

Emerging Scholars Network Section

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

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

Id: 19498

Title: Virtual Gifting on China's Live Streaming Platforms: Hijacking the Online Gift Economy

Session Type: Individual submission

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Abstract: The year of 2016 is regarded as the genesis of “short video and live streaming” age in China. It is estimated that the value of the markets of short video and live streaming industries in China have reached to \$903 million and \$6.4 billion respectively in the year of 2017. This paper presents an exploratory case study on the nascent “virtual gifting” feature of China’s live streaming platforms. At the nexus of technological infrastructure, social organization and interpersonal relation, the authors aim to explicate the complex dynamics between gift economy and commodity economy in the context of the increasingly platformized Chinese society. This paper will firstly discuss how platform infrastructure is geared towards maximizing content monetization through virtual gifting. It will then look into how in the corporatized environment of streamer guilds the money-making capacity of virtual gifting is institutionally foregrounded at the expense of its potential in building communitarian and reciprocal relationships. Amid such structural dynamics, the commodification of virtual relation will be further analyzed to demonstrate how the hegemonic construct of virtual gifting is perceived and reproduced at the individual level. In the end, the paper will conclude with a rethinking of the role of critical communication studies in turning the tide of China’s live streaming industry.

Id: 19601

Title: Fashion Bloggers as Influencers in Decision Making- Case of Young Adults as Consumers

Session Type: Individual submission

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Abstract: The upsurge of fashion blogging, as a profession and leisure pursuit, has been unfathomable in the last couple of years in India. The Instagram posts by these bloggers almost serve as a dictum for youngsters and appear to heavily influence their purchase behavior and patterns. This study evaluates the impact of select fashion bloggers, through their Instagram posts and blogs, on consumer decision making. The study encompasses a survey of 60 young adults in Chandigarh region (includes 3 cities from 3 different states), who follow fashion bloggers avidly, mapping the impact of fashion bloggers on their purchase- be it online or through retail stores. The study is also backed by personal interview of young adults as consumers who explain their purchase pattern in detail vis-à-vis these bloggers. The result of the study shall give a quantitative idea on the upsurge of fashion blogging and a fair assessment of the surge in followers too in terms of 'influence' on their behavior as consumers. It shall also establish the degree of impact of fashion bloggers as an influence in consumer decision making in the fashion industry. The results of this study shall be extremely useful for fashion brands and labels to market their products through these fashion bloggers, who have a considerable follower base, and the result shall also serve as a road-map and beacon for young bloggers who wish to take up the career of fashion blogging professionally.

Key Word: Fashion Blogging, Consumers, Instagram, Influencers, Bloggers, Decision Making

Id: 19678

Title: Postcolonial Governmentality of Communication: Theorizing ICT Governance in a Caribbean Context

Session Type: Individual submission

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Abstract: Title: Postcolonial Governmentality of Communication: Theorizing ICT Governance in a Caribbean Context

This paper will examine the concept of Postcolonial Governmentality of Communication (PGC). The theory builds upon Michel Foucault's notion of governmentality and applies it to a critical analysis of media and communication governance in the Anglophone Caribbean. More specifically, the ICT legislation, regulations and regulatory frameworks of Jamaica and Trinidad and Tobago will be assessed to make a case for the PCG in the Caribbean.

The language of the ICT legislation and regulations in Jamaica and Trinidad and Tobago will be decoded using a critical discourse analysis to reveal the philosophy of governance utilised by the Caribbean governments under investigation. Key International Telecommunication Union (ITU) and World Trade Organization (WTO) policies will also be assessed to confirm the existence of PGC and the resultant information cycles of dependency.

PGC, while generated from an analysis of ICT governance in the Anglophone Caribbean, will be useful in examining media and communications from a global south context. This study will examine the fundamental pillars of PGC and highlight how the concept works to facilitate the global inequalities fostered by the new technological era. It will also display a challenge that must be overcome by developing countries for meaningful existence and participation in the global information economy.

Keywords: Postcolonial Governmentality of Communication; governmentality; globalisation; Caribbean ICT policy; critical discourse analysis.

Id: 19773

Title: Participación ciudadana en la esfera pública digital en Cuba. Análisis del debate sobre la reforma constitucional en los foros digitales de las plataformas de noticias Cubadebate, el Toque y Oncuba

Session Type: Individual submission

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Abstract: La investigación tiene como propósito analizar el nacimiento y la fundamentación de la participación ciudadana en la esfera pública digital cubana, a través de la aplicación de conceptos claves sobre esta temática que, al relacionarse, dan origen a una nueva área de realidad y estudio para Cuba, la ciudadanía digital. El desarrollo del trabajo parte de una reflexión teórica sobre el papel de la democracia en la potenciación de la participación ciudadana en materia digital, pretendiendo identificar los diversos actores que participan en ella, así como describir las funciones que desempeñan en la construcción de una sociedad democrática. Dicho análisis está establecido sobre la base de identificar los cambios que Internet ha traído para la isla caribeña.

En Cuba, la práctica ciudadana en red se enmarca, aún, como un proceso lento, condicionado por una escasa permanencia de las personas en la esfera digital, entre otras causas debido a los altos costos, en comparación al salario medio del trabajador cubano, de las tarifas para conectividad y a la ubicación, en parques y avenidas públicas, de las zonas con conexión wifi, lo que imposibilita la protección ante las condiciones climáticas, privacidad y acarrea movimiento y aglomeración de las personas hacia y en esos lugares.

Sin embargo, cada vez más usuarios se suman al uso de nuevos medios digitales. En este sentido, lo novedoso del fenómeno es que se puede estar ejerciendo ciudadanía digital bajo peculiares condiciones y circunstancias que lo hacen un asunto polémico por sus avances y limitaciones en la sociedad.

Debido a esta situación de análisis surgen los cuestionamientos: ¿de qué se habla en la esfera pública digital que conforman estos tres medios de prensa en Cuba?, ¿existe una heterogeneidad de temas en estos tres medios noticiosos on-line?, ¿cómo es la participación ciudadana en estos medios?, ¿dónde habla más la sociedad que consume este tipo de medios?, ¿qué temas motivan mayor participación ciudadana en estos medios de prensa?

