SOUTH - NORTH CONVERSATIONS
International Association of Media and Communication Research Conference 2012 South Africa

PROGRAMME
THE SIGNIFICANCE OF THE CONFERENCE LOGO

The logo depicts the flower of the Erythrina Caffera, the Coastal Coral Tree. It was chosen to echo the conference theme - a jewel of a tree that has found a place all over the world. This smallish tree, endemic to the KwaZulu-Natal coast, is the epitome of our South-North Conversation. The Erythrina is native to the southern part of Africa, but has become a global phenomenon, imported to every country in the world where conditions are warm enough to sustain it. In California, for instance, it is so common that many horticultural books refer it to as an American tree!

Erythinas are in full bloom in Durban during July-August, the period during which we will host the conference. With crimson-orange flowers which appear just as the new young leaves are appearing, its appearance heralds the joyous rebirth of spring when Africans plant the new crops. The scarlet flowers on otherwise-bare winter branches speak of hope, renewal, intense beauty and optimism. The timber has been used by the amaZulu for centuries to make rafts and canoes. The tree’s medical properties are widely used, even today. The red seeds - ‘lucky beans’ - are used in necklaces.

Beadwork has been an important art form among African people for many centuries. In West Africa the nobility of Ghana, Mali and Nigeria wore beaded regalia so heavy that they had to be supported by attendants when rising from their thrones to move about in the course of their duties. In southern Africa, the Ndebele of the north-east translated their architectural decorative patterning into much desired beadwork art forms. Among the amaXhosa of the Transkei, beadwork is used to distinguish unmarried from betrothed girls; brides from new mothers, and is always closely associated with the relationships between men and women.

However, it is Zulu culture that is best known for its use of beadwork in intricate patterns of messaging and social coherence. Beads have been worn by the amaZulu from ancient times, with the oldest examples being made of materials ranging from the bones or the egg shell of an ostrich, to stones, seeds and metal. With the increasing level of urbanization amongst the amaZulu, many beaded items for everyday use are today made from plastic. However, the best quality modern Zulu beadwork is made almost exclusively from glass (known as seed beads).

Zulu beadwork is characterized by codes of colours and geometric patterns, combined to convey messages and meanings. Beadwork, so integrally a part of Zulu culture, heritage and values, has moved seamlessly into the twenty-first century as an art from that is carried out with great verve, while never losing its intrinsic value. Beaded objects are highly ‘collectable’, both as items of cultural value and as art pieces in their own right.

The 2012 Durban-IAMCR logo has drawn on this tradition, respectful of its heritage, and celebrating its multi-cultural potential. The image is a digitally-manipulated rendition of a photographically-captured Erythrina flower- thus twice mediated, once as photograph, twice as enhanced manipulation. It brings together three elements - the iconic natural diversity of the region; the acknowledgment of Zulu heritage and tradition, and the immediately contemporary power of the mediated image in a digital landscape.
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**Sections** - Aud - Audience • ComCom - Community Communication • CPT - Communication Policy and Technology • ESN - Emerging Scholars Network • Hist - History • GenCom - Gender and Communication • IntCom - International Communication • JRE - Journalism Research and Education • M&S - Media and Sport • PCR - Participatory Communication • PolCom - Political Communication • PolEcon - Political Economy • Law - Law • MER - Media Education Research • MCPO&S - Mediated Communication, Public Opinion and Society • P-Soc & P-AC - Post socialists & Post Autoritanian
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**Working Groups** - CA - Comic Art • HIV - Health Communication and HIV/AIDS • Diaspora - Diaspora and Media • DD - Digital Divide
EnvSciR - Environment, Science and Risk • Ethics - Ethics of Society and Ethics of Communication • GMP - Global Media Policy
Islam - Islam and Media • Hom - Health Communication and Change • MedProd - Media Production Analysis • M&Rel - Media, Religion and Culture
Emerging Themes - CrisCom - Crisis Communication • VisualC - Visual Culture Working Group
The theme, ‘South-North Conversations’, reflects the asymmetry of communication flows between the ‘Global South’ and the ‘Global North’. We have chosen to place the ‘South’ ahead of the ‘North’ as is the more usual convention, to highlight issues of communicative empowerment, and of the positive potentials of media and communication in the processes of development. While acknowledging the enormous infrastructural deficits across the globe, and the many negative presuppositions that accompany the reality of the ‘digital divide’, we choose to take a more positive view. When we talk here of the ‘South’, we do so not only in a literal sense, but also figuratively. Every country, city and every community has their own ‘Hidden South’ - whether these are drawn along economic, class, racial or gender-defined lines. Thus, South-North Conversations are pertinent to all media and communication academics, whether from the ‘developed’ or the ‘less developed’ world. The formulation ‘South-North’ indicates disparities, but not necessarily in negative or passive ways; while ‘conversations’ indicates peer-to-peer equality, a more optimistic vision of global engagement.

Sessions in the conference include peer-to-peer conversations with public intellectuals, policy makers, media and communication academics from across the world. They will consider and debate topics that are both time honoured and yet immediately relevant to today - media freedom, gender divisions and gendered empowerment, regulation and governance of the digitally unruly, and the rise of the BRICS nations (Brazil-Russia-India-China-South Africa consortium) the ‘African and the increasing material and symbolic importance of ‘middle range’ regions. The net has been cast wide, but the central concern remains tight: exploring the different modalities of communication media flows, associated identities, images and perceptions; as well as information technology transfers from differently-situated regions of the globe. In this way, we hope to not only focus on topics close to the concerns of the host nation, South Africa, but also to a range of regional interests across the globe.
MESSAGE FROM THE CHAIR OF THE LOCAL ORGANISING COMMITTEE

Durban in Winter has trade marked the slogan “South Africa’s warmest welcome”. For many of you visiting Africa maybe for the first time, it is surprising that we have winter while you have summer (after all, many of you are on ‘summer break’), or that we have winter at all! But we promise to make up for the cooler weather by making sure you have a jam-packed four days, with a magnificent choice made up from Plenaries, Special Sessions and individual Section and Working Group Programmes.

It is our wish that as the world came to Durban for the recent COP-17 deliberations, and the highly successful Durban-based games of the Soccer World Cup, so too will the media and communication world enjoy a highly charged and intellectually stimulating IAMCR conference, filled with excellent presentations, vigorous debate and good fellowship. In the true African tradition of hospitality, we promise you a healthy helping of food, wine and song too.

Welcome to Durban IAMCR 2012.
INTRODUCING THE LOCAL ORGANISING COMMITTEE

Ruth Teer-Tomaselli
IAMCR2012 LOC
Chair, University of KwaZulu-Natal

Michele Tager
IAMCR2012 LOC, Deputy-Chair
President of the South African Communication Association (SACOMM)
University of Johannesburg

Donal McCracken
IAMCR2012 LOC
Treasurer, University of KwaZulu-Natal

Suzette van der Westhuizen
IAMCR2012
LOC, Administrator University of KwaZulu-Natal
The politics of naming
Annabelle Sreberny
School of Oriental and African Studies
London, UK
as98@soas.ac.uk

Names are political. Calling your child Ronald, Osama or Facebook is meaningful. City streets are often renamed after political upheavals or to memorialise significant events. There is also a long history of discursive struggle about how to refer to the planet that we inhabit, especially in the post-World War Two context.

The “Third World” was coined in the 1950s. It was adopted politically to signify a plague on both the hegemonies - Western and sovietised! It became connected to the Non-Aligned Movement, triggering the naming of the other two worlds. When the Berlin Wall fell, so did the tripartite ‘worlds’ and a new period of American hegemony seemed to be ushered in on the wings of globalization.

With awareness of the continued discrepancy between economically-advanced societies and others, the geographic signifiers of North/South became a short-hand for on-going global inequality, even as some countries like the ‘tigers’ of south-east Asia grew rapidly while endemic pockets of poverty remained in the North. Such crude geography couldn’t capture the complexity of pockets of wealth and poverty within regions and nations that Trinh-Minh-ha captured evocatively in the paradox of “A First World in every Third World, A Third World in every First World”.

In 2011 we witnessed political dynamism in parts of the Middle East and economic chaos in Europe and the US. There is a new recognition of the corporate capitalist production of inequality, embodied in the slogan “we are the 99%” and the ‘occupy’ movements being staged in over 200 locations around the world. National tax regimes seem to hardly touch the rich while entire national economies, as in the Turks and Caicos, support transnational tax avoidance. The former UN Secretary General Kofi Annan and former leaders of Mexico, Colombia and Brazil report through the Global Commission on Drug Policy that global anti-drug policy has failed by fuelling organised crime, costing taxpayers millions of dollars and causing thousands of deaths.

