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Id: 14309

Title: How videos (re)make the international: Performing Sovereignty and the case of Islamic State propaganda

Session Type: Individual submission

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Abstract: Videos play an increasingly pervasive role in international politics. How, then, do we make sense of the political capacities of videos today? This article explores visual politics in the digital age through an examination of Islamic State's propaganda. Departing from a state-centric approach through insights from assemblage theory I first position videos in the complex processes of emergence that make up our social and political worlds. Departing further from a discursive framework, I then draw on Judith Butler and Karen Barad's notion of performativity to define videos as performative objects that make and remake the international through their capacity to arrange symbols of sovereignty and assemble disparate groups of people in socio-technological networks of global interaction. Finally, I apply this framework to the case of Islamic State's infamous propaganda video 'Flames of War', examining how, exactly, Islamic State's propaganda videos are part of the organization's attempt to constitute itself as a political actor. Based on this, I argue that digital video technologies provide new possibilities for subaltern political actors to leverage power through their capacity to disrupt, challenge and remake dominant assemblages of international politics.

Id: 14550

Title: Digital inequality: who increase their capital on the Web' Differentiated uses of capital-enhancing activities among Chilean Young adults

Session Type: Individual submission

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Abstract: In the context of the digital divide (DiMaggio, Hargittai, Celeste, & Shafer, 2004), this study explores how digital inequality manifests itself in the Internet usage patterns of young Chilean adults (18-29 years). More specifically, we analyzed how their educational level (or of their parents) acts as a predictor variable in the frequency of conducting activities associated with increasing their economic, cultural or social resources (capital-enhancing). The concept of capital enhancing refers to a categorization of the range of digital activities that contribute (or not) to increase the individual capital of those who perform them or to improve their life chances (Hargittai and Hinnant, 2008; DiMaggio, Hargittai, Celeste, & Shafer, 2004). From this perspective, socioeconomic inequalities are not only reflected in the frequency of Internet use, but in the differentiated uses that people make of it.
This paper explores the validity of this phenomenon in the case of Chile, which has substantially increased its Internet penetration among Latin American countries during the last five years (CEPAL, 2016). The presence of the Internet in Chilean households increased from 30% in 2009 to 67% in 2014, in a context in which the majority (92.3%) of Chilean householders declare that the main reason for having Internet is that "it allows more access to information" (Subtel, 2015).
We investigated the differences in Internet usage patterns, from the data collected from the face-to-face survey Jóvenes, participación y medios [Youth, participation and media], conducted in 2015 by the Diego Portales University and Feedback. It is a face-to-face representative survey, with a sample of 1000 people between 18 and 29 years, inhabitants of the three main Chilean urban centers: Santiago, Concepción and Valparaíso.
We estimated models of linear regression, ordinal models, and marginal effects to determine the influence of having college degrees (own and parental) on the probability of performing pro-capital-enhancing activities more often. The results show a statistically significant effect that indicates that having a university education or being a child of a person with this education increases the likelihood of performing activities such as reading emails, searching for information for studies, reading news and doing online transactions. On the other hand, playing online games, an activity that does not entail any kind of increase of capital, turned out to have a statistically significant association, of negative direction, with education. Young Chileans with less education are less likely to perform activities that increase their capital, so they maintain, or at least not change, their disadvantaged position by using the free activities offered on the Internet. The results show that the Chilean generation of digital natives presents similar trends to those found in the international literature, mostly from developed countries.

Id: 14561

Title: La experiencia cinematográfica en Cartagena de Indias, Colombia (1930-1960): memoria y espacios de exhibición comercial

Session Type: Individual submission

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Abstract: Por lo menos desde los años treinta, Cartagena de Indias, vio incrementar el número de salas de exhibición y de públicos "expertos" en cine. Como propósito general para abordar la experiencia social de cine en Cartagena nos planteamos, en perspectiva fenomenológica e histórica, cartografiar experiencia cinematográfica en Cartagena de Indias en lo que respecta a la distribución de las salas comerciales y las memorias de los espectadores sobre ellas. Para esto fue necesario mapear mediante archivo y entrevistas, las rutas que siguieron desde el centro de la ciudad vieja hacia los barrios que crecieron más allá de las murallas y determinar su estratificación social y la característica de las audiencias que las visitaban.
La revisión de antecedentes reveló una extensa e intensa preocupación por la experiencia social del "ir al cine" en ciudades de América Latina, Estados Unidos y Europa (Wortman, 2006; Mantecón, 2006, 2007; Allen, 2007, 2011; Kuhn, 2011; Hubbard, 2002; Biltereyst, Meers y Van de Vijver, 2011). Esta evidencia permitió cimentar el análisis y concretar alianzas con estudios recientes en Ciudad de México y Monterrey asociado a su vez con el estudio original desarrollado en las ciudades de Gante y Amberes, Bélgica, en el marco de las preocupaciones sobre las culturas de pantalla.
Se decriben las memorias sobre este elemento de interregno, a medio camino entre dos siglos, que es el espacio de exhibición de cine entre los años treinta y sesenta, es lo que interesa, en su condición de espacio, de geografía, de negocio pero también de ecosistema humano en torno a la experiencia del cine: la familias con sus galas de domingo, los polvos y el agua de colonia luchando con el calor de la vespertina, en contrapunto con el olor del chorizo asado y del patacón con queso, las señoritas de bien acompañadas por sus protectores, las tías que llevan a sus pequeños sobrinos bajo una complaciente censura, los colegiales irreverentes, el estudiante, el intelectual, la mujer de la taquilla, el proyeccionista amigo de todo el mundo, los colados, los vendedores de comidas locales.
Memorias y espacios vinculados a una experiencia ya hoy por hoy distante, tan diferente de la experiencia de décadas posteriores. Propiciando una aparente mezcla de clases, una comunión temporal del gentío. Interesan estos espacios por su ausencia, por su desvanecimiento o quizá solo por su mutación cerrando el siglo, por el lugar que la mediación cinematográfica ocupa en las competencias, las luchas y las tensiones entre sectores sociales de élite, medios y populares, frente a ordenamientos sociales de lo público y lo privado, el acceso a capitales simbólicos y signos de distinción, en el marco de los proyectos y disposiciones identitarias ensayadas históricamente para imaginar la ciudad.

Id: 14625

Title: Cinema in the Indian Subcontinent and Muslim filmmakers

Session Type: Individual submission

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Abstract: The study explores the history of film in the Indian subcontinent, from the first encounters to the present day, but with an emphasis on the Muslim filmmakers. It provides a chronological account of all aspects of cinema, from production to distribution and exhibition, of both world-known artistic masterpieces and lesser-known generally entertaining films, in, mainly, India, Pakistan, and Bangladesh. Due to the scarcity of research in this area, the study uses Encyclopedia Britannica: Encyclopaedia of Hindi Cinema (Gulazāra, 2003), plenty of grey literature published over the past century, and interviews of surviving film journalists to find answers to the questions regarding the film fraternity, their backgrounds, filming techniques, and content. The study examines how the moving image in British India developed from short films (1897-1912) to movies (1912-1931), talkies (1931-), and color (1912-1952), attracting immense interest in filmmaking and viewing since the exhibition the first twelve animated pictures in the Arrival of the Train, and The Charge of the Dragons to 200 persons in a room at the Watson's Hotel, Bombay, India on 7th July 1896 by Marius Sestier of the Cinematograph, and the first cinema show at Novelty Theatre on 14th July 1896 (Menon, xiii; Gulazāra, 135; McKernan, 2010). The successful exhibitions encouraged many European and Indian exhibitors to step into Lumières' shoes in British India.
The study finds that Sakharam Bhatavdekar Save Dada (1868-1958), Ramchandra Gopal Dadasaheb Torne (1890-1960) and Dhundiraj Govind Dadasaheb Phalke (1870-1944) were the first Indians to lay down the foundations of world's largest film industry in India, conceiving and completing the filmmaking process at the turn of the 20th century through newsreels, regional and Hindi films (Menon, xiv). The study reflects Iranian influence on the first feature film Alam Ara (1931) by the Muslim director Ardeshir Marwan Irani, and the first Indian talkie by J. J. Madan: the Bengali, Jamai Sasthi (1931), and Hindi, Shirin Farhad (1931). Irani imported foreign technical crews for recording the sound on RCA Photophone/Double System Sound (Gulazāra, 169-70). The study finds that filmmakers "usually self-funded", self-produced and distributed their films. Their durations gradually increased from a couple of minutes in the short film era (1896-1912) to 45 to 90 minutes in the silent film era (1912-1931). The filmmakers screened their films in mandvas (tent cinemas) and moved from city to city (Rahi, 6). The moving theatres not just attracted viewers, but also gave birth to film studios in Calcutta, Madras, Lahore, Poona, and Kolhapur (Gulazāra, 135). The study examines how British Indians explored genres and developed filming techniques. The early Indian films were based on actualities, myths and legends. Men performed female roles due to cultural issues. Muslim men and women were joining the film trade as directors and actors and singing and dancing to the songs in films, fighting the taboos. The study gives an overview of the work of Muslim directors in Bangladesh, India, and Pakistan, wherein, the film fraternity is struggling with the society and government, yet seeing the emergence of a new wave of cinema.