En este sentido, la participación ciudadana recrea una discusión sobre los proyectos llevados a la vida pública, en un país donde los principales motores de búsqueda señalan conflictos en el acceso a Internet, y dónde además se sustentan profundos cambios a nivel constitucional, debido a la reforma que vive la Carta Magna del país.

Id: 19831

Title: Social communities and the geography of small cinemas: the Norwegian example of Bygdekino

Session Type: Individual submission

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Abstract: Some socio-cultural rituals are able to persist over time, for their being deeply rooted in the country to which they belong. This is the case of a very special Norwegian phenomenon. Bygdekino is the only national travelling cinema which offers screenings in places that lack of permanent theatres; it is provided with its own mobile equipment, and shows films in all types of rooms, ranging from gymnasiums and community houses, to beautiful cultural houses with amphitheatres and permanent cinema facilities. Being one of Norway's crucial culture policy goals to enhance people's access to culture, the touring institution was born as a clear, direct result of a policy radically oriented towards the democratisation of culture (Bakke 2010; Nyhus 1984). Bygdekino recently celebrated its 70th anniversary, and it continues receiving a constant financial support from the Government; with around 120,000-150,000 visitors a year and 188 venues, Bygdekino is a major cinema in a country scale (Film & Kino 2017). The purpose of this paper is to examine the most peculiar features of the company, including its social side. Indeed, cinema represents a public space where people can meet and mingle; the trends of blurring the borders between the public and the private, which has become one of the central characteristics of media culture, started with the advent of cinema. People do not go to the cinema only to consume films, but also to meet other needs (Jenkins 2014). By commenting some of the answers to the surveys distributed to Bygdekino's audience during my stay in Norway, this perspective will be extensively examined.

Id: 20017

Title: Framing the legalization of same-sex marriage in Canadian national print news

Session Type: Individual submission

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Abstract: Since the Charter of Rights and Freedoms emerged in 1982, Canadian national print news was central to the complex networks in the establishment of same-sex marriage in 2005. Newspapers framed marriage equality as a human rights' issue, within conventions for balance and objectivity. However, LGBT-related issues have not consistently been approached this way by the media, which have traditionally created and regulated boundaries of gender and sexuality (Rubin 2007). This work-in-progress explores why Canadian mainstream press oscillated between anti-queer and pro-LGBT approaches in a post-Charter Canada and its' effect on public opinion.

I show how news reporting is symbiotically implicated in Canadian public perspectives through public sphere theory (Habermas 1989; Fraser 1992). Frame analysis demonstrates how the issue was ideologically positioned in print (Goffman, 1974; Entman 1993; McCombs 2004; Scheufele 1999, 2000).

A content analysis of over 2,000 national newspaper articles published between 1982 and 2005 reveal the frames used in stories about marriage equality. Semi-structured interviews with journalists and activists contextualize the analysis. Responses determine how media frames may have implicated understanding and support of the issue, and why and how certain frames were decided by journalists.

This work informs the history of LGBT rights in Canada by exploring how the national news industry contributed to the framing of marriage equality. Analyses of news coverage of marriage equality remains largely US-centric (Brewer 2002 & 2003; Tadlock, et. al, 2007; Liebler et al., 2009; Li and Liu, 2010; Pan et al. 2010). Research on framing marriage equality in Canada focuses on litigants (Smith 2007), courts (Matthews 2005), and newspapers in 2003 and 2004 (Bannerman 2012). Despite several studies concerning the politics of sexual diversity in Canada (Hogg 2006; Kinsman 1996; Kinsman and Gentile 2010; Pettinicchio 2010; Rayside 2008; M. Smith 2008, 2012), marriage equality has not been studied extensively.

Id: 20158

Title: Has TV decreased impact on public opinion due to the transformations of the media environment in the 21st century'

Session Type: Individual submission

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Abstract: Two decades after the start of the 21st century, the evidence suggests that the access to new media has decreased the agenda-setting effect of traditional media on public opinion (Bennet & Lyengar, 2008; Chaffee & Metzger, 2001; Takeshita, 2006). The emergence of new communicational spaces (particularly social networks) has led to the development of parallel thematic agendas and to changes in the patterns of information consumption linked to a more selective (Zillmann, 2000) and less massive (Shehata & Strömbäck, 2013) content exposure. In this context, the objective of this study is to determine whether traditional media, mainly television, continues to have a significant role in the definition of the public agenda regarding 11 political and social issues and to explore which are the individual variables that better explain this relationship within a multimedia context (McCombs & Valenzuela, 2014; McCombs & Stroud, 2014). To that extent, we performed a longitudinal analysis based on media content and public opinion data collected in Chile over a period of 16 years (2001-2016). The data draw from two sources: a data base with the information about 500,000 news stories broadcasted by Chile's four main television networks and 33 public opinion surveys conducted by Centro de Estudios Públicos (CEP) which included the classic agenda-setting question: What do you think is the most important issue facing our country today? At the aggregate level, we compared time-series of the media and public agendas using Spearman correlations, and at the individual level, we used multivariate regression models. The research findings suggest that in the Chilean context, and probably the Ibero-American context as well, despite the growing use of new media, the impact of television as an agenda setter has not exhibit a sustained decrease for the overall population, however, its impact is moderate by age, gender, and socioeconomic level.

Id: 20277

Title: Disrupting Bodegas: Corner Stores, Immigrant Mythologies, and the Consumption of Urban Authenticity

Session Type: Individual submission

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Abstract: Corner grocery stores are a mainstay of urban neighborhoods across the United States. In New York City, corner stores are known as bodegas and dot many of the sidewalks and street corners across the city with characteristically bright, colored awnings announcing the availability of “cold cuts and cold beer.” Bodegas are a ubiquitous part of the cultural imaginary of New York City. They signify a particular brand of urban authenticity propelled by narratives of hardworking immigrants as living embodiments of the ‘American dream’ – the quintessential New York City immigrant story. The potency of this immigrant mythology became evident in September of 2017 when two former Google employees announced the launch of a start-up called Bodega, a human-less convenience kiosk designed with machine learning capabilities. The response on social media, blogs, and online news outlets was loud, swift, and extremely critical.