The BRICS are touted as the new engines of economic growth although some of their political and cultural practices leave a lot to be desired while other voices warn against the planetary impossibility of growth without end and looming food and water crises. Militarised struggles and natural disasters have created refugee and migrant movements that profoundly alter national demographics. This is a moment of reversals and remakings. Which countries are so well “developed” that they can tell others how to live? Where is the model of political practice that satisfies our human need for recognition and participation and that produces the kind of society in which people really want to live? How can the visible transnational inequalities of wealth and poverty and inequalities of opportunities for education and employment continue year to year? From where will the vision and the statesmanship emerge to offer alternative practices and can the new forms of political organization produce the desperately-needed solutions? New lines of division and of solidarity are opening up. It is the moment for the South to speak up loudly and perhaps to provide some of the analytic approaches and policy answers that the North has conspicuously failed to offer. Of course, we must acknowledge that we share one planet with its limited resources and what happens in one place effects the rest. Yet instead of searching for a singularity, a recognition of “many voices and many worlds” might be a more useful approach. It is thus a wonderfully apposite time for IAMCR to be travelling to southern Africa for our 2012 conference in Durban, under the theme of “South-North Conversations”. In the annual international encounter that is the IAMCR conference, we stage such debates both formally - in our plenary gatherings, special sessions and IAMCR sections and working groups - but also informally, amongst each other.

We need new ideas and new visions, new geographies and new politics. We can and must contribute to the solutions. I look forward to a fascinating encounter in Durban!
EXECUTIVE BOARD

Annabelle Sreberny
IAMCR2012 LOC
President
School of Oriental & African Studies
London, UK

Ruth Teer-Tomaselli
IAMCR2012 LOC
Chair, University of KwaZulu-Natal
Co-Vice President
IAMCR Executive Board

John Downing
Co-Vice President
IAMCR Executive Board

Beate Josephi
Treasurer
IAMCR Executive Board

Hopeton Dunn
Secretary General
IAMCR Executive Board
## EXTRA CONFERENCE EVENTS

<table>
<thead>
<tr>
<th>Day and Date</th>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, 15 July 2012</td>
<td>10:00</td>
<td>Section and Working Group Heads Meeting</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
</tr>
<tr>
<td>Sunday, 15 July 2012</td>
<td>10:00</td>
<td>Executive Board Meeting</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
</tr>
<tr>
<td>Sunday, 15 July 2012</td>
<td>13:00</td>
<td>Lunch for EB and IC</td>
<td>Ground Floor, Garden Court Marine Parade Hotel</td>
</tr>
<tr>
<td>Sunday, 15 July 2012</td>
<td>14:00</td>
<td>International Council Meeting</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
</tr>
<tr>
<td>Sunday, 15 July 2012</td>
<td>17:15-17:45</td>
<td>Busses from Hotels for Mayoral Reception</td>
<td>1. Outside Southern Sun, North Beach Hotel</td>
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<td></td>
<td></td>
<td></td>
<td>2. Outside Southern Sun, Garden Court Marine Parade Hotel</td>
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<td></td>
<td>3. Outside Southern Sun, Garden Court South Beach Hotel</td>
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<td>4. (Guests at Royal Hotel to walk across the street.)</td>
</tr>
<tr>
<td>Sunday, 15 July 2012</td>
<td>18:00</td>
<td>Mayoral Reception</td>
<td>City Hall, Durban central (opposite Royal Hotel.)</td>
</tr>
<tr>
<td>Monday, 16 July 2012</td>
<td>08:30</td>
<td>Opening Ceremony and Presidential Conversation</td>
<td>Shepstone One, Howard College Campus, Buses from usual places. First busses 07:30; last busses 08:00</td>
</tr>
<tr>
<td>Monday, 16 July 2012</td>
<td>19:30</td>
<td>Dinner at Moyos’ uShaka Marine World Durban Beachfront (Pre booked with conference organizers)</td>
<td>Busses at usual points from 19:00 Last bus leaves 19:30 (note: it is a 30 minute walk from North Beach and 15 minutes from South Beach - very safe.)</td>
</tr>
<tr>
<td>Tuesday, 17 July 2012</td>
<td>19:00</td>
<td>Francis and Taylor Reception for invited guests (please RSVP)</td>
<td>Elangeni Hotel (Guests to make their own way to Hotel.)</td>
</tr>
<tr>
<td>Wednesday, 18 July, 2012</td>
<td>19:00</td>
<td>Gala Dinner</td>
<td>Elangeni Hotel (Guests to make their own way to Hotel.)</td>
</tr>
<tr>
<td>Thursday, 19 July 2012</td>
<td>17:00</td>
<td>Conference Closing Ceremony</td>
<td>Shepstone One, Shepstone Building, Howard College Campus, University of KwaZulu-Natal</td>
</tr>
<tr>
<td>Thursday, 19 July 2012</td>
<td>18:00</td>
<td>After party with Jazz Band and drinks</td>
<td>Shepstone Concourse, Shepstone Building, Howard College Campus, University of KwaZulu-Natal</td>
</tr>
<tr>
<td>Friday, 18 July, 2012</td>
<td>09:00</td>
<td>Meeting of new Executive Board</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
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<tr>
<td></td>
<td>10:30</td>
<td>Joint Meeting of New International Council and Executive Board</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
</tr>
</tbody>
</table>
OPENING CEREMONY

08:30 - 09:00
Chair: Ruth Teer-Tomaselli, Chair of the LOC, IAMCR2012
Malapuru William Magoba
University of KwaZulu-Natal
Words of welcome to the University of KwaZulu-Natal

Sihawu Ngubane,
University of KwaZulu-Natal
ngubanes@ukzn.ac.za
Introduction of IAMCR President, Annabelle Sreberny

PLENARIES AND SPECIAL SESSIONS

ALL PLENARIES AND SPECIAL SESSIONS TAKE PLACE IN SH1.
DOORS WILL CLOSE FIVE MINUTES AHEAD OF STATED STARTING TIME.

Monday, 16 July
09:00-10:30
Presidential Conversation
Chair: Annabelle Sreberny
School of Oriental and African Studies, UK
President, IAMCR

______________________________

Raewyn Connell
University of Sydney, Australia
Three conversations in an unequal world
Achille Mbembe
University of the Witwatersrand
Reading the World from the South

______________________________

Presidential Conversation: IAMCR Durban
In her final year as President, Annabelle Sreberny’s Presidential Conversation fulfils her election manifesto promise to strengthen interdisciplinary dialogue with speakers from fields that share the concern’s of IAMCR, and to develop better dialogue between media academics and professionals and between media theory and alternative media practice. This year she has two guests with whom she discusses issues of South and North as they impact on the media.
Raewyn Connell of the University of Sydney, is a Fellow of the Academy of Social Sciences in Australia. Connell will speak on Three Conversations in an Unequal World. Reflecting on interlocking themes drawn from academic discourses of ‘globalisation’, she contemplates on how we can develop knowledge and truth in a ferociously unequal world, which never matches the Eurocentric model of an ideal speech but involves a necessarily transformative practice on a world scale.
Achille Mbembe will address himself to Reading the World From the South. Mbembe is a Senior Researcher at the Wits Institute for Social and Economic Research (WISER) University of the Witwatersrand and a Visiting Professor at Duke University, North Carolina (US). He is the author of many books in French, including Sortir de la grande nuit (Paris, La Decouverte, 2010) and On the Postcolony (Berkeley, University of California Press, 2001).

Tuesday, 17 July
11:00-12:30
Freedom of the Media Plenary Panel.
Convened by IAMCR Global Media Policy Working Group in cooperation with Open Society Foundation
This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in short, to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South.

______________________________

Chair by Siki Mgabade
SABC news-anchor
Advocate T.N. Madonsela
South African Public Protector
Mzilikazi wa Afrika
Columnist and Sunday Times Newspaper Journalist, Johannesburg, South Africa

George Bizo
Advocate and Human Rights’ Lawyer, South Africa

Sam Sole
Award-winning Journalist, Mail and Guardian, South Africa
One of the most notable features of the African media landscape is the runaway success of the Nigerian film industry, dubbed ‘Nollywood’. In twenty years of its existence, the industry has become worth more than $250 million per year. Nollywood has placed Nigerian filmmaking footprints indelibly on the global filmmaking canvas. But its magnitude and impact are far larger less measured than any global film movements, since traditionally it has depended on distribution through videotape and DVDs rather than theatre screenings and audited circulation figures.

Recently, satellite television channel exposure has become increasingly important. Primary among these are the MultiChoice bouquets in many African countries. Entire channels - Africa Magic screen Nollywood productions. The project, Nollywood and African Satellite Channels, brings together ten scholars who have contributed research studies on the way in which satellite distribution has impacted on African audiences. The Plenary Panel presented at IAMCR2012 features five speakers from the project, with studies covering Nigeria, Ghana, Kenya, Uganda and South Africa.

