago as evidence of the reality, spread and effectiveness of social media that led to regime changes that were in accordance to the will of the people.

This paper takes a pause to examine the "true story" behind the apparent homogenization of the global media landscape and tries to decipher and separate reality from gross assumptions. A significant research question is, where social media had an impact, what socio-cultural variables made that possible? Where they did not, what were the challenges? These questions will be attended to in this discourse.

The paper posits that some social and cultural mutations (some changes, some reconfigurations and restructuring) need to occur before social media can have the desired impact in any society. Where such cellular changes do not occur at the same rate and in the same direction across the global landscape, our discourse of today will not be significantly different from our discourses of yesteryears.

There could be new territorialities, but the discourses might remain the same.

Id: 16665

Title: Per diem payments as a form of indirect censorship and state control in Guinea-Bissau journalism

Session Type: Individual submission

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Abstract: This paper discusses the widespread practice of paying journalists in Guinea-Bissau per diem rates by their sources in exchange for the coverage they perform. Although bribery and 'brown envelope journalism' have been previously studied as practices that compromise the ethics of journalism in several African countries (Kasoma, 2009; Lodamo & Skejerdal, 2009; Nwabueze, 2010; Okoro & Chinweobo-Onuoha, 2013, among others), this paper highlights an important distinction in Guinea-Bissau. Different from bribery, the payment of these stipends is not illegal, but it is chronically damaging for freedom of expression and professional integrity.

Drawing on in-depth interviews and focus groups with news professionals from national, local and community media, this paper documents the precarious state of journalism in Guinea-Bissau. Of all problems that affect Guinea-Bissau's journalism, the most worrying are the sector's acute lack of financial resources and extremely low wages. This allows sources, and dominantly the state authorities, to organize multiple daily news events, requesting coverage from both state-owned and private media in exchange for a stipend, travelling and subsistence costs. Accepting these payments for showing up and reporting these planned events is, for many journalists, the only possible mode of subsistence, despite compromising the independence of news contents. Access to this extra form of income is withdrawn in cases of non-beneficial coverage. As a result, daily news is saturated with government propaganda. To avoid harassment and intimidation, journalists often practice self-censorship and forms of critical investigative journalism are rare.

This study into the Bissau-Guinean media shows that journalists agree on the problematic consequences of this practice. Whilst some journalists advocate for better salaries as a mode of discouraging the acceptance of these stipend rates and defend statutory and regulatory changes in the sector, some others believe that this practice is unlikely to change.

Guinea-Bissau's democratic transition has been violent and turbulent. Immersed in a climate of chronic instability, the country has undergone frequent military coups since independence in 1973. The latest episode in April 2012 - a coup d'état in which the prime minister and interim president were arrested by the military - led to a severe deterioration in press freedom. This political vulnerability, together with the country's problematic connection to drug trafficking and classification as a 'narco-state', led to a sharp corrosion of its press freedom. Although the country is now experiencing a less aggressive climate for journalism as the new government reaffirmed free-speech rights guaranteed by the constitution and laws adopted in 2005, the practice of journalism in one of the world's poorest countries is plagued by financial uncertainty, scarcity of resources and significantly low salaries.

This paper outlines the current limitations in journalistic practices in this West African country and argues that state manipulation of per diem rates, introduced to improve living conditions, has led to pervasive control of journalism.

Id: 16759

Title: 'Against the Revolution: nothing': Nationalism, Globalization and Media in Cuba

Session Type: Individual submission

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Abstract: Under the presidency of Barack Obama, the United States shifted its policies toward Cuba, expanding travel to the island and announcing new efforts to advance authorized engagements with the Cuban government. In January 2017, the Obama administration ended the “wet foot, dry foot” policy, which allowed Cuban migrants without a visa to stay in the United States. While a Trump presidency could potentially upend any progress in the normalization of US-Cuba relations, for now, Cuba has asserted that the end of “wet foot, dry foot” would “ensure regular, safe and orderly migration of Cuban citizens” (“Latin America reacts,” 17 January 2017). With these recent policies and the preceding decades of socio-economic changes extending from the island’s Special Period in the 1990s, the Castro administration has slowly re-incorporated US economic interests into the nation’s industries (e.g. tourism).

Because Cuba’s isolation existed primarily in relation to the US, normalization represents a new chapter in which Cuba may need to redefine its position within contemporary globalization processes. This paper, therefore, draws from the literature on globalization to highlight the role of Cuban media in constructing and defining the nation as it relates to globalization processes. Some scholars have argued that nationalism loses its relevance as an ideological collective bond as a result of globalization (Hobsbawm, 1990). Kaldor (2004), however, emphasizes the political function of nationalism as a subjective affirmation of a collective’s identity, especially in the face of other groups with which it sustains complex and often conflictive relationships. Furthermore, Harvey (2005) argues that transnational neoliberal policies have not necessarily rendered the nation invisible. While neoliberal globalization has deepened transnational ties, the “ruling class attaches itself to specific apparatuses for both the advantages and the protections” as well (p. 35). Thus, “corporate interests ... both feed off and nurture specific state apparatuses” (p. 36). It is possible that the terms of Cuba-US relations may impact the island’s cultural and economic position within the current international order. As such, the Cuban government and its citizens may find new ways to articulate their national identity or remain tied to the island’s revolutionary ideals.

Considering that discourse helps shape and reflect social identities (Wodak, 2008), this study examines mediated constructions of the Cuban nation as its international relationship with the United States shifts. We will employ an inductive thematic analysis (Boyatzis, 1998) to analyze news from two state-owned online news outlets, Granma.cu and Cubadebate.cu, and one opposition-leaning digital outlet, 14ymedio.com. The goal is to assess the underlying assumptions and ideologies driving Cuban news discourse published from December 17, 2014, when the Obama administration announced its new directive, and January 2017, when Obama administration ended the “wet foot, dry foot” policy. The primary goal of this study is to examine how Cuban media reproduce or challenge the nationalist ideologies integrated within Cuba’s 1959 revolution. As such,

we believe this paper fits within the scope of the conference's theme, as it seeks to analyze the relationship between broad political changes and communication processes.