This paper explores the internet discourse on corner stores that emerges from the critiques leveled at the start-up previously known as Bodega. It suggests that the narrative constructed from the techno-deterministic panic that the Bodega start-up provokes serves to reify a brand of multicultural urban authenticity, community, and immigrant determination that corner stores have come to represent. The overwhelmingly negative reactions to the Bodega start-up enable a version of performative politics based on a romanticized view of bodegas as unique, idiosyncratic sites of consumable culture in New York City, and the connection to immigrant narratives is deeply imbricated in the affective construction of this brand identity. While the response to the Bodega start-up provides an important counter-narrative to the heightened nativist, anti-immigrant political discourse currently prevalent in the U.S., the branding of bodegas distances them from the very communities they were historically meant to serve and obscures the complex realities of invisible labor, precarity, and gentrification in New York City.

Id: 20468

Title: Reading Community Newspapers as Radical and Critical Media: A Study of Namaskar's Advocacy Practices for Social Change in Puri District of Odisha

Session Type: Individual submission

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Abstract: Drawing on the case study of a community newspaper Namaskar, the paper discusses the potential of alternative media for social change. It explores the participatory advocacy activities of Namaskar and its 'impact' in the 'underdeveloped' areas of coastal Odisha in India by borrowing from the theoretical understandings of 'critical' and 'radical' approaches of alternative media. The paper draws on Christian Fuchs's idea of 'Critical Media' where he argues that 'critical media' do not accept the society as it is. Rather, through 'negation of negation' and 'dialectical realism' at the levels of content and form, it focuses on possibilities of social change by strengthening 'co-operation' and 'participation' in the society. Namaskar principally covers civic issues affecting the lives of people in their community that are usually ignored by mainstream media. It takes the development issues to the concerned authorities through a 'grievance escalation system' and brings everyone together to work towards the redressal in a co-operative and participatory manner. The paper also draws on John Downing's idea of 'Radical Media' where he emphasizes on the roles played by alternative media in strengthening of 'democratic culture' in everyday life by being more 'responsive' to the 'voices' and 'aspirations' of the people who are excluded in many ways. Working with the approach of volunteerism and the premise of 'every reader is a reporter', Namaskar provides equal opportunities of participation, and a platform to every member of the community to share her/his concerns of livelihood, development and justice. Through testimonies and evidence from the ground, Namaskar questions the prevailing economic situation and creates an environment to advocate for change. The paper supports its arguments by presenting examples of such change with the help of data collected through in-depth case study method involving various qualitative methods of data collection such as in-depth interviews, focus group discussion and participant observation. The paper analyses Namaskar's initiatives as a critical as well as a radical media to gauge its potential for bringing about social change.

Id: 20617

Title: Dynamics of indexed scientific publications: Experiences of Latin American Communication researchers

Session Type: Individual submission

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Abstract: Communication in Latin America is a complex academic field which faces several challenges: underrepresentation of regional authors in international literature, disconnection between research practices and the global dynamics of scientific publication, shortage of indexed peer-reviewed journals, among others. The fact is, academic writing is an integral part of being a scientist: to be under constant pressure to research and make that newfound knowledge visible. Latin America is no exception to this dynamic of constant publication in indexed peer-reviewed journals.

Despite the increase of researchers and the fact that there are over 1.742 faculties of Communication across the region, there are no journals of this discipline indexed in the largest scientific databases: zero journals indexed in the Journal Citation Reports, as opposed to 9 journals indexed in the SCImago Journal & Country Rank. Of the 33 countries belonging to the Latin American region, only 4 of them have Communication journals indexed in these, the largest databases of peer-reviewed literature in the world. Which factors influence this underrepresentation of Latin American Communication scholars in the international scientific community?

The former question is part of the author's doctoral dissertation, which seeks to comprehensively analyze these publication dynamics. For this study, an inductive approach was employed, taking into account Grounded Theory precepts. Researchers and Journal Editors in field of Communication were asked to share their experiences through open interviews, as well as reviewer comments of their most recent published research. Resulting data was analyzed using QDA (Atlas.ti), contrasting the perspectives of researchers, editors and reviewers' feedback. Several patterns emerged that offer a picture of scientific publication dynamics in the region.

Standardization, Visibility and Lack of Scientific Training were categories found that encompass these experiences. The partials results expose a landscape in which regional scientists must adapt to the increasingly complex dynamics of knowledge generation whilst facing the disadvantages that arise of being a part the Global South, at the periphery of science.

Id: 20630

Title: Selective self-presentation and technological affordances: Comparing two location-based mobile dating apps for men who have sex with men

Session Type: Individual submission

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Abstract: Location-based real-time dating (LBRTD) app is a primary online space for men who have sex with men (MSM) to seek casual sex or long-term relationship. Previous literature focused on how MSM present themselves on the app profile. Afforded by technological features, MSM carefully used the language to manage the stigma associated with casual sex and sexualities on LBRTD app (Birnholtz et al., 2014). Nude body picture was frequently used by MSM to attract attention (Miller, 2015; Lemke & Merz, 2018) while objectifying content was associated with the goal of sexual encounter (Anderson et al., 2018). As for gender roles, masculinity is highly privileged (Reynolds, 2015). Thus, dating apps not only provide a novel opportunity for MSM to construct identity and fulfil relational goals but also reinforce body typing, ageism, and racism (Fitzpatrick et al., 2015; Conner, 2018). Since homosexuality is considered as pervert in the public discourse in China (Chang & Ren, 2017; Xie & Peng, 2018), sociocultural context also matters. Recent two systematic reviews on gay dating apps studies have called upon further investigation on technological development (Wu & Ward, 2018) and international experience (Chan, 2017).