Id: 14803

Title: Concepción teórico-metodológica del proyecto de investigación re-estructuración del sistema mediático cubano entre los años 2007 y 2017.

Session Type: Individual submission

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Abstract: Se proponen los enfoques teóricos y metodológicos que sustentan el proyecto de investigación: reestructuración del sistema mediático en el ámbito de la producción informativa en Cuba durante los años 2007 y 2017.
Los supuestos empíricos sobre los cuales se basa el estudio refieren la paulatina complejización del sistema de medios en el país durante la última década, marcado por una creciente circulación de contenidos a través de vías informales, limitaciones notables en los procesos de convergencia tecnológica, incremento de plataformas de producción de contenidos, sistemáticas agresiones info-comunicativas al estilo de la Guerra Fría de los EE.UU. contra Cuba y la no resolución de conflictos profesionales, organizativos y políticos.
Los supuestos teórico fundamentales refieren la necesidad de observar la tradición investigativa internacional respecto al estudio de los sistemas mediáticos, así como de revisar y ajustar críticamente tales referentes en diálogo con el contexto científico, político y comunicacional objeto de estudio.
Las teorías de los sistemas y de la mediación social sustentan el enfoque epistemológico general; mientras que a nivel sustantivo la teoría de la democracia y de los sistemas políticos, de los sistemas mediáticos comparados y las culturas periodísticas proporcionan constructos analíticos como regulación (estatal, jurídica, política y económica), paralelismo político y cultura periodística.
La estrategia metodológica que se propone conecta diversos ángulos de observación (arriba-abajo, adentro-afuera, local-global) y fases de análisis: socio-histórica, discursiva e interpretativa. Con la intención de identificar nexos simultáneos múltiples del objeto de estudio se concibe la aplicación de entrevistas a una muestra de periodistas representativos de todo el país, el análisis de contenido a la producción informativa de estos periodistas durante los años 2016 y 2017, la entrevista a expertos de las ciencias políticas y de la comunicación en Cuba, y la revisión documental a normativas, discursos políticos y producción científica sobre el tema.

Id: 14870

Title: Instant Online Celebrities and Commercialism in Modern China: Taking Sina Weibo as an Inspection Field

Session Type: Individual submission

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Abstract: With the rising of social media, instant online celebrities (IOCs) come as a new phenomenon, their behaviors, discourses and self-exposure have caused huge effects on the whole society, especially in modern China. Under the backdrop of multi-culture, digital subsistence and commercialism, the IOCs are representating not only a culture spectacle (raised by Guy Ernest Dobord), but also a conspiracy of social media, commercial and netizen. Thus, this research explored the characteristics of IOCs in Sina Weibo (a typical representative of Chinese social media) and the contents of the Weibo messages posted by them. Following the approach of subjectivity construction theory, content analysis and textual analysis are conducted to reveal the combination between IOCs and commercialism, the hierarchical linear model's results indicate that commercial content, video content, emotional content are more easily to disseminate, meanwhile the sponsors behind the IOCs play a vital role to monetize the content. Of more importance, the textual analysis and literature review demonstrate that the IOCs as a culture spectacle could dateback to the early stage of Internet adoption in mainland China, the whole historical process can be divided into four phases: 1) Germination, from 1998 to the beginning of the 20th century, the IOCs appeared as no pre-planning, the mainly revenue depended on offline channels; 2) Evolution, from around 2004 to 2011, the IOCs had their marketers and presented diversified contents; 3) Flourishing Period, from around 2012 to 2015, some IOCs worked as team marketing and entangled in industrial operation, ICOs' production model changes from UGC to PGC, and the content form changes from words to various communication signals; 4) Booming Period, started from 2015, with the capital intervention and contents' intellectual property transformation, the IOCs are almost entirely covered by the commercial power, the driving force changes from spontaneity to complete professionalization.
Since the celebrity practice acts as a common issue in the field of culture studies, we aim to mingle empirical research method with critical perspective to make some difference. The previous researches have provided a valid approach to view the culture spectacle as a interaction among politics, economy, culture and institution, those findings enabled us to understand the intrinsic relation between the IOCs and commercialism more effectively.

Id: 14899

Title: Panel: The Myth and Contradictions of Sustainable Development: Politics and Situated Practices of Mediating the Environment

Session Type: Panel Submission

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Abstract: Paper title: Data-Driven Urban Governance and the Condition of Post-industrial Politics in South Korea

Paris Climate Agreement of 2015 was one of the latest calls to urge the countries around the world to partake in more immediate climate actions. This new diplomacy based on the regulation of carbon footprints has evoked a sense of an apocalyptic crisis that all the cities in the world soon have to face. This discursive elevation of environment as the global humanitarian issue, supported by a number of alarming 'scientific' facts, has unfolded in parallel with the imperatives for designing more innovative and 'smart' solutions to tackle the problem. This paper interrogates the linkages among the recent policy prioritization of sustainable development, the primacy of technological solution foregrounded by for-profit and non-profit organizations, and reconfiguration of urban landscape and governance in today's South Korea. Focusing on the discursive formation of 'smart city' in particular, this paper analyzes the sociotechnical dimensions of the concurrent changes that exemplify the conditions of politics in the age of postindustrial development in South Korea.

The main object of the analysis includes a) the debates surrounding the sustainable development, with particular attention to the competing rationales that are crisscrossed, b) the network of policy and technology transfer (ex. United Nations Climate Technology Network, US Green Building Council), and c) techniques and discursive practices that surround smart urban infrastructure in New Songdo City, South Korea. Bringing the above analyses into the historical context of South Korean techno-politics and the condition of development in post-industrial economy, this paper discusses the social and cultural implications of linking sustainable development, technology, and new mode of urban governance. Arguably, current scheme of smart city is predicated on the problematic notion of nature as eco-system and the city as a service providing enterprise, while larger questions toward the governing entities are muted.

Id: 15037

Title: PANEL: The Myth and Contradictions of Sustainable Development: Politics and Situated Practices of Mediating the Environment

Session Type: Panel Submission

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Abstract: Paper Title: Repairable Media. An archeology of popular consumption and technological recycling in Bogota, Colombia.

In recent years, an interest in technological infrastructures has emerged in anthropology and social studies of science. As infrastructures exemplified the complex systems of contemporary society, they became central to understanding the link between technology and culture. Several studies follow the process of design and deployment, with special focus on nonhuman actors and the agency of nature. Moreover, infrastructure has been approached as a symbol of society's development. In this presentation, I want to focus of the repair and maintenance infrastructure of media devices in Bogota, Colombia since 1980 to 2010.
Following the call for Greening the Media by Richard Maxwell and Toby Miller, this presentation considers the life of electronic objects as a central process for understanding media consumption. However, it introduces process of repair and maintenance as mediations that redefines original designs. Repair and maintenance spaces have been central to process of technological recycling, a mechanism of technological creation in a context of scarcity. As media devices became cheaper and new restrictions have been introduced in their design, thinking repair and maintenance can problematize innovation rooted in technological devices.
In this presentation, I will examine advertisements and classifieds in local newspapers to follow the promotion of new media devices, the market of second-hand objects and the offer of repair services in the city since 1980. As I trace the expansion of repair services in Bogota, I will link it with the emergence of recycling as a practice promoted by legislation of hazardous materials in 1998 to e-waste resolutions in the last decade.
Such approach is relevant to highlight current transformations in global policies about technological appropriation and intellectual property. As a historical practice in the city, technological recycling has a great impact on the environment. As stated by Lara Houston, "closures in wider infrastructures determine how and when care is withdrawn and devices die" affects access to digital devices in poor countries. Moreover, as this presentation points, it will extend the ecological impact attached to planned obsolescence by restraining practices of second-hand consumption.