Hyginus Ekwuazi
University of Ibadan, Ibadan, Nigeria

M. Africanus Aveh
University of Ghana, Legon, Ghana
Nigerization of Ghanaian Eyes and the Attendant Socio-economic Transformations: problematic allusion

Solomon Walailu
Narok University College, Kenya
The Reception of Africa Magic Movies among the Bukusu of Western Kenya: An Experience of ‘Communal Voyeurism’.

Dominica Dipio
Makerere University, Uganda
An Assessment of the Popularity Thesis of Nollywood Movies in Uganda

SPECIAL SESSION ONE

Monday 16 July, 14:00-15:30
Mapping the Globe, Mapping the Media: A South-North Conversation on Policy Challenges Convened by IAMCR Global Media Policy Working Group in cooperation with Open Society Foundation

This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in short, to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South.
SPECIAL SESSION TWO

Monday 16 July
16:00-17:30
Joint IAMCR-ALAIC-ECREA Discussion on Academic Production Assessment: Latin-American & European cross-fertilizations in Communication and Media Studies
Convener and Chair by Fernando Oliveira Paulino & Nico Carpentier
The contributions in the ALAIC-ECREA panel aim to contribute to an interregional dialogue, between Latin-America and Europe, by emphasizing the regional specificity and contextual embeddedness of theories, methodologies and research traditions in Latin-America and Europe; and critically comparing the strengths and weaknesses, the abundances and gaps, and then articulating these differences as opportunities for the intellectual enrichment of both academic communities. This panel topic fosters discussion and interregional dialogues on the assessment systems in the communication and media studies field, such as the evaluation of the peer-review system in academic production, academic publishing and publication models and the validation and endorsement of intellectual work. The models and systems designed for measuring and assessing peer-review system in academic production reflect a country’s political conditions and technical and operational capacities, both current and potential. The Latin American experience evidences the way in which international organisations can play a role in planning, critiquing or adjusting systems of measuring and assessing academic production.

César Bolaño
Universidade Federal de Sergipe, Brazil
Epistemological struggle and organization in the field of international communication/Lucha epistemológica y la organización del campo de la comunicación en nivel internacional

Bart Cammaerts
London School of Economics, UK
The impact of academic assessment on publishing strategies

Manuel José Damásio
Universidade Lusófona de Humanidades e Tecnologias, Portugal
Regulation, accreditation and academic assessment in Europe: finding the balance

Gabriel Kaplún
UDR, Uruguay
Discipline and indiscipline in Latin American communication studies

Aimée Vega Montiel
UNAM, Mexico
For the democracy of the systems of measuring academic production: convergences of Latin-American & European scholars

Katrin Voltmer
University of Leeds, UK
Is quality in the eye of the beholder? Objective and subjective factors in evaluating academic production

SPECIAL SESSION THREE

Tuesday, 17 July
14:00-15:30
The Democratic Potential of Cellular Telephony
Sponsored by MTN Cellular International
Convened and Chair by Ruth Teer-Tomaselli
The Democratic Potential of Cellular Telephony
IAMCR Vice-President
The penetration of Cellular, or mobile telephony, has had enormous social, developmental and democratic consequences in developing countries. This panel, drawn from academic representatives of three African countries, provides a comparative analysis of the consequences of mobile telephony beyond the purely commercial. The presentations discuss, among other pertinent issues.

César Bolaño
Universidade Federal de Sergipe, Brazil
Epistemological struggle and organization in the field of international communication/Lucha epistemológica y la organización del campo de la comunicación en nivel internacional

SPECIAL SESSION FOUR

Wednesday 18 July
16:00-17:30
Global Communications - BRICS and Beyond
Convened by Daya Thussu
University of Westminster, London
This panel will suggest that in a mobile-multi-media age, the one-way vertical flow of media and cultural products - from the West to the Rest - has given way to multiple and horizontal flows,
as non-Western media content providers have become more pronounced to service an ever-growing global media market for ideas and images. Particularly significant is the presence of media and cultural products from the BRICS (Brazil, Russia, India, China and South Africa) countries, reflecting their growing economic power. Panellists will address ideological concerns and empirical realities and provide a compelling session for broadening the discourses of media globalization, warrants the growth of media in the BRICS countries.

Chaired by Daya Thussu
University of Westminster, London
Joseph Straubhaar
University of Texas, USA
Herman Wasserman
Rhodes University, South Africa
Hu Zhengrong
Communication University of China, China
Discussant: Kaarle Nordenstreng
University of Tampere, Finland

SPECIAL SESSION FIVE

Wednesday, July 18
16:00 – 17:30
Room: SH1
APA / SOAS INTERNET GOVERNANCE

The internet has profound impact on people’s lives in many ways. Therefore how it is governed, what that governance means to information access and communication flows and the impact of internet Governance (IG) on overall diversity of the internet should be a great concern to all users. IG is a highly evolving discipline and very complex, thus building consensus that is agreeable to all parties is not an easy process. Panellists will discuss following key questions based on their experience of research, policy and practice.

What should be the role of nation-states and corporations in shaping the internet? Does the current internet governance structure genuinely enable a decentralised internet structure to improve flows of conversations and content from all perspectives?

SPECIAL SESSION SIX

ICA’s evolving relationship to South/North conversations. The ICA panel will provide perspectives from the longstanding ICA members on ICA’s evolving relationship to North/South, South/North conversations.

Panelists: Barbie Zelizer
University of Pennsylvania
John Downing
Southern Illinois University
Joseph Straubhaar
University of Texas
Music and dance are important parts of the African experience. The University of KwaZulu-Natal is home to one of the best Music Academies in South Africa, specializing in three areas: Opera and Choral voice training; Jazz, both modern and traditional; and Ethnomusicology and African Music traditions. We have also invited four different school bands, one for each day, to enliven our lunchtimes.

Opening Ceremony, Sunday, 15 July
The Durban City Hall Music

Gala Dinner, Great Elanga, Elangeni Banquet Floor, Elangeni Hotel.
Wednesday 18 July.
'The Three Tenors' - Esewu Nobela -Wayne Mkhize - Ndumiso Nyoka
Manager: Selby Hlangu

The University of KwaZulu-Natal's Opera Studio and Choral Academy, under the direction of Mr Lionel Mkhwanazi, is arguable the best operatic and choral programmes in South Africa. Year after year, aspiring young operatic singers are trained here, and go onto win national and international accolades. 'The Three Tenors' are a long standing tradition. This year the featured artists were guest artists at the KwaZulu-Natal Philharmonic Orchestra in the Last Night of the Proms concert conducted by Mr. Richard Cock at the Durban Playhouse; they sang at all nineteen graduation ceremonies across the entire University, and they are a much sought-after act for very special University Occasions. A dance floor and DJ have been provided for party pleasure. A repertoire of African, western, old and new - interspersed with the kind of quick fire banter that has become a Durban favourite.

Moyo, uShaka Marine World
Monday 16 July
Exquisite views of the Indian Ocean, tropical weather, exotic flavours and soulful vibes - this is Africa at its laid back best.
Thursday, July 18
Shepstone Foyer
Muted Harmony
The band has been together since they met in their first year of study at the School of Music, University of KwaZulu-Natal. Regular back-up singers to former band member and SA Idols 2011 top 3 finalist, Sindi Nene.

They perform across Durban with countless performances at the Jazz Lounge and the Playhouse.

Daily lunch hour ‘concerts’ include:

YCT (The Youth Coordinating Team)
A group of talented youth from The Durban Christian Centre. These gifted youth regularly embark on creative projects to spread the gospel of Jesus Christ. YCT consists of young people from the ages of 16 to 30. They have a common goal of seeing the youth of our city, Durban, become an example to the youth of the world by living a clean and positive lifestyle for the glory of God. They embark on various activities including dance, drama, poetry, design, music and many more. YCT believes in bringing back values to the community, declaring that is possible to live a life of purity through Jesus Christ.

Ningizimu STEEL AND Marimba Band
Ningizimu Special School caters for mentally challenged learners aged 5 - 21 years from various disadvantaged communities in Durban. Learners are transported to and from their homes and are taught to be self-sufficient, learning social skills; basic academics; music and speech and drama. The school is proud to have launched a Gospel CD in 2011. The school’s professional band was established in 1996. Trained by the Steel Drums Foundation in Durban and Marimba Foundation in Johannesburg, they have been featured in various performances.

The band participates annually in the Boksburg Marimba festival in Johannesburg. It started in 2007 and has been the only group from a special school. In 2008 - 2009 they took first prize in the mixed ensemble category where they competed with mainstream High Schools.