Adopting the hyperpersonal model (Walther, 1996), this study examined how interface attributes of the channel shape selective self-presentation of MSM on two most popular dating apps in China, Blued and Aloha. The two apps have distinctive matching algorithms and interface designs which can be informed by users to employ different strategies (e.g. deception) (Toma & Hancock, 2010) to present themselves selectively. A content analysis on the profile from a national sample (N = 600) suggested that the profiles on Blued tended to contain a sexual self-label, not to disclose a recognizable face, and to have a nude picture. Profiles on Blued also tended to mention masculinity, fitness, and their partner preference. A linear regression model indicated platform, sexual self-label, and relational goal significantly predicted the level of self-objectification.

Id: 20696

Title: "How We Mourned": Memory Institutions in the Aftermath of American Mass Shootings

Session Type: Individual submission

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Abstract: Within the past couple decades, the rise of mass shootings has shaken the foundations of American life. In the aftermath of these tragedies, memory institutions, or organizations that manage public knowledge, have become increasingly involved in the collection, preservation, and display of materials left at the shooting sites. In fact, memory institutions are now called upon to, not only preserve artifacts from mass shootings, but also to act as the very curators of mourning. This project is interested in how the public's response to mass shootings in the 21st century has altered the traditional role of memory institutions, who are more involved than ever in memorializing the victims and facilitating community healing.

This study begins by recounting traditional understandings of these institutions as sites of knowledge and state power. Then, after analyzing the 76 mass shootings since 2000, this paper outlines the memorialization practices that have now become customary following these incidents. Such an analysis will begin to illustrate how these practices are increasingly intertwined with memory institutions' response to mass shootings. This paper then considers six case studies in which museums and libraries were integral in preserving objects collected from Virginia Tech, Tucson, Newtown, Charleston, Orlando, and Las Vegas. The resulting analysis argues that, although memory institutions still retain their archival and educational function, their new role is to provide an additional site for ritualistic mourning. Here, exhibitions serve as spaces for visitors to perform customs that echo the funeral service. While this may have important benefits, like allowing the larger public to formally grieve these tragedies, it also raises concerns over who decides what is worthy of preservation and display. Ultimately, this study highlights the growing need for spaces to collectively mourn mass shootings and points to cultural institutions, like museums and libraries, as alternative sites for healing.

Id: 20700

Title: Whenever, Wherever, We're Meant to Be Together: Complicating Cultural Hybridity in Latin American Popular Music through Case Studies of Shakira and Lila Downs

Session Type: Individual submission

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Abstract: Cultural hybridity theory bears criticism for over-privileging Western perspectives. Scholars also criticize hybridity research produced by the Global North for homogenizing countries and regions in the Global South. This study offers a new, alternative approach to cultural hybridity using these criticisms as a foundation, globalization and hybridity as frameworks, and popular music as a site of inquiry. This study proposes market-driven cultural hybridity, a reorientation of hybridity that centers the global market as the force of hybridization instead of countries or nations. In this approach, market forces attract cultural production and drive cultural hybridization. It prioritizes the influence of market forces on global cultural industries. But market-driven cultural hybridity also gives agency to cultural producers in receiving or resisting hybridizing effects. Market-driven cultural hybridity proposes that hybridity manifests in two ways. Market-receptive hybridity readily incorporates cultural characteristics of the dominant market, whereas market-resistant hybridity limits the influence of the cultural characteristics of the dominant market on cultural products. This study employs case studies of Latin American popular musicians to illustrate this new theoretical approach. First, it considers the social, political, and economic contexts of Colombia and Shakira as a case study of market-receptive hybridity. Then it examines the social, political, and economic contexts of Mexico and Lila Downs as a case study of market-resistant hybridity. This juxtaposition exemplifies how market forces and cultural producers impact cultural hybridization. The outcomes of a market-driven approach to hybridity decenter the countries of the Global North and explain cultural hybridity in media as results of market forces, not national borders. This approach also allows hybridity to be scaled; that is, it allows hybridity to be considered within or across any region (not just between Global North and South) since the intervening factor is the industry market, not geopolitical borders.

Id: 20717

Title: Who is the arbiter of truth? Mainstream journalists' responses to fake news during the military coup in Zimbabwe.

Session Type: Individual submission

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Abstract: A political crisis, like a military coup, generates significant uncertainty about the unfolding event and the means and motivations of the actors. In the contemporary World of rapid and de-institutionalised information production and dissemination, fake news has an influence on how the event is understood and interpreted by the mass public. There is a paucity of research on how mainstream media journalists have responded to fake news, especially during fast-moving events like military coups. This is despite increasing research on the influence of fake news on traditional news production practices and its influence on elections. This study investigates how fake news influenced the daily operations of mainstream media journalists in Zimbabwe during the November 2017 'soft coup', dubbed 'Operation Restore Legacy'. The paper, anchored on disinformation theory and the social organisation of news theory, interrogates how mainstream journalists in Zimbabwe responded to the phenomenon of fake news during the 'soft military coup' that led to the 'resignation' of Robert Mugabe as they covered the story. Deploying qualitative interviews with purposively selected political reporters from mainstream daily newspapers, the study found out that faced with an avalanche of fake news, journalists responded by re-evaluating their news sourcing routines and engaged in collective efforts to identify sources and pressure points of fake news that interfered with their own work. Yet, overt reliance on unreliable websites and social media sources to produce news still persisted. Based on this and other related findings, we recommend that journalists should evolve their own platforms and mechanisms to verify and challenge fake news prevalent on social media and websites. We further recommend a "triangular approach" that can, in the long term, reduce the influence of fake news

Id: 21011

Title: The cultural and economic sustainability of small media markets: Is size a good driver for media policy'

Session Type: Individual submission

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Abstract: Ensuring cultural and economic sustainability of media industries' output is a goal of media policy in most EU Member States. This is considered particularly challenging for 'small media markets'. The concept implies that there is an impact of size on desirable outputs generated by markets and, subsequently, requires different government policies. Digitalisation, convergence, and internationalisation in media markets have prompted a revivification of the idea that small markets need more protection, especially against Internet platforms and the possibly perverse effects they might have on local content production, independent journalism, etc.