Id: 15082

Title: PANEL: The Myth and Contradictions of Sustainable Development: Politics and Situated Practices of Mediating the Environment

Session Type: Panel Submission

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Abstract: Panel description
The policy imperative of 'sustainable development', most commonly described as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs (The United Nations, 1987)," has been gaining traction in many cities from around the world. While this narrative of transition has become the latest preoccupation of many cities that are seeking for a new pathway of development, the potential, limitations, and broader implications pertaining to this new development program has yet been thoroughly examined. To address the shortcoming in the ongoing research on sustainable development, this panel explores how this new narrative of development is perceived, enacted, and lived in material experiences of everyday life in the city. Through historical and ethnographic analyses drawn from India, South Korea, Colombia, and Chile, each paper primarily focuses on two separate but related goals: First, how are the languages of 'sustainable development' construed and appropriated in different geographical and historical contexts? What ideas, images, and techniques are deployed in reinforcing this narrative? Second, how do different examples (i.e. India's cleaning campaigns, smart urban infrastructure in Korea, repair shops in Colombia, sustainable housing projects in Chile) demonstrate the different ways in which the narrative and technique of government and private companies are played out in specific geopolitical and cultural dynamic of each city?
Engaging with the latest scholarship in media and communication studies that attend to material and ecological dimension of media design, production, and consumption, this panel stresses the role of sustainable development in shaping media practices in particular sites around the world. Our panel seeks to address the questions of what the consequences of this development on different segments of population are and how uneven treatment of population was either selectively celebrated or obscured. Bringing our observations and analyses together, we discuss how media in various stages and forms are closely tethered to the techniques of government that tap into the local aspiration to relate to the global discourse of sustainable development. At the same time, we explore how historical experiences persist in the present (and in turn, how the present capitalizes on its own past) and how they critically inform our understanding of complexity and nuances that pertain to the current program of sustainable development.

Id: 15084

Title: PANEL: The Myth and Contradictions of Sustainable Development: Politics and Situated Practices of Mediating the Environment

Session Type: Panel Submission

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Abstract: Paper title: Tales of Sustainable housing: exploring technologies of the forest industry
In Chile the national Minister of the Environment has a vision of reaching sustainable development to better the quality of life of the people living in the country, by generating public policies and efficient regulations among other actions. This focus on sustainable development has attracted attention from private corporations and the government, in part because it is politically risky to oppose such approach. In this scenario, the use of the discourse of sustainability is highly present as part of the production process of extractive companies, such as the forest and mining industry.
In 2016, the Chilean architect, Alejandro Aravena received the Pritzke award, which is known as the "Nobel prize" in architecture, for his work on designing sustainable public housing projects. One of this projects-Villa Verde- is located in Constitución, a coastal city that in 2010 was heavily damages by an earthquake and tsunami. In 2017, Constitución was again on the spot, a massive wild fire affected the whole region and devastated towns. This time the public opinion blamed the forest companies and their model business that depletes land and water sources. One of those companies is Arauco, controlled by the Angelini group that is also one of the owners of Elemental, the firm run by Aravena that built innovative and sustainable housing projects.
Through critical ethnographic fieldwork and the analysis of secondary sources such as sustainability reports, this article will explore an ongoing socio-environmental conflict by discussing how narratives of extractivism are pursued by the forest industry, and by exploring how the design of Villa Verde functions as part of the communicational outlets of the company. This essay will look at how these houses are transforming the symbolic and material space by their incorporation in the production process that allows the company to settle in the territory despite the resistance to their project.

Id: 15127

Title: Reaching for the Top ' Communication Strategies to Accumulate Power in Science

Session Type: Individual submission

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Abstract: In 1984 Bourdieu published a book called the homo academicus in which he analyzed the power structures of the scientific field in France. In his work he identified several relevant capitals into which scientists invested to accumulate power. Most of the capitals he found were communication related (e.g. networking, publishing, teaching).

33 years have passed since then and the digitalization as well as the widespread usage of the internet have changed old and created new forms of communication within the field of science, thus changing the possible capitals scientists can invest into. This dissertation wants to identify the forms of communication, which scientists apply to accumulate power and present them in a theoretical framework. The theoretical model the author has created displays current available communication strategies based on Bourdieu's previous work. It includes but is not restricted to publications, teaching, presentations (e.g. on conferences), networking, journalistic media and adds social media (like Twitter, Academia or Facebook) to Bourdieu's identified capitals. The model furthermore integrates possible factors that might have an influence on the application of a given strategy. These are a researcher's personality (preferences and the like), institutional factors (depending on what is available or typically used at a employing institution the application of communication strategies might be influenced), field-specific factors (in different scientific fields, different communication strategies are more likely to be used) and cultural factors (e.g. in different countries different media are available or preferably used).

The theoretical basis of the dissertation to be presented at the IAMCR will be tested by analyzing 16 qualitative interviews with German scientists in media and communication science that have been conducted from April 2016 to September 2016. Some preliminary results of the analysis might be available for presentation at the conference in July.

Id: 15319

Title: Probing Elections through Text Messages: The Affect Resonance of Creative Publics

Session Type: Individual submission

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Abstract: While creative practices have been central to political movements throughout the 20th century, analysis has often treated these modes of expression as vehicles for communicating ideas rather than as forms of everyday political participation in their own right. As ubiquitous technologies mediate how people express their political feelings and communicate with one another, it is of growing importance to interrogate the relationship between affect, creativity and participatory politics. Communicative practices like text messaging can play a powerful role in the articulation of emotions, making it crucial spaces for political engagement. This is particularly important if we are to take seriously the question of how to engage publics in a political field increasingly driven by spectacle and affect unfolding through digital media.

In this paper, we conceptualize each affect as unique to the instance in which it occurs, a moment that passes almost instantaneously. Moving past the ephemerality of affect is a key challenge to its study, but creative acts offer a way to overcome it. To Gilles Deleuze and Felix Guattari, the act of composition is a means of material realization for affect. Creative acts both produce and capture affect at the same time. This paper will discuss a probe-based research project where researchers work with artist-facilitators involved in a community engagement initiative around the 2015 Canadian Federal Election. The investigation makes use of text messaging to provoke small creative acts inspired by emotional responses to the election cycle. Through the process of analysis the affective intensity is shared between participants and researchers. We will demonstrate how this process mitigates traditional subject/object relationships and offers a new way of understanding the roles of researcher and participants through the study of affect.

Id: 15467

Title: Influences on South African and Chinese journalists covering China's human rights and sustainable development record

Session Type: Individual submission

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Abstract: This paper examines and compares influences on both South African and Chinese journalists and its' potential effects on their coverage of China, particularly regarding China's role in human rights and sustainable development on the African continent. South Africa is significant to the growing China-Africa relationship, as a fellow member of the BRICS group of emerging nations, and therefore, through its' soft power strategy, whether as a "charm offensive" (Kurlantzick, 2008), or "charm defensive" (Shi, 2013), China has expanded its media reach in South Africa. Flows and contraflows have emerged in the China-South Africa media relationship however, for example through the Chinese Interacom's investments in Independent Media, while South Africa's Naspers has significant investment in Tencent, owner of Chinese social media platforms such as Weibo and QQ.

Such flows, along with general global media shifts, are an indication of the range of influences in the work environments of both Chinese and South African journalists. 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), and such portrayals could potentially influence global journalists' perceptions of China and affect their coverage.
China has aimed to counter these narratives, but has its' soft power efforts managed to influence the perceptions of its own journalists and that of South African media workers? Which other influences on journalists have been significant to this media relationship and consequently journalistic coverage? Using Reese's (2001) hierarchy of influences model as a guideline, this study explores the individual, routine, organizational, extra-media and ideological influences on Chinese and South African journalists covering China's human rights and sustainable development reputation.

My research question is: What specific influences are there on South African and Chinese journalists and how could they potentially affect their coverage of China? Using semi-structured interviews as a method, 20 journalists from Chinese and South African publications were interviewed in-depth, either face to face, or live via electronic media, with anonymity guaranteed if requested. The interview questions build on Reese's (2001) sociology of the media approach, arguing that content produced by journalists can be affected by ownership, financial status of the publication, personal views and educational background of individual journalists, and political relations, among several others. The aim of this study is thus to compare the different layers of how journalists in China and South Africa are influenced when covering China's human rights and sustainable development role on the African continent.

Id: 15486

Title: Persistent negative media effects ' why, with which media, and what can be done'

Session Type: Individual submission

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Abstract: Communicative practices have changed over past decades, especially since the introduction of the Web 2.0. Our daily lives are interwoven by media and most of the time we use them for interpersonal communication (Engel & Breunig, 2015; Koch & Frees, 2016). According to the Uses-and-Gratifications-Approach (Katz, Blumler, & Gurevitch, 1973), media use, and thus also use of a smartphone, is supposed to be followed by gratifications of psychological needs. Though the approach has been studied extensively (cf. e. g., Rubin 2009a, 2009b), it cannot sufficiently explain repeated negative encounters with media. As research has shown, negative encounters with media are neither rare nor to be taken lightly (e.g. Kuss et al., 2014; Markowetz, 2015; Rosen, 2012). The purpose of this study is thus to identify 1) possible explanations for persistent behavioral patterns despite unwanted experiences and 2) changes in the perception of communicative behaviors as well as (self-) administered interventions to prevent overuse or other negatively perceived outcomes of smartphone use.
26 explorative interviews were conducted (50 % females). Participants' age ranged from 18 to 65 years with a mean of 38.6 years (SD = 15.4).
First of all, smartphones and online (social) media were found to be most prominent when it comes to persistent negative experiences with media. Possible reasons for persistent usage despite negative experiences were social pressure (e.g. Reinecke et al., 2014), fear of missing out (e.g., Cheever et al., 2014) or habitualization (e.g. Montag et al., 2015). Some measures were already taken by the interviewees, e.g., (temporary) suspension of internet-enabled mobile devices or applications.
As Interviewees pointed out, communication behavior online is of different quality than face-to-face communication, though unfortunately being perceived to be the only "normal" kind to converse nowadays. Participants showed concerns with regard to changes of society due to changes of communicative practices.