As part of their social responsibility the band performs for the elderly in the suburbs of Umbilo and Montclair. They have become a professional band and are paid for each and every gig. Recently on the 07th June 2011 they performed for 3000 delegates and were highly honoured.
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB-C1

AUDIENCE STUDIES AND ONLINE NEWS
Chair: Nico Carpentier
Vrije Universiteit Brussel, Belgium

Diana I. Nastasia
Southern Illinois University
Edwardsville, USA
dinastasia@yahoo.co.uk

Sorin Nastasia
Southern Illinois University Edwardsville, USA
(nastas@siue.edu)

Charu Uppal
Karlstad University, Sweden
ucharu@gmail.com

What Do Children Want? Children on the News Media Coverage of the 2011 Japan Disasters

Roseli Fígaro
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figaro@uol.com.br

Rafael Grohmann
University of Sao Paulo, Brazil
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Cláudia Nonato
University of Sao Paulo, Brazil
claudia.nonato@uol.com.br

The Journalist as “Audience” and “Worker”: results of empirical research with freelance journalists of São Paulo

Marc Anthony Caldwell
University of Fort Hare, South Africa
mcaldwell@ufh.ac.za

Talking about the Protection of Information Bill: The notion of conversation in online news forums.

Jan Alyne Barbosa
Universidade Federal do Piauí, Brazil
janalyne@gmail.com

Reassessing issue salience and public agenda on Web environments: the case of Portal 180 Graus’s news recommendation system

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB-C1

Popular Fictions In Africa and Audience Reception
Chair: Wendy Willems
University of Witwatersrand, South Africa

Viola Candice Milton
University of South Africa
miltonvc@unisa.ac.za

Twit for Tat: Media citizenship, resistance politics and the politics of representation on the SABC

Nancy Achieng Booker
Multi Media University College of Kenya
bookernancy@yahoo.com

Towards an appreciation of indigenous television programmes among the Kenyan audience

Vanessa Malila
Rhodes University South Africa
v.malila@ru.ac.za

The role of the citizenship in the construction of citizenship amongst South African youth: between marginalisation and participation

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: MTB-C1

Panel: Measuring and Understanding Audiences in a Complex Media Landscape: New methods and resources to investigate audiences (in association with COST Action ISO906 Transforming Audiences, Transforming Societies)
Chair: Miguel Vicente-Marinho
University of Valladolid, Spain

Kenneth C. C. Yang
The University of Texas at El Paso, USA
cyang@utep.edu

Yowei Kang
The University of Texas at El Paso, USA

Using the Experiential Sampling Method to Understand What Motivates Millennium Generation Consumers to Use Their Advanced Mobile Devices: Methodological Implications for Understanding Audience’s Experiences with New ICTs

Hayes Mabweazara
(University College Falmouth, UK
hayes.mabweazara@falmouth.ac.uk

‘Pirate’ Radio, Convergence and Reception in Zimbabwe

Mbanza Charles Edga
CNE Centre Norbert Elias (EHESS Marseille, France
edgar-charles.mbanza@eheess.fr

Ce que nous apprend une ethnographie des médias du quotidien chez les africains urbains

Walter Chikwendu Iheirika
University of Port Harcourt Choba, Rivers State, Nigeria
(walter.iheirika@uniport.edu.ng)

“Crazy Fans?”: Conflicting Identities Of Nigerian

Michele Tager
University of Johannesburg, South Africa
(mtager@uj.ac.za)

Dexter: gratuitous violence or the vicarious experience of justice: perceptions of selected South African viewers.
SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: MTB-C1

Online and social media use - trends and adoption patterns
Chair: Wendy Willems
University of Witwatersrand, South Africa

Manuel José Damásio
ULHT, Portugal
mjdamasio@ulusofona.pt

Inês Teixeira Botelho
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ine@betalho@hotmail.com

Sara Henriques
ULHT, Portugal
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Mobile Internet: Perspectives From The Stakeholders

Iolanda Figueira Veríssimo
ULHT, Portugal
verissimo.iolanda@gmail.com

Sara Henriques
ULHT, Portugal
shenriques@ulusofona.pt

Knowledge, attitudes and expectations of 30 Portuguese families in the context of the switchover from analogue terrestrial television to digital terrestrial television

SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: MTB-C1

Audience theory and cultural studies
Chair: Nico Carpentier
Vrije Universiteit Brussel, Belgium

Nico Carpentier
Vrije Universiteit Brussel, Belgium
nico.carpentier@vub.ac.be

Class and the Construction of Ordinary Participants in Reality Television

Juntao He
Hong Kong Baptist University
hejuntao.hk@gmail.com

SESSION SIX

Tuesday, July 17
16:00 - 17:30
Room: MTB-C1

North-South conversations
Chair: Matthew Hibberd
University of Stirling

Johannes von Engelhardt
Erasmus University Rotterdam, Netherlands
vonengelhardt@eshcc.eur.nl

Jeroen Jansz
Erasmus University Rotterdam, Netherlands
jansz@eshcc.eur.nl

Western audiences in the face of distant suffering. A call to bring moral psychology to the table

Thomas Wiedemann
Ludwig-Maximilians University, Munich
Germany
wiedemann@ifkw.lmu.de

The German-Turkish Film from the Perspective of the German Cinema Audience
AUDIENCE ... continued

Anthea Henderson
The University of the West Indies, Jamaica
brandtracker@yahoo.com
Logospeak* - brands and South-North conversations

Lyndsey Beutin
University of Pennsylvania, Annenberg
School for Communication, USA
Lbeutin@asc.upenn.edu
Can Museum Space Deconstruct Museum Authority with Visitors?
Imagining Africa with the Penn Museum

Vasupradha Srikrishna
Mudra Institute of Communications
Ahmedabad, India
vas.v1985@gmail.com
‘Kolaveri’ (Murderous rage) Phenomenon: What's going on? The song that went viral: An etymological, exploratory and theoretical investigation

Sunny S.K. Lam
Hong Kong Baptist University
sunny.sk.lam@gmail.com
Construction of Digital Cinematic Aesthetics from Creative Consumption

SESSION SEVEN

Wednesday, July 18
09:00 - 10:30
Room: MTB-C1
Children, youth and media
Chair: Pat Brereton
Dublin City University, Ireland

Sara Pereira
University of Minho, Portugal
sarapereira@lics.uminho.pt
Clarisse Pessôa
University of Minho, Portugal
clarisse.amp@gmail.com
The role of digital media in young people’s everyday life - listening to teen’s voices

Antonio García Jiménez
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Carmen Gaona Pisonero
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José Carlos Sendín Gutíerrez
Rey Juan Carlos University Spain
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New media: uses and communication by adolescents. Prospects from digital natives

Rahul Gadekar
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Pradeep Krishnatray
Mudra Institute of Communications
Ahmedabad India
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Facebook use amongst college going students of India

Cathy O’Shea
University of Fort Hare, South Africa
coshea@imaginet.co.za
Children’s reception of fiction

Maddalena Fedele
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Emili Prad
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Núria García-Muñó
Autonomous University of Barcelona, Spain
nuria.garcia@uab.ca
Adolescents’ Media Habits And Leisure Diet In The Digital Era

SESSION EIGHT

Wednesday, July 18
14:00 - 15:30
Room: MTB-C1
Audience Section Business Meeting

SESSION NINE

Wednesday, July 18
16:00 - 17:30
Room: MTB-C1
Promotional cultures
Chair: Anne Kaun
Södertörn University, Sweden

Paulo Ferreira
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Paulo Rita
ISCTE - IUL, Portugal
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Diogo Morais
Universidade Lusófona, Portugal
diogo.morais@ulusofona.pt
The online brand ecosystem and web brands seduction process on new media audiences

Marie Grusell
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Anjali Capila
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anju.capila anomal@gmail.com
Anu Sachdev
University of Delhi, India
anu.sachdev.anomal@gmail.com
Mental imagery and response building: Investigating effects of radio advertising strategies on affective responses of listeners

Cheng Li
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Lina Zhu
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Mingxiang Dai
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Xiaoliang Ma
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nomadda777@gmail.com
Influence of Time Pressure on Cognitive Dissonance in Pre-decisional Process - Using the Case of Postgraduate University Promotion Advertisement

Luiz Peres-Neto
ESPM, Brazil
luiz.peres@esp.br
Conscious consumption: eco bag’s campaign in Sao Paulo city
SESSION TEN
Thursday, July 19
09:00 - 10:30
Room: MTB-C1
Health communication
Chair: Miguel Vicente-Mariño
University of Valladolid, Spain

Blessing Makwambeni
Cape Peninsula University of Technology
South Africa
makwambenib@cput.ac.za
Theorising resistances to entertainment education interventions on HIV and AIDS in South Africa

Shun-Chih KE
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Science Communications in Health Knowledge for Elderly: Creating iPad Interactive Media to Promote Learning Motivation

Stella C. Chia
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Nainan Wen
Nanyang Technological University
Singapore
w080001@e.ntu.edu.sg
Media, Celebrity, and Makeover: An In-depth Examination on the Influence of Media and Celebrity on Young People's Decisions to Have Cosmetic Surgery

Fong-ching Chang
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Ching-mei Lee
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Ping-hung Chen
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Chiung-hui Chiu
National Taiwan Normal University, Taiwan
cchuin@ntnu.edu.tw
Association of thin-ideal media exposure, body dissatisfaction and disordered eating behaviors among adolescents in Taiwan

SESSION ELEVEN
Thursday, July 19
11:00 - 12:30
Room: MTB-C1
Representations and popular TV
Chair: Nico Carpentier
Vrije Universiteit Brussel, Belgium

Charu Uppal
Karlstad University, Sweden
ucharu@gmail.com
Understanding our Stories: How Fijians perceive representation of minorities in Shortland Street

Monika Unterreitmeier
Technical University of Dresden, Germany
monika.unterreitmeier@tu-dresden.de
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Reality TV - Godsend or Trojan Horse? A Theoretical Reflection on the Popularity and Impact of a Popular TV Genre

Iliana Ferrer
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La percepción de la audiencia sobre las noticias espectáculo en las cadenas españolas: ¿es conciente la audiencia del sensacionalismo en las noticias?