But is 'small media market', especially when defined in relation to population size, still a relevant concept to study and develop media policies against the background of converging and internationalising media and communication markets? Will it tell us anything about the cultural and economic sustainability of content production?

This paper, firstly, defines what a small media market is and, operationalises cultural and economic sustainability. Secondly, it applies a quantitative methodology to analyse media markets in eight countries. To this purpose, aggregated data, from among others, Eurostat and the European Audiovisual Observatory are used to look at different indicators in several media sectors.

The aim thereof is not only to have an overview of diverse media markets, but also to understand whether there are differences between these countries, which can be attributed to some of the features of small media markets. Accordingly, both big and small media markets were selected, with a varying level of GDP per capita. Countries selected are Germany, UK, Italy, Poland, Belgium, Ireland, Denmark and Croatia. We purposefully selected countries from each of Hallin and Mancini's (2004) models and the post-communist model (Terzis, 2007). This selection should allow us to draw conclusions on the relevance of size, other indicators of smallness and basic political economy elements when looking at cultural and economic sustainability.

Id: 21426

Title: From Meaning-minding Approach to Empathy-minding Approach: Rethinking the Popular Phenomenon of Chinese Hip-hop "Based on the grounded research on the popularization production patterns of songs in The Rap of China

Session Type: Individual submission

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Abstract: Abstract:

Hip-hop used to be originally a kind of subcultural music of a small minority in China, but the great popularity of "The Rap of China" brought it to the popularized cultural industrial system. Based on the constructing grounded theory, this study makes a grounded analysis on the lyrics of all the songs presented in "The Rap of China", generalizing five main production patterns of Hip-hop music, which are Self-examination Pattern, Appeal-expression Pattern, Positive-gratitude Pattern, Diss-Pattern Self-immersion Pattern.

The study finds that Hip-hop singers can construct and expand the common sense space with the audience by localizing songs, reducing the criticality of songs, enhancing the social and instrumental roles of songs, catering to commercial needs and other means, so as to achieve the popularization and industrialization of Hip-hop songs. The whole process reflects how the capital and cultural elites influence the subculture and make the alienation of Hip-hop singers happen. In this meaning-minding approach of alienation, Chinese Hip-hop has lost its original "Aura".

Therefore, how to deal with the relationship between the market-narrative and meta-narrative? How to deal with the relationship between mainstream culture and Hip-hop subculture? How to deal with the problem of the subjectivity of Hip-hop music? How to construct the empathy-minding approach to a better usage of the social values and guiding roles of Hip-hop music? These questions are worthy of attention and rethinking, and this study tries to discuss and finally to present a proper answer.

Keywords:

Meaning-minding approach, Symbolic interaction theory, Empathy-minding approach, the Grounded theory, Production pattern, The Rap of China

Id: 21658

Title: Social media manipulation for propaganda in authoritarian regimes

Session Type: Individual submission

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Abstract: Formally organized social media manipulation by government and political party actors has dire implications for citizens in authoritarian countries where one of the very few spaces for them to express political views and facilitate collective actions, social media, have become polarized environments ideal for bolstering false perception and undermining civic organizing. Although in recent years a good number of research projects have documented the main strategies of cyber troop activity, they tend to give an overview of strategies and technical techniques for social media manipulation without an in-depth analysis of the pro-regime message framing and the context within which such information warfare successfully carried out to suppress dissenters and social movements. Therefore, the paper presents the various ways on which social media is being exploited to serve authoritarian regimes' interests. I argue that it is important to research and evaluate this phenomenon with reference to specific historical, cultural and political contexts in which it occurs. The argument is developed through detailed case studies on Vietnam and Philippines current administrations' uses of Facebook, the most popular online social networking site at these countries. This analysis is pursued from a sociotechnical perspective. It traces how specific technical and commercial affordances of social media are re-appropriated and exploited as a tool for authoritarian regime stability and waging war against a wide range of opponents, especially opposition parties, activists, and journalists. The social media manipulation strategies of authoritarian regimes can be conceptualized as practices leveraging social media affordances in four main ways: (1) undermining the opposition and dissidents, (2) bolstering the legitimacy of the regime and its harsh response to dissenting voices, (3) counter-mobilizing public support, and (4) abusing the social networking site's community standards to silence critical voices.

Id: 21739

Title: The Dilemma of Transcultural Communication under China's Belt and Road Initiative ---
The case of Chinese Books' publishing in Russia and Nepal

Session Type: Individual submission

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Abstract: In this study, I discuss such publications' cultural impacts through two case studies. The first is Russian Chance International Publishing Group, a Chinese-invested private enterprise owning the only China-themed publisher and bookstore chain in Russia, Kyrgyzstan and Tajikistan. The second is the Nepalese Xinzhi Bookstore, Nepal's largest Chinese bookstore. The publishing efforts in both Russia and Nepal have received support from the Chinese central government and local publishers.

Focusing on the role of domestic and international capitals in both countries, this study explores the dynamics surrounding the overseas publication of Chinese language and China-themed books and how different forces shape the public representation of "Chinese culture". By attending to different cultural identities found in the Russian and Nepalese cases, I explicit the contradictions and dilemmas caused by various capitals' intervention in transcultural communications. I argue for a situated approach to address the ways political economy interact with cultural identities. While in Russia, publishing chain dominated by private capital as well as driven by market tries to get rid of the control of Chinese state and regional capitals and pursues the construction of logical Chinese culture and contemporary literature, in Nepal, Chinese books' publishing dominated by Nepalese capital with the collaboration of Chinese regional capitals is filled with Chinese regional books, regional culture, classic legends and other stereotypes, with few market-driven children's literature. Capitals are not fully integrated with foreign culture to realize transcultural communication influences. To this end, the study seeks to articulate a dynamic theoretical framework addressing how capital and power shape the overseas circulation of Chinese language and China-themed publications.