Please note: the paper is still work-in-progress.

Id: 15675

Title: Who speaks of the crisis' The sources in print journalism about the economic crisis in Brazil

Session Type: Individual submission

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Abstract: Brazil has been undergoing its hardest recession in more than twenty years. The growing unemployment, the long duration and the decrease in economical production have been on the news since 2014 and its newsworthiness has peaked in 2016: the year of the political crisis and the impeachment of Brazilian president, Dilma Rousseff. This work in progress intends to understand how print media presented and discussed the economic crisis in this particular moment. For that, it proposes a content analysis of Folha de S. Paulo's Economy Section and Valor's Brasil Section from January to October 2016 – this includes five months prior to Rousseffs removal from the presidency and five months of Michel Temer as new president. Folha de S. Paulo was chosen for being the most read non-specialized newspaper in the country and Valor represents the most important economic newspaper. The objective is to discover who is usually consulted in order to speak and give an opinion about the situation. Also, who are the voices and the stories that are portrayed in each period and newspaper. The main question is: what is the role of specialists as sources for understanding the crisis in comparison to those who actually live and go through its effects? In addition, this work intends to find out if the selected sources contribute to a scenery – and a memory – of optimism or pessimism.
In order to achieve such goals, this research uses as pivot Agamben's paradigms of representation: the "muslim" (Agamben explains that the name and the figure have its origins in Auschwitz during the Second World War) and the testimony. The first is the one who does not adapt to the horrors of the state of exception and consequently does not survive and would never be able to have a voice. Therefore, others speak in their place. The testimony then portrays the history told by those who survive and lacks of true experience. Or, in this case, the ones who do not truly experience the outcomes of the economic crisis and speak from a distance, such as specialists, government, etc. This paper is also based on Lotman's thoughts about memory, how it is constructed, what is selected to be remembered and what is, on the other hand, destined to be forgotten. Bernardo Kucinski, Suely Caldas, Damien Tambini, Paul Manning and Gillian Doyle contribute for the background of economic journalism, the selection of sources, its languages challenges and the way is speaks to both familiar and non-specialized readers. Finally, authors such as Jesús Martín-Barbero and Boaventura de Sousa Santos have a critical view of mainstream discourse that disregard the context in which a country is inserted.

Id: 15724

Title: Constructing the Dragon: Media Discourse on China and Relations of Power in Italian National Dailies, 1994-2013

Session Type: Individual submission

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Abstract: This qualitative study utilizes critical discourse analysis to investigate the construction of China's political, social and economic rise in the two most prominent Italian national newspapers, Il Corriere della Sera and La Repubblica, analyzing 584 news articles over a period of 20 years, from 1994 to 2013. Within the theoretical framework of the Polarized Pluralist Model and Orientalism, this study examines the news coverage on China, to explore the narratives emerging from the news discourse of the most influential newspapers in Italy. This study found the coexistence in the news discourse of two main narratives, an "official" narrative of partnership and friendship between Italy and China, that defines the relations of power between the two countries according to a principle of equality and tends to emerge at times of high-profile events involving Italy and China; and a prevalent narrative that assumes the characteristics of Orientalism as an ideological and stereotypical fashion to conceive of and represent the Oriental "Other," defining the relations between Italy, as a representative of the West, and China as the epitome of the East, through the prism of an ever-present principle of ideological, political and overall cultural superiority of the former over the latter. The study attempts to shed light on the media representations of China as the political, economic and cultural Other than the West, in the context of its global rise and increasingly relevant political and economic role in Europe and especially in Italy, where the value of ethnocentrism is found to be still persistent in the media. It also tries to highlight the cultural and geopolitical implications for the West in the context of the rise of China and discusses some implications of ethnocentrism for the role of the media as constructors of social knowledge.

Id: 15772

Title: From Political Action to Earned Media: Representation, Corporate Speech, and the North Carolina Bathroom Law

Session Type: Panel Submission

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Abstract: North Carolina's House Bill Two (HB2) was protested upon its passage as being a legislated form of discrimination against LGBT individuals. The most visible protest came from private businesses, many of whom signed public letters, funded efforts to overturn the legislation and support LGBT organisations, participated in legal challenges, or withdrew their business from the state. These businesses took on a representational role, speaking and acting on behalf of their customers, employees, and industries in public-facing statements and actions.

This paper, the themes of which will be explored more deeply in my PhD research, uses blogs, press releases, news interviews, and social media feeds as source material to investigate the controversy. While this project is closely related to work on digital issue publics, it does not paint a quantitative picture of digital discussion, but provides a qualitative reading of commercial materials in a debate about the public interest. Theoretically, it is framed by work on branding and marketing and their mediation by digital technologies, particularly concerns about data-driven advertising and studies on the personalization of marketing.

This paper traces an overlap between corporate messaging, with its focus on niche audiences, and political speech, which ostensibly communicates to a broader public. The United States has famously lowered barriers to corporate involvement in public life, expanding rights to expression for corporations and giving them more flexibility on issues of religious conviction. Meanwhile, political consumption, or the boycotting and preferential purchasing by citizens in support of political causes—has greatly expanded what it means to be an active citizen.

Examination of the HB2 controversy sheds light on patterns of political engagement in a time of media convergence and ascendant marketing behaviours. It illuminates emerging patterns of political discussion in the marketplace and the affective turn taken by brand targeting.

Id: 15853

Title: Tweeting Security: Security Discourse on Twitter During The Third US Presidential Debate of 2016

Session Type: Individual submission

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Abstract: This study adapts the securitization theory and sectoral approach in security studies put forward by the Copenhagen School to examine security discourse on Twitter surrounding the third debate preceding the 2016 US presidential election. In past studies, Twitter has been proven to serve as a valuable backchannel for conversations regarding matters of social and political importance (McNely, 2009), primarily thanks to facilitating immediate feedback, verification and recognition mechanisms. In the context of the presidential debates – an established forum for framing issues of public interest – Twitter serves as a virtual sphere allowing for the voice of "sousveillance" (Mann, 2002) to reach a broader scope of the public sphere. This study therefore examines Twitter as a discursive and contextual space for framing the notion of security. Since the end of the Cold War, the notion of security and its study have experienced a resurgence. The traditional understanding of security, defined primarily in military terms (Wolfers, 1952), was not adequate to describe the geopolitical circumstances of the 1990s and called for a new, broader approach. This need has been addressed by the Copenhagen School, which put forward the sectoral approach to security (Buzan, Wæver & De Wilde, 1998). This approach has been employed in later studies (Lieberz, 2015) to assess the prevalent aspects of security appearing in public discourse. However, none of these studies considered social media as an important sphere for forming public discourse in the network society (Castells, 2011). Filling this gap, this study examines the security discourse accompanying the presidential debate through the prism of Twitter. By applying a mixed method of content, discourse and propagation analysis, as well as social network analysis (SNA) it attempts to assess the prevalent dimensions of security addressed by influential Twitter users and juxtapose them to the content of presidential debate and traditional media coverage. The chosen case study is intended to show what the analysis of Twitter adds to the understanding of the social perception of security in the United States from both a domestic and foreign perspective. In addition, the mixed approach allows for the addition of a new dimension to security discourse analysis. This research paves the way for a new, more inclusive approach, recognizing the discursive significance of emerging media.

Keywords: security studies, Copenhagen School, public sphere, discourse analysis, social network analysis, Twitter, presidential debates

Title: Women: The bearer of meaning or the maker of meaning' Challenging the representations of women in Comic Book Culture.

Session Type: Individual submission

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Abstract: The birth of the Super Hero Genre can be traced back to the early 1930's, when Superman was introduced to popular culture. With his super-human strength, super-human powers and his inherent drive to rescue and protect humans from 'evil', he embodied the values that were thought to signify masculinity (Lawrence & Jewett, 2002). This set the standard in comic-book culture which allowed for the development of several more Super Heroes, all of whom were given the same exaggerated, patriarchal male structure. This satisfied the audience as it reinforced and reflected (and was maintained through measures such as Comics Code Authority) the classic social and gender roles that were prevalent in America during the 1930's-1950's.