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Influence of sexual orientation in the Appreciation of lesbian narratives

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Broadcast Yourself! Examining the Influence of Watching Reality TV on Self-Disclosure on SNS
COMMUNICATION & HIV and HEALTH COMMUNICATION & CHANGE

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH16
Chair: Cecilia Strand
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Media coverage of HIV/AIDS

Perpetua Wanja Njuguna
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Communication as a tool of empowerment of the marginalised and the stigmatized - The Case of Stigma in Print Media Reporting of HIV & AIDS in Botswana and Namibia 2000-2009

Nicola Jones
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Have we learned from history? A comparative critical assessment of the Independent Group’s coverage of the HIV/AIDS pandemic in South Africa in 2004 and 2011

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SESSION TWO

Monday 16 July
14:00 - 15:30
Room: SH16
The limits of HIV/AIDS public health communication interventions
Chair: Marjan De Bruin
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Nyasha Mboti
University of KwaZulu Natal, South Africa
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Some Possible Theoretical Reasons Some Public Health Communication Strategies on Behaviour Change may be failing: An introduction to the Slot Model

Vemula Ravindra Kumar
English and Foreign Languages
University, India
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Population Control and HIV/AIDS: Politics of Sexual Health in India

Colin Tinei Chasi
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Communication and expressing, not speaking, on AIDS

Tania Vergnani
James Lees
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HIV prevention and re-creating communication in South Africa

SESSION THREE

Monday, July 16
14:00 - 15:30
Room: SH16
Entertainment Education
Chair: Liesbeth Rijsdijk
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Sarah Cardey
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Chris Garforth
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Keyan Tomaselii
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Entertainment Education theory and practice in HIV and AIDS communication: a South - North Perspective

Janine Baudach
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Entertainment-Education as a tool for South-North dialogue for development education and health communication

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Lusanda Mahlasela
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Interpersonal communication and self-reported behaviour change attributed to a television drama series, Interseions

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Lauren Dyil-Myklebust
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Tash Sundar
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SESSION FOUR
Tuesday, July 17
9:00 - 10:30
Room: SH16
HIV/AIDS interventions: Perspectives on education
Chair: Nanna Engebretsen
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Darlington Farai Muyambwa
Students And Youth Working on reproductive Health Action Team (SAYWHAT), Zimbabwe
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Leading from the Rear; giving power to communities in SBCC interventions: A case of the Right to Respect Campaign in Zimbabwe’s Tertiary Institutions

Liesbeth Rijsdijk
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Rico Lie
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Sexual and Reproductive Health and Rights: the view of adolescents in Uganda and implications for comprehensive sex education

Melissa Anne Cobbler
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Uncomfortable Silences: Narratives of four educators teaching about HIV/AIDS in a High School near Montréal

Joseph Muyangata
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SESSION FIVE
Tuesday, July 17
14:00 - 15:30
Room: SH16
Exploring mass media communication dynamics in HIV/AIDS and health
Chair: Kate Holland
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Nanna Engebretsen
Lillehammer University College/ Karlstad University, Norway
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HIV Documentaries Interpreted: The Kenyan TV Audience discussing ‘UNESCO’s Young TV Producers’ videos

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The potential of digital interactive television in the provision of healthcare and wellness services

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SESSION SIX
Tuesday, July 17
16:00 - 17:30
Room: SH16
Construction and reception of health news
Chair: Vemula Ravindra Kumar
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Ngoni Muwonwa
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Typhoid outbreak, discourses of ‘othering’ and ‘resistance’: Dynamics of health reporting in Zimbabwean media

Kate Holland
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R. Warwick Blood
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Public responses and reflexivity during the swine flu pandemic in Australia: engaging the concept of ‘biocommunicability’

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Dione Oliveira Moura
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Silencing and natural vulnerability - Brazilian press coverage of indigenous peoples’ health

Kerry McCallum
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Distant and intimate conversations: media and Indigenous health policy in Australia
SESSION SEVEN
Wednesday, July 18
9:00 - 10:30
Room: SH16
Health perceptions and behaviours
Chair: Kerry McCallum
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Male Circumcision for HIV Prevention: Predicting Behavioral Intention and Attitude Using the Health Belief Model

SESSION EIGHT
Wednesday, July 18
14:00 - 15:30
Session: SH16
Business meeting

SESSION NINE
Wednesday, July 18
16:00 - 17:30
Room: SH16
Panel: Research Uptake of research findings in HIV programming and policy - determining factors and suggestions for improvement.

This panel will explore the use of research in HIV/AIDS programming and policy. How well is the interface between research and policy/practice negotiated, if at all? What are factors that support putting research into use? What are mechanisms or lessons for the improved integration of research into practice and policy processes? A panel of speakers will address these questions, providing cases from the Caribbean, Sub-Saharan Africa and Asia.

SESSION TEN
Thursday, July 19
9:00 - 10:30
Room: SH16
HIV/AIDS, values systems and behaviour change
Chair: Sarah Cardey
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Verena Thomas
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Incorporating indigenous values in HIV and AIDS communication

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Women's ceremonies and rites as a communication tool for HIV/AIDS information: A Zambian perspective

Ndeti Ndati
Multi Media University College of Kenya, Kenya
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The Role of Interpersonal Communication in Shaping and Influencing Behavioral Responses to HIV and AIDS among Students in Secondary Schools in Nairobi County

Poster
Rosemary Chikafa
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Pauline Mateveke
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Transformative Masculinity: Towards a breaking of gendered and cultural barriers in the dissemination of HIV/AIDS messages
SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH16

Institutions and agenda setting in HIV/AIDS and health communication: from the grassroots to international levels
Chair: Janine Baudach
University of Reading, United Kingdom
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Cecilia Karolina Strand
Uppsala University, Sweden
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Local agenda building efforts on sexual minority health rights - a study of international actors’ agenda setting influence on domestic coverage in Uganda

Julia Carter
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Armstrong Tingwane
Kuru Family of Organizations Community Health Programme/ Letloa Trust World University Service of Canada, Botswana
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Breaking Down the North-South Dichotomy in Rural Botswana: A practical example of how specialized Indigenous Health Communications Facilitates Grassroots Advocacy in San communities throughout the Ghanzi and Okavango Districts of Botswana

Corne Davis
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Antoinette Hoffman
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HIV/AIDS ORGANISATIONAL THEATRE FROM A LUHMANNIAN PERSPECTIVE

COMMUNICATION POLICY AND TECHNOLOGY

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH 6

The Mediation of Resistance
Chair: Claudia Padovani
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Discussant: Jeremy Shtern
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Gary Gumpert
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Susan J. Drucker
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The Square Transformed: Public Space, Contemporary Protest and the Communication Perspective

Katie Brown
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Shahab Mobasher
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The discourse of soft war: International news coverage of the Arab Spring as a revolution in a new dimension of the digital divide

Bart Cammaerts
London School of Economics and Political Science - UK
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The Copyright Resistance Movement: Speaking for the Spivakean Subaltern

Adelina Mbinjama
Nelson Mandela Metropolitan University South Africa
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Challenges to the Bill of Rights for Cyber-ethics: social media use within selected South African NGOs
COMMUNICATION POLICY
AND TECHNOLOGY ... continued

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH 6
Current Challenges for Privacy, Freedom and Human Rights on Internet (Joint Session CPT & Law)
Chair: Stefania Milan
European University Institute - Italy
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Discussant: Bart Cammaerts
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Dimitris Tsapogas
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Katharine Sarikakis
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The Modernization of the European Privacy and Data Protection Policies: Social, Legal and Technological Challenges.