Id: 21940

Title: Building International Brand Awareness via Omnichannel Marketing Communications: the case of Spanish Fashion Brands

Session Type: Individual submission

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Abstract: The purpose of this paper is to investigate Spanish fashion brands' adoption of omnichannel marketing communications as a way to build brand awareness and enhance international market entry. Digitalisation has led to significant transformations in consumption habits, communication and distribution channels (Bai et al, 2018; Mosquera, et al., 2018). An omnichannel strategy providing a seamless shopping experience via integrated online and offline touchpoints has become a near necessity for fashion brands competing on a global level (Bonetti and Perry, cited in Vecchi, 2017). There is a dearth of research on the role of omnichannel Integrated Marketing Communications (IMC) in the context of internationalisation. Furthermore, Spanish fashion brands are early adopters of this new model and warrant further investigation.

Building on the work of Bai et al. (2018) and Payne et al. (2017) we adapt the omnichannel IMC framework to the context of fashion brand internationalisation, as the theoretical lens through which to study this phenomenon. This paper adopts an interpretivist approach that uses a qualitative multiple case study research design. Primary data were collected via qualitative in-depth executive interviews with four leading Spanish fashion brands. Secondary sources of information were used to triangulate information and increase the rigour of the method. Data were analysed via thematic analysis.

Findings suggest that Spanish fashion brands are showing signs of leadership in creating omnichannel experiences to enhance international expansion and create a cohesive brand image. However, challenges remain in the shape of resource allocation and investment and the different levels of digital infrastructure in international markets. This study contributes to the growing body of work on omnichannel communication strategy and provides empirical evidence of Spanish fashion brands' adoption of an omnichannel approach to internationalisation.

Id: 22038

Title: Prácticas profesionales del periodismo de datos en medios nativos digitales latinoamericanos en función del interés público y la transparencia gubernamental. Casos de estudio: Postdata.club (Cuba) y La Data (México)

Session Type: Individual submission

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Abstract: El Periodismo de Datos (PD) se configura como especialización emergente en Latinoamérica. Por encima de la asunción de tales rutinas productivas por parte de medios tradicionales, se evidencia en la región un incremento de medios nativos digitales fundados, precisamente, para hacer PD. Sin embargo, no fue hasta 2015 que se publicó el Manual de Periodismo de Datos Iberoamericano, estructurado fundamentalmente desde una arista experiencial. En la literatura científica publicada sobre el tema, en las últimas dos décadas, solo resaltan Brasil y Argentina como focos investigados en la región, lo cual evidencia la necesidad de estudios académicos referidos a esta práctica profesional.

Según el análisis de variables macro, meso y microsociales descritas por Shoemaker y Reese al referirse a sistemas mediáticos, factores como el Estado transversalizan significativamente ámbitos de orden organizacional del PD, pero, a pesar de ello, actualmente tal especialización es asumida como espacio de participación ciudadana. Por lo tanto, el presente estudio analiza cómo las prácticas profesionales en Postdata.club (Cuba) y La Data (México) responden al interés público y fomentan la transparencia gubernamental en cada uno de los contextos nacionales a los que pertenecen.

Para ello, nos auxiliaremos de métodos como la revisión bibliográfico-documental para describir el estado del arte del tópico en cuestión y los contextos en los que están insertados estos medios de prensa; la entrevista semiestructurada para caracterizar rutinas productivas y perfiles y valores profesionales; y el análisis de contenido en función de verificar la presencia de temas de interés público y transparencia gubernamental en sus productos comunicativos y su interacción con las audiencias.

Id: 22188

Title: Representaciones y autorrepresentaciones de la clase privilegiada en México: discurso y legitimación de la desigualdad social

Session Type: Individual submission

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Abstract: PRESENTATION IN SPANISH

De acuerdo con el informe Panorama Social de América Latina 2016, elaborado por la Comisión Económica para América Latina y el Caribe (CEPAL), México es uno de los países con mayor desigualdad social de la región. Definida como una sociedad plural y heterogénea, ya desde la segunda mitad del siglo XX se advertía la subsistencia en México “de grupos humanos colonizados, super-explotados y sub-empleados que no participan de la cultura nacional” (González Casanova, 1985, 175).

El objetivo de esta investigación doctoral es estudiar cómo la representación y la autorrepresentación de la clase privilegiada en los medios (prensa, televisión, cine) ha contribuido de manera determinante a profundizar las condiciones de desigualdad social en México al reproducir un discurso que legitima la posición de la clase alta frente a una población que ha asumido históricamente su condición de explotación y sumisión. Para ello, empleamos como método de investigación el análisis crítico del discurso (Richardson, 2007) y el análisis de textos visuales (Gonzalo Abril, 2012), ambos aplicados a la serie *Made in México*, producida por Netflix y que muestra en el formato de un reality show cómo es la vida de personajes que integran la alta sociedad de México.

El discurso aparentemente progresista que ofrece resulta en realidad elitista y conservador al subrayar las diferencias, la estratificación y la incapacidad de las clases menos favorecidas de reconocerse como ciudadanos con posibilidades verdaderas de ocupar otras posiciones que las designadas por la élite. A partir del concepto de hegemonía (Gramsci, 1975; Laclau & Mouffe, 1987), analizamos cómo este sistema de creencias realiza una función de adoctrinamiento cultural que conduce a la aceptación de esta posición subordinada, esto al carecer de una conciencia de clase, lo que profundiza las graves condiciones de desigualdad de aquellos grupos que históricamente han sido marginados.

Id: 22633

Title: Framing the Central American Migrant Caravan: from Trump's tweets to the media

Session Type: Individual submission

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Abstract: As part of a current doctoral thesis, this proposal enquires on how the Mexican and American media "frame" the Migrant Caravan issue, and the construction of a wall that separates the US - Mexico border based upon the tweets of President Donald Trump.