However, during the late 1950's, the post-war impact and the awareness of propaganda led to a social and political shift. Movements such as Civil Rights and second-wave feminism began to penetrate all areas of society. A key expression of these social movements was the use of art and popular culture. For comic-book culture (which was traditionally graphics-based) this called the archetypal white-male Super Hero protagonist into question. Audiences were no longer satisfied with the traditional depiction of a Super Hero and sought queerer and more complex beings. Notable influences when considering the changed nature of super hero culture (in feminism) include studies by Judith Butler (1987) and Laura Mulvey (1989) whose research contributed particularly to the rise of Feminist Film Theory and which enabled the deconstruction of traditional social-role parameters.

This shift in the stereotypical depiction of Super Heroes (IE the deconstruction of the traditional protagonist) encouraged an increase in both queer and female protagonists, with new social roles and more complex relationships with others as well as a deeper sense of self-actualisation. Female characters in particular were no longer confined to their role as the "damsel" but were able to assist their male counter-parts. However, these female characters - although given an equal social status, a greater role in the work place and a direct role in the resolution of the 'evil' – were still highly sexualized beings who, upon completion of assisting their male counterparts, were reassigned to their traditional child-bearing and home-making ways. Mulvey (1989) for example investigated the idea of "female masquerade" in which a female protagonist would be considered a Super Hero character only if she took on the pre-existing qualities of her male counterpart or reverted to her role as home-maker once the complication had been resolved.

However, there has been a recent fluctuation in the number of Super Heroes that have been cinematically adapted. It is thus my intention to analyses a recently made-for-screen, female Super-Hero in the context of today's society. I have chosen the character of Jessica Jones whose story has been made into a 13-part television series. I will argue that she is a contemporary character who deviates from any modern or post-modern interpretation of the female super-hero. This will be achieved through the use of textual analysis as well as incorporating elements of close film analysis.

Id: 16050

Title: Platform politics in WeChat and Weibo: state control and regulation

Session Type: Individual submission

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Abstract: This paper will investigate the control and regulations of the Chinese social media platforms including Weibo and WeChat through revisiting the "affordance theories" (Gibson, 1979, Sun, 2012) and exploring examples in the design/communicative power of these particular platforms (Van Dijck, 2013; Langlois and Elmer, 2013; Gillespie, 2010).
The Chinese online space is characterised by its contentious nature and its dynamism as depicted by Guobin Yang as "the complex tango between Chinese Internet control authorities and online activists" (2012: 52, 2009). Yang proposes that the authorities purify the space for "subversive" information or content that "directly challenges the legitimacy of the party-state" (Yang, 2012: 50). However, there are also legitimate concerns to be addressed by the state such as the proliferation of rumors and false news (Liu and Xu, 2012), which has implications globally, as the recent American presidential election has revealed. The country has also been strengthening its cyber sovereignty and security (Fang, 2014). The advent of Web 2.0 and social media era has posed new challenges for relevant Internet regulating bodies, and they have specifically targeted the instant messaging platform, WeChat, and microblogging service, Weibo, for controversial content.
In this paper, I analyze the specific actions, measures as well as the events or incidents of controlling and regulating Weibo and WeChat, from a political economy approach. I explore a collection of laws and provisions, policies and reports. Instead of focusing on the more explicit measures of blocking and filtering (Marlot, 2011, Yang, 2012), the research will closely scrutinize the more indirect or subtle mechanism of governance. I consider how social media companies' awareness of and response to state regulation influences the design or communicative features of their platforms, that could both enable and disallow users' participation (Carpentier, 2011).
I will trace the concept of affordances from its origins in ecological psychology (Gibson, 1979), design (Norman, 1999) to communication studies (Schrock, 2015; Negy and Naff, 2015) to shed light on current usage. Relatedly, Langois and Elmer have debunked the surface-level 'openness' or translucence of social media platforms such as Facebook. Through the lens of 'platform politics' they have illustrated that social media platforms "do more than just allow users to publish and communicate with one another: they also seek to enhance, format, encode and diagnose communication" (2013:3). Gillespie (2010) examines the discursive work of 'platforms', revealing how information intermediaries such as YouTube and Google position themselves in very particular ways with users, advertisers and media producers.
Concomitant with the social and economic benefits, the expansion of the online space facilitates emerging activism in China (Zheng, 2007). Yet Chinese social media companies have developed their own mechanisms of regulating the information flow, including for shaping the news diet of the online audience (Herold, 2011). This research contributes to a wider understanding of how the design of social media platforms can impact democracy and civil society in China.

Id: 16194

Title: Cultural Diversity, Pluralism and Social Media in Colombia

Session Type: Individual submission

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Abstract: This proposal is derived from two studies that the author has done on media in Colombia. The first, relates to the way in which media tells, narrates, and represents local and regional stories in an informative speech (2014). The second, focuses on the development of media in the context of the right to communicate, freedom of expression, democratization and pluralism (2015). Broadly speaking, the latter study asks, "why does media represent the diversity of criteria, and societal interests, including those of marginalized groups? To what extent do they visualize the cultural, social and political diversity of which the country is made, as a platform for democracy?"

The studies are written from the categories of "Other" and "the Other" in the media discourse, such as indigenous, Afro and women subjects, "in which the context is intercultural, and full of street smarts, varying worldviews, subjectivities, and different ways of being and inhabiting the world. These constitute an epistemological pluralism, full of experiences, and social practices, which are almost always unknown and blurred in the media's discourse. The media doesn't often cover ancestral traditions and culture, subjectivities, varying worldviews or rarely express those contexts in which the others live with multiple communication practices." (Del Valle, 2015).

In this sense, the study asks "how is the "other" and "the others" narrated, represented, and talked about in the media in Colombia? Has the media advanced in Colombia to bring visibility to the cultural diversity, political pluralism and the intercultural richness that constitutes us as a nation? What obstacles does the media and journalists have prohibiting them from being true mediators and platforms of cultural diversity and political pluralism which constitute our nation?"

The study recaptures the results of interviews conducted with 158 journalists and a survey to 2,012 citizens about their perception of the media in regards to content, the visualization of cultural diversity and pluralism in Colombia.

Some of the authors quoted in the study: Bourdieu, P. (2001), De Sousa Santos, B. (2009, 2010), Del Valle, C. (2005), Grimson, A. (2011), Martini, S. y Luchessi, L. (2004), Martín-Barbero, J. (1984, 1991, 2002), Orozco, G. y González, R. (2011), Rey, G. (2016), Ricoeur, P. (1996), Rincón, O. (2006), Saintout, F. (2003), Silverstone, R. (2004, 2010), UNESCO y PIDC (2008), Vasilachis, I. (2013).

Id: 16388

Title: La cultura como determinante en la participación de las mujeres en el desarrollo local

Session Type: Individual submission

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Abstract: El entretejido de las relaciones humanas dentro de un territorio reproduce y promueve lo que el entorno denomina cultura. Desde cómo interactúan las y los actores del territorio, hasta el funcionamiento de las instituciones dentro de este espacio determinado. La cultura –en su amplia envergadura como concepto- ha evolucionado de la mano de los cambios sociales que acompaña la globalización y, a la vez, el levantamiento de los intereses locales.

Las nuevas formas de interacción dentro del territorio reflejan que están en permanente construcción social, tal como lo menciona Claudia Serrano en su texto "Políticas de Desarrollo Territorial en Chile" (2010), del Centro Latinoamericano de Desarrollo Rural, RIMISP; antecedente que se suma a la declaración que Miguel Angel Troitiño Vinuesa hace en "Elementos y técnicas de análisis territorial", (2002) diciendo que el territorio no es el único concepto bajo la lupa científica, para hablar de desarrollo también se debe considerar la cultura y la sociedad. Estas nuevas interacciones establecen ciertas líneas de acción que acompañan el desarrollo local de la población, en cuanto a las necesidades e intereses de un espacio común, y cómo las personas que lo componen logran articular sus capacidades y construir sus proyectos de vida, componentes claves al momento de hablar de un Desarrollo Humano integral, según Amartya Sen.

Entendiendo que en el territorio los espacios de desarrollo deben corresponder a intereses de mujeres y hombres (Comisión Económica para el Desarrollo de América Latina y el Caribe, 2016), cabe preguntar ¿de qué forma la cultura condiciona la participación de las mujeres en el desarrollo local?

La interrogante busca indagar de qué forma las mujeres de un territorio determinado son reconocidas en sus necesidades; desde este punto conocer el nivel de participación que ellas alcanzan dentro del territorio para sumarse al desarrollo local. En esta investigación, el concepto de cultura juega un rol fundamental, considerando que el modo en que se ha organizado la experiencia de quienes habitan un territorio, también determina el modo en que estas personas se sienten protagonistas o no del cambio individual y colectivo del mismo, sumándose como agentes del desarrollo local.