Adedayo Ladigbolu Abah
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Whose Internet is it anyway? Anonymity and personal privacy rights in online media

Vicky Breemen
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Joris van Hoboken
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Freedom of Expression Implications of Europe’s proposed Right to be Forgotten

Joris van Hoboken
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Search engines and intermediary liability: A comparison of different approaches and their implications for the right to freedom of expression

SESSION THREE

Monday, July 16
14:00 - 15:30
Room: SH 11
ROUNDTABLE: 'ICTs and Media Impacts: Innovation in Media and Content Industries’ (Joint session IAMCR-CPT & European Commission IPTS)
Chair: Jo Pierson
Vrije Universiteit Brussel - Belgium
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Keynote: Esteve Sanz
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Respondent on Music Report (Andra Leurdijk & Ottilie Nieuwenhuis)

Deniz Bayrakdar
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Respondent on Television Report (Esteve Sanz) and Film Report (Sophie De Vinck & Sven Lindmark)

Eno Akpabio
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Respondent on Books Report (Giuditta de Prato & Jean Paul Simon) and Newspapers Report (Andra Leurdijk, Mijke Slot & Ottilie Nieuwenhuis)

SESSION FOUR

Monday, July 16
18:00 - 17:30
Room: SH 6
Critical Perspectives on Digital Inclusion and Policy
CHAIR: Wendy Willems
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DISCUSSANT: Seda Guerses
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Ilse Mariën
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From Digital Divide to Digital Inclusion. The influence of theory on international collaboration in higher education.

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Louis Fourie
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Living Labs in South Africa. Contextual, organizational and institutional opportunities and challenges.

Thandi Marijke Smith
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Universal access or corporate gains? Researching the infrastructural implications of the South African digital migration

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Leo Van Audenhove
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Lore Dupont
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Risk factors for exclusion and strategies for inclusion

SESSION SIX
Tuesday, July 17
14:00 - 15:30
Room: SH 6
Panel 1: Pushing Back Responsibilization - Security And Privacy In Online Social Network Services
CHAIR: Sandra Braman
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DISCUSSANT: Seeta Peña Gangadharan
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Seda Gurses
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Jo Pierson
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Requirements engineering meets social sciences: re-wiring socio-technical systems for tackling privacy and responsibilization

Ralf De Wolf
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Jo Pierson
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Privacy beyond the individual: analyzing group based access control models on social network sites from a user perspective

Ellen Vanderhoven
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Murendehle Mulheva Juwayyi
Independent Researcher - Malawi
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The Diffusion of Mobile Telephones in Malawi: From a Status Symbol to a Common Burden

Gerard Goggin
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Mobile Media and Disability: Communication Policy Challenges and Opportunities

SESSION SEVEN
Tuesday, July 17
14:00 - 15:30
Room: SH 11
Journalism and ICTs
Chair: Bart Cammaerts
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Discussant: Stefania Milan
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Dominique Nduhura
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Citizen journalism in the Rwandan media: real revolution or sheer hype?

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SESSION EIGHT

Tuesday, July 17
16:00 - 17:30
Room: SH 6
Panel: Using politics - Young people and political participation in mobile and social media in Southern Africa
Chair: Milagros Rivera
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Discussants: Sarah Chiumbu
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Herman Wasserman
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SESSION NINE

Tuesday, July 17
16:00 - 17:30
Room: SH 11
Critical Perspectives on Digital Inclusion and Practices
CHAIR: Gerard Goggin
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DISCUSSANT: Leo Van Audenhove
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Seeta Peña Gangadharan
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Digital Inclusion and Online Surveillance

Amit M Schejter
Penn State University and Ben-Gurion University of the Negev - USA
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The role of media and telecommunications in the life of teachers in Bedouin schools in Israel

Manuel José Damásio
Sara Henriques
Inês Teixeira Botelho
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Social interaction with technologies: the role of access

Antwuan Wallace
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Broadband Adoption and The Working Poor: Towards understanding amplification, reinforcement and embeddedness in Greater Silicon Valley and Greater San Francisco Bay Area
Wednesday, July 18
9:00 - 10:30
Room: SH 6
Dark Side of the Information Society
Chair: Divina Frau-Meigs
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Discussant: Maria Michalis
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Mohammad Sahid Ullah
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Youth in Cyberspace and Vulnerability: Experience from Bangladesh

Ellen Vanderhoven
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Tammy Schellens
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Martin Valcke
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How Safe do Teenagers Behave on Facebook? An Observational Study.

Qiaolei Jiang
Nanyang Technological University - Singapore
Exploring the Internet Nest Phenomenon in China

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Vivian Hsueh-hua Chen
Wes Kim Wee School of Communication & Information - Singapore
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Interactive Affordances and Problematic Online Game Playing: A Qualitative Investigation of MMOG Players’ Addictive Behavior

Meryem Marzouki
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Migrants under Control: Foreign bodies on the (Smart) Border

SESSION ELEVEN

Wednesday, July 18
14:00 - 15:30
Room: SH 6
Business Meeting
Chair: Jo Pierson
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Ellen Vanderhoven
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Tammy Schellens
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Martin Valcke
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How Safe do Teenagers Behave on Facebook? An Observational Study.

Qiaolei Jiang
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Exploring the Internet Nest Phenomenon in China

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Vivian Hsueh-hua Chen
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Interactive Affordances and Problematic Online Game Playing: A Qualitative Investigation of MMOG Players’ Addictive Behavior

Meryem Marzouki
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Migrants under Control: Foreign bodies on the (Smart) Border

SESSION TWELVE

Wednesday, July 18
16:00 - 17:30
Room: SH 6
Current Challenges for Internet Policy and Infrastructure (Joint Session CPT & Law)
Chair: Robin Mansell
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Discussant: Maria Michalis
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Dong-Hee Shin
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Network Neutrality in Korea

Sandra Braman
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Developing Country Participation in the Internet Design Process

Luke J Heemsbergen
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‘Past’ Radical Transparency to Future Openness: An Empirical Critique of Past Present and Future Governing

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Camila Franciscon
Universidade Metodista de São Paulo - Brazil
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Communications, Internet and Open Government: a comparative analysis of municipalities in Brazil

SESSION THIRTEEN

Tuesday, July 19
9:00 - 10:30
Room: SH 6
Current Challenges for Media Policy
Chair: Paschal Preston
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Discussant: Eno Akpabio
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Gwang James Han
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Media transformation in Korea and the US: Implications to Public Policy

Jeremy Shtern
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Charles H. Davis
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Creative Labour and the Mediation of Cultural Diversity in Canada’s Independent Screen Media Production Sector

Mohammadu Careem Rasmin
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How the media policy has become a matter in conflict and post conflict periods - Experience of Sri Lanka

Kate Coyer
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Policy, Politics and Academic Research: the contested environment for studying Hungary’s new media laws
COMMUNICATION POLICY AND TECHNOLOGY ... continued

Minzheong Song  
Korea Telecom Economics & Management Research Lab - Republic of Korea  
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A case study on KT Skylife’s business model innovation

SESSION FOURTEEN

Tuesday, July 19  
11:00 - 12:30  
Room: SH 6  
Co-constructing Internet and Society  
Chair: Jo Pierson  
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Discussant: Sheena Johnson  
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Jeroen Jansz  
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An analytical model for analyzing software development: linking negotiability of technology with user-participation

Francesca Musiani  
CSI Mines ParisTech - France  
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What’s in a server? Decentralization and Internet-based services

Hongze Wang  
The Chinese University of Hong Kong, China  
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Shu-Chu Sarrina Li  
National Chiao Tung University - Taiwan Province of China  
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Lifestyles and the Adoption of Three Types of Technologies including information technologies, entertainment technologies, and interpersonal technologies in Taiwan

COMMUNITY COMMUNICATION

SESSION ONE

Monday July 16  
11:00 - 12:30  
Room: SH2  
Community (and) Radio in Africa  
Chair: Arne Hintz  
McGill University

Robert Anthony White  
Hekima College Nairobi  
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Zac Chiliswa  
University of Nairobi  
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Marceline Nayambala  
University of Nairobi  
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Community radio in Kenya in the light of African theory of community radio

Innocent Paschal Ihechu  
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Onwuka Okeke  
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oz_onwuka@yahoo.com  
The Limits of Community Broadcasting in Nigeria: Connotations for South-North Conversations

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Elkanah Shoko  
Midlands State University  
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Tariro Ndawana  
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Beauty Muromo  
Midlands State University  
bsmuromo@gmail.com  
National FM: The answer to small linguistic communities’ quest for mass media communication?