By reproducing the American President's tweets without proper context and analysis, the Mexican and American media do not always construct the reality of migrants based on their own research and data, which ends up configuring a very limited vision that results in inaccurate information or misinformation, in addition to a polarization among its readers, making of such communicative and political situation a clear contribution to the phenomenon of "post-truth".

From the perspective of "framing" from Robert Entman (1993), Scheufele (1996) and Iyengar (2003), both Donald Trump's tweets referring to the Migrant Caravan and the notes published in the subsequent five days in nationwide Mexican and US "portals" and are analyzed (Reforma, El Universal and La Jornada) and US (The New York Times, The Washington Post and USA Today) during the period from October to November 2018. This corpus serves to identify in what ways the media take up the tweets of the president of the United States related to the issue of migration.

In preliminary results for this investigation, it has been found that the tweet is cited within the note; Donald Trump becomes one of the sources that sustain and legitimize the journalistic content, which affects the construction of the frame. In addition, the media might prop up the construction of negative emotions such as the fear of the Migrant Caravan by positioning Central America as a place where violence and organized crime live.

Id: 23068

Title: Mapeo bibliométrico del comportamiento de la producción de revistas científicas latinoamericanas en Comunicación

Session Type: Individual submission

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Abstract: Las revistas científicas hoy generan indicadores que miden cada vez más la productividad de universidades e investigadores. Si bien, existen posturas críticas frente a este tipo de publicaciones, desde allí se generan importantes aportes al conocimiento. En sus inicios la mayoría de publicaciones científicas se dieron en áreas de las ciencias duras. No obstante, hoy en día se han extendido a todas las áreas del saber, incluyendo humanidades incluyendo enfoque más cualitativos e interpretativos (Walter, Cody, & Ball-Rokeach, 2018).

En el contexto internacional, las bases de datos como Web of Science (WOS) o SCOPUS se han posicionado aunque han sido altamente criticadas por su carácter euro-céntrico y excluir las epistemologías y cosmovisiones del Sur Global. Diversos estudios han mostrado que autores de América Latina, África y países de Europa Central no son citados en los principales journals en las ciencias sociales (Gringas & Nathan; 2018). Se hace entonces indispensable analizar las dinámicas que se dan en estas publicaciones para efectos de comprender mejor que se publica en las revistas del campo de comunicación.

Hoy en JCR no existen categorizadas revistas latinoamericanas, en Scopus hay 9 y en ESCI 8, lo que demuestra que frente al universo de publicaciones, Latinoamérica no ha tenido un vertiginoso desarrollo. Existe artículos de corte bibliométrico o de análisis de contenido sobre el desarrollo de las revistas, los rankings en las que éstas se encuentran, entre otras variables; sin embargo, no se ha desarrollado una investigación que analice de manera integral la producción científica de las revistas en comunicación latinoamericanas.

Lo que se pretende, es mostrar los resultados preliminares de un mapeo bibliométrico del periodo comprendido entre el 2013 y el 2018, acerca del comportamiento de la producción de 17 revistas científicas latinoamericanas del área de comunicación que están en Scopus y ESCI.

Id: 23176

Title: Professional formation, demands and transformations of the labor market on professionals of communication and journalism in Colombia.

Session Type: Individual submission

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Abstract: This study seeks to establish the relationship between the perception of graduates, communication and journalism programs in Colombia, on the training received in communication faculties and the demands and transformations of the work environment and the labor market.

Observing the challenges faced by professional in the communication and journalism fields given contemporary social transformations.

The study investigates the training received by professionals and labor demands according to their trajectory from the following variables: perception of training (work, professional and occupational profile) and perception of labor demands (socioeconomic profile, working conditions and emerging labor sectors). It also asks about the types of jobs that are performed, the modes of hiring, types of companies where they work, working conditions, sectors of greater or lesser demand, new job sectors, skills and abilities required by the labor market in the context of contemporary socio-technical changes.

The applied research technique used was an online questionnaire with open and closed questions. The observation window was from 2012 to 2017, covering a population of about 15 thousand graduates in communication and journalism throughout the country. A simple random sample was made covering a population of 1338 professionals throughout the country.

The paper is the product of a study carried out with the support of the Colombian Association of Communication Faculties and Programs in Colombia (Asociación Colombiana de Facultades y Programas de Comunicación en Colombia - AFACOM), which brings together some 65 training programs in communication and journalism throughout the country.

**The presentation will be made in Spanish.

Id: 23188

Title: Big data y thick data para la innovación en investigación social: desafíos de la educación en la era tecnológica

Session Type: Individual submission

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Abstract: El avance de las tecnologías de la información y comunicación ha favorecido la producción y circulación de información en una escala sin precedentes; en consecuencia, hoy resulta más fácil acceder a grandes cantidades de datos. Sin embargo, la captura de estos datos suele ser tarea de corporaciones tecnológicas que favorecen modelos de negocio en los se explota comercialmente la información de los usuarios, siendo aún escaso su empleo en investigación social.

No obstante, los mismos defensores de los grandes datos (Big data), son cada vez más conscientes que para la comprensión de fenómenos sociales, los datos por sí solos no son suficientes, pues para ello es necesario profundizar en los contextos en los que se producen y recopilan; es por esto que desde allí mismo, en lo corporativo, emergen los datos densos (Thick data), una apuesta metodológica que, dentro de la euforia del mundo digital, apuesta por retomar el trabajo etnográfico para darle sentido a los grandes datos.

En ese contexto, esta investigación busca poner de manifiesto ¿Cómo el uso de grandes datos y datos densos puede enriquecer ejercicios investigativos en el campo de la comunicación y cultura? partimos de la hipótesis que esta integración metodológica potenciaría procesos investigativos, obtención de resultados y toma de decisiones.