La investigación en un trabajo en progreso en el que se realizará una revisión del estado del arte acerca de conceptos claves como cultura, participación, género y desarrollo local, además de indagar en el impacto que las políticas públicas han logrado en los territorios, observando su pertinencia y, a través de esto, considerar posibles escenarios futuros en los que la cultura predominante actúa como determinante en el rol de las mujeres en el desarrollo local.

Id: 16393

Title: The Public Discourse on Child Nutrition: A Case of Augmented Silence in South India

Session Type: Individual submission

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Abstract: The Sustainable Development Goals (SDGs) set by the United Nations on September 2015 envisages to end all forms of poverty. Achieving majority of these SDGs will largely depend on the key goals such as No Poverty, Zero Hunger, Good Health and Well-being. Although India has marginally improved in addressing issues around under-nutrition for a decade it has not moved very far in fulfilling the targets of SDGs or even the pervious Millennium Development Goals (MDGs). Dissemination of nutrition information and knowledge among children and parents is essential for the generation of an active public discourse, which will in turn ensure that nutritional wellbeing is fundamental for any society. Nevertheless, there is a clear absence of space within or around the lower cross section of the society to discuss, debate or dialogue on the theme of nutrition and it remains very ambiguous for the majority of society, particularly those on the margins. While the policy guidelines spell out the necessity to educate children and parents on nutrition there are very few attempts to implement them. The Mid Day Meals Scheme (MDMS) has been a flagship welfare programme of the government of India since 1995. The MDMS aims to primarily address under-nutrition and to improve the nutritional wellbeing of the school going children in India (MWCD, 1995). Using the Mid Day Meals Scheme as the main site of enquiry, the study attempts to identify the factors that subjugate the public discourse on nutrition and explore the existing political and socio-economic factors that impact this discourse in two states, Tamil Nadu and Telangana. The study uses a qualitative approach comprising document analysis and in-depth interviews. The primary data includes policy documents and Interviews with key stakeholders. The data suggest that government schools still continue to operate as agents of power that discourage challenge and actively produce students and by extension, their parents, as passive consumers of welfare-schemes, including the MDMS. Further, there is an active denial of space for interaction and intervention at various levels even though such spaces are essential for the building of an active and engaged civil society that can understand and claim their rights.

Id: 16424

Title: IMAGEN Y CRIMINALIZACIÓN DEL PUEBLO MAPUCHE EN NOTICIAS DE LA SECCIÓN "CONFLICTO MAPUCHE' DE EMOL (Trabajo en proceso)

Session Type: Individual submission

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Abstract: El presente proyecto de investigación pretende analizar el discurso verbovisual que figura en noticias relacionadas con el conflicto entre el Estado-nación y el pueblo mapuche en el portal EMOL (El Mercurio On Line), específicamente de su sección dedicada en exclusivo a esta temática, la cual lleva como nombre "Conflicto mapuche", cuyas publicaciones fluctúan entre enero de 2013 a mayo de 2015. El propósito de dicho análisis es determinar de qué forma la relación entre fotografía y texto (función de anclaje) contribuye a la construcción socioimaginaria del pueblo mapuche como criminal en la sección antes mencionada.

Para llevar a cabo el análisis verbovisual, se desplegará en una matriz las categorías de visualidad, mirada e imagen (Abril, 2008), para determinar cómo, en diálogo con las secuencias verbales de los titulares y los pies de imagen, se propone desde el medio de comunicación en cuestión un relato que criminaliza al pueblo mapuche y sus demandas históricas durante los últimos años, a modo de hipótesis de trabajo. Lo anterior nos lleva a plantear, como hipótesis segunda, que los procesos actuales de criminalización del pueblo mapuche se dan en mayor medida en el discurso visual, mientras que el discurso verbal tiende a lo "políticamente correcto".

Constituyen corpus de análisis para esta investigación todas las noticias de la sección "Conflicto mapuche" del sitio web EMOL (enero de 2013 – mayo de 2015) que cuenten con fotografías en las que se observe la atribución de características criminales al pueblo mapuche o a algunos de sus miembros. De esta manera, caben dentro del corpus las noticias en cuyas fotografías se muestre al mapuche en situaciones como enfrentamientos con la fuerza policial, en sesiones en tribunales de justicia y en alrededores de éstos, retenido o acompañado por Carabineros de Chile o Policía de Investigaciones, como autor de atentados incendiarios, en manifestaciones sociales, entre otras de similares características.

En términos teóricos, esta investigación subyace a las corrientes de la Teoría Social de la Comunicación propuesta por Martín-Serrano (1986, 1989), los postulados de Martín-Barbero en torno la Industria Cultural y la noción de Imaginarios Sociales de Castoriadis (2007), Baeza (2003) y Abril (2008).

Id: 16445

Title: Yes to Workers, Maybe to Labor: Representations of Labor in the LA Free Press

Session Type: Individual submission

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Abstract: In the popular understanding of the U.S. in the 1960s, the New Left is often presented in opposition to the long-standing organized labor movement, painting a picture of irreconcilable ideologies and conflicting visions for activism. And yet, the Port Huron Statement, the manifesto of Students for a Democratic Society (SDS) that is credited by many as the foundation of the New Left, cited a "revitalized labor movement" as "the best candidate for the synthesis of the civil rights, peace, and economic reform movements." Despite this and other early overtures, conflicts between the leaderships of SDS and organized labor are well documented. This study steps back from these institutional conflicts to examine the broader New Left and its depictions of labor. Using qualitative textual analysis, this research looks at how labor was represented in the Southern California-based Los Angeles Free Press, one of the New Left's most popular alternative newspapers during the 1960s. As the service-based economy of Los Angeles has been one of organized labor's few prosperous regions over the last half-century, understanding its history can provide insights for those looking to build a robust U.S. labor movement for the future.

   This research shows that, for the New Left, what made the Old Left "old" was not the attention to labor, but its bureaucratic, non-radical, racist tendencies. This paper highlights tensions between the New Left's critique of organized labor as bureaucratic, elitist, discriminatory, and lacking idealism, and its desire for a movement-like labor that involved its members in decision-making, was inherently non-discriminatory, and took on corporations and their supporters in government via both direct action and traditional politics. More broadly, the Free Press provides examples of how an activist press can work in tandem with labor to build public support for shared goals and encourage participation in movement activities.

Id: 16446

Title: "Where Can I Find It" Digitization and Access to Educational Materials by Communication Students in Brazil

Session Type: Individual submission

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Abstract: Brazil has been through a recent expansion of university enrollments, without properly dealing with the resource scarcity and poor infrastructure of its university libraries. This expansion of access to educational institutions has increased the burden of material constraints on education and research, notably limited access to journal articles, books, audiovisual materials, and other knowledge goods. In this context, the combination of increasing rates of internet access and ever-cheaper IT equipment changes the ways of accessing material and foster the appearance of rule-breaking initiatives, such as "shadow libraries" of pirated scholarly materials (such as LibGen and Sci-Hub), many of them offering transnational free access to texts, books, and articles, regardless of copyright laws. At the same time, social media platforms (especially Facebook) assume an important role inside and outside the classroom. In order to analyze the impacts of digitization in the ecology of access to educational material, this project emerged as a trans-disciplinary work aiming to study these impacts on Media & Communication, Law, and Medicine students. The principal goal here is to discuss the main findings, focusing on how the Media & Communication students are using the internet and its (emergent and consolidated) platforms to have access and share scholarly material. It also draws attention to the blurred boundaries of legal/illegal sharing, and the way online platforms (like Facebook, Google, and WhatsApp), associated with the wide adoption of smartphones, can receive new meanings. The fieldwork took place between 2014-16 and it was done through qualitative and quantitative approaches. The results are an interesting approach to some issues faced by Media & Communication students in accessing educational materials across the global south and they can foster debates on the role of new technologies on education.

Id: 16490

Title: Public media's role in regenerating nationalism with migrants: A case study of Korean television program, My Neighbor Charles

Session Type: Individual submission

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Abstract: This research explores the reconfiguration of migrants and multiculturalism in the context of nationalism. This research aims to examine how political orientations of multiculturalism argue to abolish discrimination based on the differences of culture become ruined in the context of nationalism. As a case study, this paper conducts a narrative analysis on My Neighbor Charles, a prominent Korean television program starring migrants produced by the nation's public broadcaster, using Schudson (1995)'s narrative analysis on television documentaries.

By focusing this narrative analysis on a case study from Korea, there are several insights to study relations between multiculturalism and nationalism. For centuries, Korea has maintained a homogeneous society and its development of multicultural ideas are relatively new, as a result of mass-migration recently beginning in the mid-1990s. Specifically, mass migration was a response to Korea's shortage of industrial labor and gender imbalances in the rural area. Due to this influx of migrants, there is a growing concern in Korean society that immigration endangers pedigrees and common memories of former inhabitants which are regarded as core cultural values of the nation. In this context, examining My Neighbor Charles is a valuable site of research because the program is liable as a public media, to form multicultural discourses and protect migrant's socio-cultural rights (Georgiou & Joo, 2009).