Brilliant Mhlanga  
University of Hertfordshire  
bsigadem@gmail.com  
Sociologies of Voice and Language: Ethnic Radio Broadcasting and the Quest for Unthinking the African National Project in South Africa
SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH2

Social Movement Activism and New Media
Chair: Heather Anderson
Griffith University

Txema Ramirez de la Piscina
University of the Basque Country
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Lipdubs, social movements and social influence. A study of four paradigmatic case

Dominique Meunier
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Social Movements and Protest Tactics: Analysing Communications Technologies Mobilized by Young People in Chile

Stefania Milan
University of Toronto
stefania.milan@utoronto.ca
Cloud Protesting, Mobilization and Dissent in Times of Social Media

Kate Coyer
Central European University
coyer@ceu.hu
Facilitating participation: Digital technologies and ‘activist intermediaries’

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH2

Alternative Communication, Counter-publics and Social Change
Chair: Chris Armstrong
University of the Witwatersrand

Anasa D. Sinegal
University of North Carolina
anasasinegal@gmail.com
The Southern Street: A Qualitative Case Study of Resistance in the Homeless Press

Sarah Chiumber
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Janeske Botes
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Social Movements, Alternative Media and Radical Democracy in South Africa

Jose Fernando Benitez
Universidad Bolivariana de Venezuela
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Radios para la Comunidad?. Estudio de tres radioemisoras comunitarias de Caracas, Venezuela

Fei Jiang
Chinese Academy of Social Sciences
fjiangmedia@yahoo.com

Kuo Huang
China International Publishing Group
kuohuangkuo@yahoo.com
Community Media in China: Communication, Digitalization and Relocation

SESSION FOUR

Monday, July 16
16:00 - 17:30
Room: SH11

Showcases and Book Launch: Presenting Community Communication Projects
Chair: TBD

Ruth Kunz
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Timon Schmidt
University of Zurich
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The Autonome Schule Zurich: A unique educational community space

SESSION FIVE

Tuesday, July 17
9:00 - 10:30
Room: SH2

How can Researchers Support and Use World Radio Day?
Chair: Pradip Thomas, University of Queensland

Bruce Girard
Fondacion Comunica
bgirard@comunica.org
The History and Significance of World Radio Day

Jose Fernando Benitez
Universidad Bolivariana de Venezuela
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Radios para la Comunidad?. Estudio de tres radioemisoras comunitarias de Caracas, Venezuela

Fei Jiang
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Kuo Huang
China International Publishing Group
kuohuangkuo@yahoo.com
Community Media in China: Communication, Digitalization and Relocation

SESSION SIX

Tuesday, July 17
14:00 - 15:30
Room: SH2

Communities and Publics: Advancing Community Communications Theory
Chair: Dorothy Kidd
University of San Francisco

Helge Ronning
University of Oslo
helge.ronning@media.uio.no
Public Service Radio and World Radio Day
COMMUNITY COMMUNICATION ... continued

Richard Potter
University of Illinois at Urbana-Champaign
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Toward a Heterarchic Public Sphere Model of Community Communications: Lessons from Venezuela’s Bolivarian Republic (video Presentation)

Chiara Saez Baeza
Universidad de Chile
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Community communication and communication for social change in Spanish University: academic programs, journals & doctoral thesis

Tanja Dreher
University of Wollongong
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Communities and Publics: a spectrum of ‘listening’ for citizens’ media

Heather Anderson
Griffith University
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Putting the ‘community’ into community radio: Testing experiences against theory in Brisbane, Australia

Arne Hintz
McGill University
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Vox Populi or Lonely Voices in the Wasteland of the Ionosphere: The Case of Israeli Community Television

Linda K. Fuller
Worcester State University
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Top-Down Community Media: A Participant Observation from Singapore

Hillel Nossek
College of Media Studies
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Voices of Community Radio in the Wasteland of the Ionosphere: The Case of Israeli Community Television

SESSION SEVEN

Tuesday, July 17
16:00 - 17:30
Room: SH2
Community Media: Ongoing South-North Conversations
Chair: Steve Buckley
CM Solutions/AMARC

Nico Carpentier
Vrije Universiteit Brussel
carpent@vub.ac.be
Multi-theoretical Approaches to Community Media: Capturing Specificity and Diversity

SESSION EIGHT

Wednesday, July 18
9:00 - 10:30
Room: SH2
Social Movements, Communicative Action and the Ecological Crisis
Chair: Tanja Dreher

Gabriele Hadl
Kwansai Gakuin University
medialivets@mac.com
'Saving civilization is not a spectator sport' - Climate change communication and alternative media studies (video Presentation)

Dorothy Kidd
University of San Francisco
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Tar sands, pipelines and environmental justice

Wei-Ching Wang
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Ma Chi-Han
National Taiwan Normal University
apple_3532@hotmail.com

SESSION NINE

Wednesday, July 18
14:00 - 15:30
Room: SH2
Community Communications Section Business Meeting
Chair: Arne Hintz

SESSION TEN

Wednesday, July 18
16:00 - 17:30
Room: SH2
Community Media Policy: Innovations, Challenges and Activism
Chair: Kate Coyer
Central European University

Francisco Juan Godienz Galay
Centro de Producciones Radiofónicas
francisco@crp.org.ar
Argentina Law of Communication Services and community media

Gabriel Kaplun
Universidad de la República
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Medios comunitarios, legalización y participación ciudadana: avances y debilidades de un proceso en marcha

Lisa Jane Waller
University of Canberra
lisa.waller@deakin.edu.au
Don’t cut off our tongues: Yolngu voices in news media and policymaking

Chen Chao-Wei
National Taiwan Normal University
60037002f@ntnu.edu.tw
Social movement in the Internet age: Does the Internet discourage social movements? Considering Taiwan’s environmental movement as an example

Frederick Kakembo
Uganda Christian University
fredkakembo@gmail.com
New Wine in Old Skins: Blending ICT with Indigenous Knowledge for Climate Change Disasters in Uganda
CRISIS COMMUNICATION

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB C5
Theme: War, Terror and Crisis Communication
Moderator: Ester Pollack

Rikke Bjerg Jensen
University of Westminster, United Kingdom
r.jensen@my.westminster.ac.uk
Battles of Narratives: Strategic Communication & the Story of Success in Afghanistan
Discussant: Sigurd Allern

Piotr M Szpunar
The Annenberg School For Communication
University of Pennsylvania, US
pszpunar@asc.upenn.edu
Homegrown Terrorism as a Communication Problematic
Discussant: Suchita Paitnak

SESSION TWELVE

Thursday, July 19
11:00 - 12:30
Room: SH2
Digital Cultures, Networked Publics and Virtual Communities
Chair: Stefania Milan
University of Toronto

Diana Nastasia
Southern Illinois University
dinastasia@yahoo.co.uk
Sorin Nastasia
Southern Illinois University
snastasia@siue.edu

Charul Uppan
Karlstad University
ucharu@gmail.com
Citizens in Space and Time: Configuring Communities as Sites of Civic Participation

Holger Briel
University of Nicosia
holger.briel@gmail.com
Narrations of the E-Mind: Cyprus and Malaysia

Joanah Gadzikwa
Monash University
gadzikwaj@yahoo.co.uk
Media and Democracy: The Internet for a revival of a Public sphere in Zimbabwe

Junghyun Lim
Sungkyunkwan University
limjh00@hotmail.com
How Public Are Empowered in Social Media: Using Social Network Analysis
CRISIS COMMUNICATION ... continued

Ogu Sunday Enemaku
UNICEF Nigeria
ogusen@yahoo.com
Watching the Watchdog in a Conflict Situation: An Analysis of Critical Comments on Nigerian Media's Coverage of Boko Haram Terrorist Attacks
Discussant: Leandro Penaranda

Savera Mujib Shami
University of the Punjab, Lahore, Pakistan
saverashami@gmail.com
Portrayal of US in Pakistani Print Media After Osama Bin Laden Killing
Discussant: Piotr M Szpunar

Stijn Joye
Ghent University, Belgium
Stijn.Joye@UGent.be
Future directions in research on the representation of crisis and suffering. Findings from the elite interviews with leading scholars in the field
Discussant: Eva-Karin Olsson

Stenford Stenford
Walter Sisulu University, South Africa
smatenda@gmail.com
The rhetorical structure of political self defence: Jacob Zuma's apologia on out of wedlock daughter
Discussant: Friederike Schulz

Eva-Karin Olsson
CRISMA/T/Swedish National Defence College and Lund University, Sweden
eva-karin.olsson@fhs.se
Communicative logics in crisis: Information, coordination emotional communication
Discussant: Stijn Joye

Friederike Schulz
VU University Amsterdam, The Netherlands
f.schultz@vu.nl
Neutralizing frames: The role of strategic frames and institutional justifications in the financial crisis
Discussant: Sigurd Allern

Musara Lubombo
Center for Communication, Media and Society, UKZN, South Africa
mlubombo@yahoo.com
From pure advocacy to pure accommodation: Zimbabwe Government's handling of the Movement for Democratic Change (MDC) Crisis 2000-2009
Discussant: Stenford Stenford

Na Liu
City University of Hong Kong, Hong Kong
nalu33@gmail.com
One Crisis, three transcripts: Public, media and official discourses in Wenzhou Train accident in China
Discussant: Lilian Kwok