Para responder esta pregunta se ha venido desarrollando un proceso de enseñanza-aprendizaje con comunicadores y gestores culturales que lideran proyectos con diversos grupos sociales en Colombia. Los estudiantes e investigadores pusieron a prueba la estrategia metodológica que integra grandes datos y datos densos en investigaciones con grupos sociales singulares en los que aparentemente la combinación metodológica no arrojaría información significativa. En ese sentido, esta ponencia busca compartir los resultados de dicho proceso y algunas reflexiones sobre los desafíos que supone la integración de datos en investigaciones socioculturales.

Id: 23402

Title: Disadvantaged by data or not? Changing the power dynamics between disadvantaged young people and the public policymakers

Session Type: Individual submission

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Abstract: At a time when the growing domination of digital media and communications by global corporations threaten to undermine citizens' fundamental rights, I contend that researchers need to continue to pay attention to the influence of public sector officials over people's lives through the collection, analysis and application of Big Data in their policymaking. This is particularly important with regard to marginalised young people who may be experiencing additional inequalities arising from limited access to the internet as well as from their online activities (Robinson, 2009).

In this paper, therefore, I explore the relationship between Big Data-influenced public policies and the shaping of citizens' social and cultural inequalities through the lens of such marginalised young people. Through the reduction of individuals to anonymous 'types' within officially determined categories such as age, gender, ethnicity, place of birth and home address, Big Data enables officials to make policy and apply it in a 'one size fits all' approach which does not allow any discretion. This may add to young people's inequalities since they lack the power and agency as individuals to challenge decisions which may have an adverse affect upon them.

I draw on initial findings from research set within a reflexive, interactive collaboration with Beatfrecks (a collective based in Birmingham which use creative practices to empower young people). This includes ethnographically-informed fieldwork based on observations, interviews and conversations with members of the company as well as with young people.

By encouraging young people to identify and then give voice to their concerns in public fora and online, I argue that this company may enable them to challenge the normative public sector representation of young people at the margins and in so doing may then begin to reshape the power dynamics between them and policymakers.

Reference

Robinson, L. (2009). A Taste for the Necessary. *Information, Communication & Society*, 12(4), 488–507.

Id: 23411

Title: Communicating in the 'dark': The uses and efficacy of alternative and citizens' media during the 2019 internet blackout in Zimbabwe

Session Type: Individual submission

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Abstract: News media can influence the perception of salience of issues on the public agenda and can bring people's attention and thoughts to specific topics (McCombs & Reynolds, 2009). With growing use of social and individualised media, this role of news media faces a challenge from alternative and citizens' media. In repressive contexts—where mainstream media is predominantly state-controlled and there is lack of media plurality, alternative media can shape public agenda. The study examines how Zimbabweans used alternative and citizens media during the January 2019 internet blackout and how that affected people's attitudes and political opinions. Through a qualitative content analysis of information produced and shared during the blackout, and in-depth interviews with both producers and users of some of the alternative media, the study explores how alternative platforms were employed to circumvent information blackout and to focus the public's attention to particular topics. Limited access to information—worsened by lack of trust in the state-run media—during this period also characterised by violence created high uncertainty about what was happening across the country. Zimbabweans sought and learned about what was happening through SMS and alternative platforms like Telegram messaging application. However, the task of creating news and filtering and fact-checking information, that is normally done by professionals, was left to individual users helping the spread of unverified information, speculation and fake news. The study revisits significant elements of agenda-setting approaches by exploring alternative media use in a global South setting with limited media plurality and excessive control of traditional media. It proffers insights on agenda-setting, intermedia agenda-setting, the relationship between agenda-setting and disinformation, as well as the implications of all these factors on the public's understanding of their environment and each other.

Id: 23553

Title: Cultural politics of the city branding: A case study of the Seoul Metropolitan Government

Session Type: Individual submission

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Abstract: Since 1995, when the Korean state introduced a local self-governing system to its provinces and municipalities, all the mayors of this metropolitan city elected by direct elections proclaimed its city as a cultural hub of the nation. Indeed, they proclaimed slogans which names represented creativity such as Oh Se-hoon (2006 – 2011)’s ‘creative governance (Changeui Sijeong in Korean)’ exemplified. As cases of Digital Media City and Guro Digital Complex well-explain, terms that were relevant to culture were used in local redevelopment projects. Such instrumentalization of culture keeps in with a recent trend of ‘creative cities’ in other countries (Hesmondhalgh & Pratt, 2005; Bell & Oakley, 2015; Banks, 2017).

Considering criticisms of the vagueness and effectiveness of the ‘creative economy’, however, it is important to examine the political dynamics of these naming as creative (Belfiore, 2009; Kim, C., 2017). In particular, the discourse of ‘creative economy’ and its implementation in policies is subject to the local political dynamics (Kim, T. 2017). That being said, examining the political dynamics and orientations of the Seoul Metropolitan Government in introducing cultural and creative concepts is expected to shed light on how the discourse of ‘creative city’ is translated and manifested in conjunction with local contexts. In order to investigate the political fundamentals of the city branding, it analyzes texts of policy documents and press releases, and explain the results with the discourse analysis.

Id: 23581

Title: Access, interaction and participation in the practices of public communication of science in Colombia

Session Type: Individual submission

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Abstract: Work in progress. This proposal is part of the preliminary results of the doctoral research "Practices of public communication of science in the museums Parque Explora (Colombia) and Cosmo Caixa (Barcelona)". The research presents the relationships generated from the analysis of three types of practices of public communication of science in the Colombian museum Parque Explora. This analysis takes as a starting point the concepts of access, interaction and participation and their possible combinations and transformations from the most recognized models of public communication of science.

The field of public communication of science is relatively recent and in Latin America it is an area with little research development, especially in relation to how museums and science centers create and develop specific practices that communicate science to the public.

The methodology of qualitative approach includes a review of literature that has considered studies in the field of public communication of science, studies of participation in museums and studies developed on science museums in Colombia, Latin America, Spain and Europe between 2013 and 2018. The data collection includes documentation of the museum, observation "in situ" of the three selected practices and interviews with the actors involved in them. The strategy for data analysis is the Qualitative Content Analysis combined with the application of evaluation instruments proposed by previous studies.