As a result, this study finds a double ambivalence in the program's narrative which describes migrants and reproduces multiculturalism. Although this program criticizes some chauvinistic and racist attitudes socially constructed in the Korean society, it more demands migrants to obey norms of the majority regardless of their preferences or cultural backgrounds. In this regard, this program expresses that strangers become 'neighbors' only when they follow dominant cultural values while others remain as 'aliens' (Guillem, 2013). In addition, it personalizes structural issues and marginalizes minorities' rights (Wodak, 2008). Ultimately, this way of projecting migrants is linked to the reconstruction of nationalism, considering a legal liability of public broadcasters to promote nationalistic values which are contradictory to preserve rights of social minorities (Newton, 2011).

In summary, this paper finds discursive relations between nationalism and multiculturalism in representing migrants. Particularly, it argues the apparatus of public media degenerate multiculturalism and migrants into a sub-discourse and its object of revising nationalism by absorbing cultural differences selectively and enforcing dominant cultural ideologies to newcomers.

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Id: 16535

Title: "ZAZI-Know Your Strength'- A reception Analysis of contraceptive utilisation in correlation to unplanned and unwanted pregnancies among young female learners' in Umnini, KwaZulu-Natal

Session Type: Individual submission

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Abstract: Teenage pregnancy is amongst the most pressing social challenges in South Africa. KwaZulu-Natal, in particular, has one of the highest rates of teenage pregnancy. Statistics reveal that out of 90 000 pregnant learners countrywide, over 26 000 are from KwaZulu-Natal. While considerable advances have been made in reducing unplanned and unwanted pregnancies by making contraceptives accessible, teenage pregnancy remains a social problem. The ZAZI-Know your strength campaign has been implemented to promote positive behaviour change that will curb unwanted pregnancies amongst young women.

This study is a reception analysis of the perceptions of the ZAZI campaign amongst female learners between the ages of 15 to 18 from a rural setting in KwaZulu-Natal, South Africa; towards contraceptive use in correlation to unplanned pregnancy after being exposed to the ZAZI campaign. This study is framed by the culture-centered approach which postulates that health communication programmes should be planned, implemented and evaluated within the context of the relevant socio-cultural beliefs and value systems prevalent in a particular community. Focus group discussions and semi-structured interviews were administered to determine the reception of the ZAZI campaign.

Findings indicated that there is knowledge of the different contraceptive methods; however, this knowledge often did not translate to contraceptive use. Key findings highlighted the need for more access points that provide contraceptives, including healthcare workers' attitudes towards young women at the health care facilities. The circumstances of young women in this study speak to the larger social and economic issues of the country and reflect the need to prioritise young women's health in rural areas for health interventions like ZAZI to have a greater impact.

Keywords: Contraceptives, ZAZI, Reception Analysis, Teenage pregnancy

Id: 16599

Title: Moving Through Fields: Overlapping Social Practices Using Technology at Home and in the Classroom

Session Type: Individual submission

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Abstract: My dissertation research examines the relationship between technology use in two social fields – home and school – and explores the different social practices that are performed and produced, and the capital that is created as expertise and knowledge increase. This paper explores the theoretical frameworks for my investigation of the ways that teachers and experts utilize technology in the secondary classroom with their students, and the ways that these same students use technology at home. My preliminary research has shown that at home, technology use is generally unrestricted, collaborative, community oriented and connected to the user's identity, while at school usage is restricted, directed, specific, generic and controlled.

Using a Bourdian theoretical framework, I am attempting to identify overlapping experiences that can be transferred from one field to the other, in order to maximize learning, problem solving and creativity. My research draws from critical political economy of technology and education, new media studies of video gaming and online labor as well as literature in education focusing on the impact of technology, pedagogy, curriculum, and skills. The project will use ethnographic observation of classrooms and interviews with students and teachers, in order to establish operational usages, rules, enjoyment, goals, beliefs, differences and feelings around using technology at school and at home.

The portion of this work in progress being presented at IAMCR focuses on theoretical framework, exploring Bourdieuian theories of the doxa of fields, habitus of the players, sites of struggle and resistance that students create over usage. Student cultural capital is identified as embodied, technological equipment as cultural capital itself or objectified, and relations to power, class position and access as institutionalized.

Student cultural capital can be an exciting point of enlightenment for both teachers and students when they are given credit and control over knowledge and skills.

Id: 16604

Title: Doing friendship by media ' how media transforms our everyday life relations

Session Type: Individual submission

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Abstract: During the last years, communication research has made extensive progress regarding the role of mediated practices within human interaction and societal changes. Concentrating on friendship relations, this paper explores how these relations are maintained through a variety of digital media everyday. The overall aim of this research project is to explain social effects caused by the use of media technology in interpersonal communication that become obvious on transformations of the society (Hepp/Röser, 2014, p.174).

According to Hepp (2016, p.230) 'deep mediatisation' will be the key to understand how human interaction by communication media will be able to produce sociality through media, interpenetrating communicative everyday life of individuals. While we depend more than ever on technological means for maintaining our social relations, there is an increasing feeling of social intensity while dealing with media (Couldry/Hepp, 2017, p.4). Therefore, we have to consider questions concerning our understanding of identity and subjectivity also from a micro perspective, as Warfield, Cambre & Abidin (2016, p.4) point out.

This explorative analysis of mediated friendship relations relies on guided biographical interviews regarding their media use among friends. Within this research project different age groups will be compared concerning differences, similarities and possible restrictions and regarding their ability to produce 'friendship' across media while attempting to create proximity and sociability. The focus of this paper is to reflect on preliminary results of a small sample of research participants born in the 1980s. All of them have had experiences in establishing friendship relations before digital mobile communication by instant messaging became omnipresent in the Western World. Relying on the conceptualization of Grounded Theory (Corbin & Strauss, 2015), theory development will take place along with the process of sampling (Breuer, 2010, p.58) and is based on the interconnection of mediated communication and the construction of social life (Couldry/Hepp, 2017, p.5).

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Id: 16698

Title: La incidencia de la categoría generacional en la producción de sentido sobre los debates presidenciales televisados en México: una propuesta metodológica

Session Type: Individual submission

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Abstract: Se presenta una propuesta de estrategia metodológica con enfoque cualitativo para comprender la incidencia de la categoría generacional en la producción de sentido de los debates presidenciales televisados que se celebrarán en el marco de las elecciones federales de 2018, en México.

El planteamiento se sustenta, por un lado, en el contraste de las estrategias metodológicas y los resultados de dos investigaciones previas con objetivos similares (Domínguez, 2011 y 2014). Y, por otro, en la revisión de literatura reciente sobre el tema (Holz, Akin & Hall, 2016; McKinnet, Rill & Thorson, 2014; Cho & Ha, 2012; Kirck & Schill, 2011).

Los elementos contextuales significativos para la adaptación de la estrategia metodológica al contexto mexicano de 2018 se relacionan con las reformas a la legislación electoral y el uso de las redes sociales en Internet, no sólo por parte de los equipos de campaña de los candidatos presidenciales, sino también por parte de los televidentes de los debates y usuarios de Internet.

Teóricamente, se propone un acercamiento empírico basado en el análisis integral de recepción, por lo que se concibe a las audiencias como activas y al proceso como complejo y socialmente situado; además, se apoya en categorías del concepto de cultura política para poder comprender la evaluación de la vida política por parte de los sujetos.

Por ello, se ha elegido el enfoque metodológico cualitativo y la técnica de los grupos de discusión para explorar la producción de sentido colectivo, entre tres grupos generacionales distintos: niños de 11 años (que votarán por primera vez en 2024), con la de jóvenes de18 años (que votarán por primera vez en 2018) y adultos que ya hayan votado y televisado los debates presidenciales

En las investigaciones previas (Domínguez, 2011 y 2014) sólo se comparó a jóvenes y adultos; se encontró que los mayores se muestran más interesado por la política pero también por su espectacularización.

En esta ocasión, se ha propuesto incluir a población infantil, ya que es un momento importante en la conformación de la identidad y de la adopción de valores y actitudes; por ello, es relevante conocer cómo se construyen las opiniones respecto de la vida política y sus actores, en esa etapa del desarrollo. Esto también permitirá adelantar preguntas de investigación para las siguientes presidenciales, lo que abre una veta para desarrollar un estudio longitudinal.

Id: 16725

Title: ESPN and Gender Representation: An Analysis of Women's Roles in Sports Media

Session Type: Individual submission

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Abstract: This work's research question investigates how ESPN represents women by its number of on-air reporters, styles of dress, and language used. This impact on American culture is of significant importance as it serves as a reflection of American society as an entertainment and news medium. Gender has been examined in multiple areas of media, particularly entertainment media, but less work has focused on gender representation in sports television journalism. Prior research on gender in sports programming has found that despite an increase in the number of female athletes who participate in various levels of sports, ESPN's coverage of women's sports have decreased in recent years (USC, 2015).

This paper is a qualitative thematic analysis of women sportscasters on ESPN, the largest sports broadcasting network in the world. Through an examination of approximately 100 hours of sports journalism programming, it assesses women's appearance, performance, and dress and compares them to those of men, contextualized within the gender balance among writers, producers, and other key leadership for the channel.

The paper draws on critical-cultural and feminist theories to argue that though women contribute extensively to the viewing audience of professional and collegiate sports coverage on ESPN, gender disparity exists within the network and is not reflective of the exponentially growing female-viewing audience. Analyses suggest that women are largely underrepresented on-air in ESPN broadcasts, with only 32% of ESPN reporters identifying as female. Additionally, female anchors are dressed in a more sexualized fashion than their male counterparts, and speak rarely and less intelligently about sports as a subject in comparison to male anchors. Findings show on average, female sideline reporters appear on-screen for less than thirty seconds at a time for an average total of five appearances or less per broadcast. Male anchors on ESPN typically fill the entirety of broadcasts with their in-depth analyses compared to female reporters' hasty, emotive remarks. Additional findings show women employed by ESPN have reported an enormous amount of sexual harassment claims, and the company also exhibits a history of sexist remarks from its male representatives on-air.

Id: 16726

Title: The Haunted Dispansion: Ghost Protests and Activism in the Digital Era

Session Type: Individual submission

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Abstract: Techniques such as pirate radio and television, underground newspapers, and online content of many types have long been used to subvert barriers to particular types of speech in countries around the world. As new technologies are developed, participation in political speech and action are transformed into new configurations of actors and messages, including the reduction of physical and geographic boundaries. These transformations have allowed users to redefine the logic of aggregation from purely physical collectives to publics that combine the physical with the virtual.

This paper draws on theories of public space, globalization, and embodiment in a case study analysis of a new technology for participatory speech/media, hologram technology. It examines how protesters in Madrid, Spain (April, 2015) and Seoul, Korea (February, 2016) utilized hologram images to conduct "ghost protests" that created the illusion of a physical assemblage to protest the increasing criminalization of public gatherings and speech in those countries. These cases emphasize both the importance of the body and the possibility for its absence in protest speech.

Though this paper is a work in progress, initial analyses suggest that these ghost protests function as a communication spectacle that can be considered a form of 'hacktivism' applied not to virtual but to physical spaces. As such, it re-defines the logic of social organization and capitalizes on ways that technologies can be used to "embody the culture of freedom" offline as well as online. In addition, the novelty of the technology was disseminated by global news outlets, contributing to the spread of the messages. The simultaneously embodied and disembodied images, much like artistic forms of protest, subvert both regulatory barriers and the expected or traditional forms of protest speech, resulting in the creation of new forms of activist and participatory discourse.

Id: 16729

Title: I write what we like: A textual analysis of Fallist microblogging

Session Type: Individual submission

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Abstract: Under the banner of Fallism, black South African students have declared the "born free generation" illusory. Fallists belong to a constellation of radical student activist movements that pledge to disturb oppression in South African society. Fallists do not restrict themselves to institutionalised forms of collective action. Instead, Fallists' advance their "revolution as becoming" (Molefe, 2015) within the cultural arenas of everyday life (Gill and DeFronzo, 2009). Decolonisation and intersectionality serve as heuristic tools (Carbado et al, 2013) for Fallists. At the vanguard of the movements are students publicly 'on the margins within intersecting systems' (Collins, 1998, p. 8) of race, class, gender, sexuality, and ability. Social networking sites (SNSs) bolster Fallists to claim dialogic spaces of their own and 'move their voices from the margins to the centre' of public discourse (Gunn, 2015, p. 21)

This paper analyses everyday Twitter use by student Fallist "crowdsourced elites". I propose that their contributions provide a window into emerging Fallist discourse. The purposive sample here consists of tweets by these "crowdsourced elite" microbloggers, chosen based on observation and network centrality.

Fallist crowdsourced elites on Twitter subvert normative public sphere communication through the assertion of embodied and marginal subjectivities. These microbloggers disrupt the notion that deliberation is the primary object of public sphere communication, as their engagements are more declarative than deliberative (Papacharissi, 2014).

The study consists of two methods of textual analysis. Through interpretive content analysis, I identify a number of declarative frames. This approach informs a subsequent computer-mediated critical discourse analysis, drawing from the work of Brock (2016) and Herring (2004).

Id: 16763

Title: Does media coverage affect perception and public opinion towards a cultural mega event'

Session Type: Individual submission

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Abstract: This paper addresses media coverage of cultural mega-events and its relation to public perception and opinion. The case presented is "Aarhus 2017"; the city of Aarhus being European Capital of Culture during 2017.
ECoCs are complex and interesting cases. Unlike ordinary festivals characterized by a unity in time and place (Schoenmakers 2004), ECoCs like Aarhus 2017 consist of many individual events during a full year. Thus, the perception is not just established through the experience of a single or few specific events, but not least through the media coverage continuously portraying new aspects of this mega event and framing the debate. Furthermore, Aarhus 2017 is not 'just' a cultural event, but also an image and identity building project aimed at creating a sense of common identity and belonging (Anderson 1983, Sassatelli 2002 and 2013), not least on a regional level.
This study's empirical approach is mixed methods design: A content analysis (Krippendorf 2004) of local, regional and national media depicts the framing and the characteristics of the media coverage. In addition, a questionnaire repeated six times during the ECoC period among 3500 (in total) regional citizens will survey the development of public attitude, and finally the participants of 20 qualitative focus groups conducted during the same period will discuss their experiences of the media coverage and how it may have an impact on their opinion. The paper will primarily discuss this methodological design plus present preliminary results.
Existing research on media coverage of ECoCs focuses on an external branding perspective (Garcia 2010 and 2016), but the focus on identity processes within the ECoC-region and the combination of media content analysis and study of the citizens' perception in a mixed method design is new and will be able to address the role of cultural events in identity creation processes.

Id: 16779

Title: A Community Perspective on Literacy Education in Contemporary Times

Session Type: Individual submission

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Abstract: The technological and socio-cultural landscape of contemporary times is fundamentally changing the ways young people engage with literacy learning both in and outside of the classroom (Coiro et al. 2008). Historically, literacy has been seen as a means to measure one's ability to read and write the national language (Tan & Guo, 2013). This is deeply limiting and problematic, as it overlooks the nuances of literacy as a social practice (Street, 1997), particularly in marginalized communities. This research conducts a discourse analysis of a policy recommendation document, which identifies social issues and possible solutions in the inner city district of East Vancouver. This research brings attention to the ways textual forms of governance in the school system are used to reinforce and reproduce dominant ideologies of how literacy is understood and shaped in educational discourses. As local diversity is rapidly increasing in schools and literacy practices are becoming increasingly digitally mediated, there is a critical need for curriculum and educational discourses to better reflect the constantly changing realities of young people. The theoretical framework of New Literacy Studies (Coiro et al., 2008; Gee 2000; The New London Group, 1996) is drawn upon to extend and unpack how literacy is positioned in the policy document. A personal narrative of being a literacy programmer in the non-formal learning sector is woven throughout this analysis as a way to capture the nuances involved in literacy program design, which can be overlooked in discussions of policy making. The aim of this research is to widen the discussion of literacy education by making visible the critical links between academic research, community practice and meaningful social change in vulnerable school communities. Theoretical elements drawn from New Literacy Studies allow this analysis to widen the discussion of literacy education and bring to the forefront that there is a need to innovate and evolve discussions in policy circles, by focusing on critical connections between social and cultural and elements of a diverse community.

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Id: 16833

Title: Privacy at the Blurring Boundaries of Work

Session Type: Individual submission

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Abstract: This paper, situated in the current trend towards integrating work and non-work, analyzes how 100 Fortune 500 companies address employee privacy in the use of new media technologies. It seeks to answer two primary questions: (1) Do companies articulate an awareness of the tendency towards the simultaneous use of devices for work and non-work? (2) What approaches are employed in an attempt to control such use? The findings reveal that 66 percent of the EHBs articulate some level of tolerance for integration. Despite this general trend towards permitting employees to use company issued devices for non-work; and personal devices for work, companies nonetheless disclaim any privacy expectations (53 percent) by employees and engage in monitoring employees' activities (67 percent). The paper goes on to critique these approaches for failing to reflect social realities of work; and proposes an alternative approach to employee privacy in the simultaneous use of electronic devices for work and non-work. Using the framework of contextual integrity (Nissenbaum, 2010) and the theory of capabilities for human flourishing (Cohen, 2012), this paper claims that the artifact-based and spatially situated approach to employee privacy ought to embody the everyday practices of workers.

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