Lilian Kwok
The University of Hong Kong, Hong Kong
liliankk@gmail.com
A study of the Hong Kong media reporting of risk information during the H1N1 pandemic in 2009
Discussant: Ester Pollack

John Christoffer Skinner
University of KwaZulu Natal, South Africa
chris.skinner@telkomsa.net
How social media is impacting on traditional forms of communication in disaster management
Discussant: Na Liu

Zarqa Shaheen Ali
University of Auckland, New Zealand
zsha016@aucklanduni.ac.nz
Gender and Climate Change in the Print Media of Pakistan and New Zealand.
Discussant: Juliana Mello Souza

Juliana Mello Souza
University of Coimbra Research Collaborator CES, Portugal
jmellosouza@gmail.com
A crisis conjugated in the feminine: A study of the representation of women in the media in a context of economic recession in Portugal
Discussant: Zarqa Shaheen Ali

Na Liu
City University of Hong Kong, Hong Kong
nalu33@gmail.com
One Crisis, three transcripts: Public, media and official discourses in Wenzhou Train accident in China
Discussant: Lilian Kwok

Ester Pollack

John Christoffer Skinner
University of KwaZulu Natal, South Africa
chris.skinner@telkomsa.net
How social media is impacting on traditional forms of communication in disaster management
Discussant: Na Liu

CRISIS COMMUNICATION ... continued

SESSION THREE

Wednesday, July 18
9:00 - 10:30
Room: MTB C5
Theme: Applied Crisis Communication
Moderator: Sigurd Allern

Na Liu
City University of Hong Kong, Hong Kong
nalu33@gmail.com
One Crisis, three transcripts: Public, media and official discourses in Wenzhou Train accident in China
Discussant: Lilian Kwok

Lilian Kwok
The University of Hong Kong, Hong Kong
liliankk@gmail.com
A study of the Hong Kong media reporting of risk information during the H1N1 pandemic in 2009
Discussant: Ester Pollack

John Christoffer Skinner
University of KwaZulu Natal, South Africa
chris.skinner@telkomsa.net
How social media is impacting on traditional forms of communication in disaster management
Discussant: Na Liu

SESSION FOUR

Wednesday, July 18
16:00 - 17:30
Room: MTB C5
Business meeting
Moderator: Ester Pollack
SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB C-3
Multiculturalism, public sphere and civil society
Chair: Roza Tsagarousianou

Omar Alghazzi
University of Pennsylvania, US
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Imagining Diasporas: Birthright-Israel and the Narratives of Sexuality and Reproduction

Elisabeth Eide
Oslo University College C, Norway
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Ryan Hubbs
ryan.hubbs@gmail.com
SOAS, University of London, UK
Identity and Power: Zimbabwean diasporic media and civil society in the United Kingdom

SESSION TWO

Tuesday, July 17
14:00 - 15:30
Room: MTB C-3
Social and Mobile Media
Chair: Annabelle Sreberny

Rajalakshmi Kanagavel
kanagavel@uni-hildesheim.de
University of Hildesheim, Germany
Virtual Social Support- How social media plays a role in providing social support to Indian students abroad?

Mirca Madianou
mm499@leicester.ac.uk
University of Leicester, UK
Networked Migration

Ajiv George Aricat
Nanyang Technological University
Singapore
aric0001@e.ntu.edu.sg

SESSION THREE

Wednesday, July 18
09:00 - 10:30
Room: MTB C-3
Space and Place
Chair: John Sinclair

Henry Mainsah
Oslo School Of Architecture & Design, Norway
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Diaspora, literacy, and identity in digitally mediated contexts

Lurdes Macedo
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Rosa Cabecinhas
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Is the lusophone cyberspace a better place to communicate in Portuguese language? Some results of a multmethod case studies research in Brazil, Mozambique and Portugal

SESSION FOUR

Wednesday, July 18
16:00 - 17:30
Room: MTB C-3
Media Institutions and practices
Chair: Sudeshna Roy

Muhammad Jameel Yusha’u
Northumbria University, UK
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The Internet, Diasporic Media and Online Journalism in West Africa

Soumik Parida
University of Southampton, UK
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The exploration of Diasporic identity: Indian Cinema in Africa

SESSION FIVE

Thursday, July 19
11:00 - 12:30
Room: MTB C-3
Working Group business meeting

Arl Chib
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Migrant Workers’ Shift to Mobile Media: A Case Study from Singapore

Roza Tsagarousianou
CAMRI, University of Westminster, UK
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Diasporic Youth Digital Creativity and Identity Formation

Sudeshna Roy
Stephen F. Austin State University, US
roys@sfasu.edu
Two ‘Faces’ of Indian Identity: A Comparative Critical Analysis of Identity Management on Facebook of Asian Indians living in India and the US

Hrishikesh Ingle
The English and Foreign Languages University, Hyderabad, India
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Diasporic Constructions of the City in Hindi Cinema

Gloria Marvic Garcia
Universidad Nacional Autónoma de México, Mexico
gloriamarvic@gmail.com
La migración centroamericana en tránsito hacia los Estados Unidos: la construcción discursiva sobre el migrante y su trayecto a través de los medios mexicanos de comunicación

Muhammad Jameel Yusha’u
Northumbria University, UK
mjyushau@yahoo.com
The Internet, Diasporic Media and Online Journalism in West Africa

Soumik Parida
University of Southampton, UK
sp11g09@soton.ac.uk
The exploration of Diasporic identity: Indian Cinema in Africa

Samuel Chege Mwangi
Kansas State University, US
scmwangi@ksu.edu
North-South Conversations: Diaspora Media Networks as a public Sphere for Kenyans Abroad
**SESSION ONE**

Monday, July 16  
11:00 - 12:30  
Room: MTB C3  

Digital Divide: Improving North-South Dialogs  
Chair: Olga Smirnova  
Lomonosov Moscow State University  
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Pranab Kumar Chakravarty  
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Improving North-South Conversations by enhancing unity through ICT applications

Yoonwhan "Miles" Cho  
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Beyond Digitally South-North Korea: Investigating Media System Dependency (MSD) of the Digital North and South

Indra de Lanerolle  
University of Witwatersrand, Johannesburg, South Africa  
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The Network is the Message: north-south dialogues in a small world

Nik Andre Harvey  
World Bank  
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The Evolution of Communication: Recognizing the growth of the Global South

Denise L Wood  
School of Communication, International Studies and Languages at the University of South Australia, australia, denise.wood@unisa.edu.au

Rolda Rapotu  
Addressing the digital divide through the use of accessible Information and Communication Technologies (ICTs) in South African schools

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Fred Okoth Mudhai  
Media Department, Coventry University  
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Digital Renaissance and Resistances in Africa at 50

**SESSION TWO**

Monday, July 16  
14:00 - 15:30  
Room: MTB C3  

Social issues in the context of digital divide  
Chair: Olga Smirnova  
Lomonosov Moscow State University  
Faculty of Journalism  
smirnovaorama@gmail.com

H. Leslie Steeves  
(University of Oregon  
lsteeves@uoregon.edu

Technology, gender and education for development: A study of the One Laptop per Child (OLPC) project in Ghana

Olga Smirnova  
Lomonosov Moscow State University, Faculty of Journalism  
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Digital Divide and Gender: Case of Russia

Bamezai, G  
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Kesharvani, P  
Yumnam, B  
Bhatia, G

The Internet is the new leveler in promoting Equity in Media Use: Use and Content Preference Among Women Newspaper and Internet Readers in India

Moyahabo Rossett Mohlabeng  
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The role that Living Lab (LL) plays to support involvement of end users

Raul Flores Simental  
Universidad Autónoma de Ciudad Juárez, México, paracho@hotmail.com

Social networking as escape of collateral violence in Juárez México

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**SESSION THREE**

Tuesday, July 17  
9:00-10:30  
Room: MTB C3  

Conceptualizing the Digital Divide  
Chair: Liangwen Kuo

Shulin Chiang  
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International Transformation of Digital Divide Discourse---from the 1990s onwards

Weiyu Zhang  
Communications and New Media, National University of Singapore  
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Redefining activism through ICTs in an authoritarian democracy, Singapore

Sandhya Rao  
Texas State University, USA  
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A Content Analysis of The New York Times' coverage of India's Information Revolution from 1990-2010

Uma Shankar Pandey  
Surendranath College for Women, University of Calcutta, Kolkata, West Bengal, India, mailusp@gmail.com

The Capability Approach: Theoretical Foundations for Digital Divide in the Age of New Media

Ümit Arklan  
Communication Faculty Cumhuriyet University  
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Mustafa Akgan  
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Social media of daily life, daily life of social media: an applied study from relational and interactive perspective

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Zarqa S. Ali  
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Perception of Pakistani Students about Use of the Internet in their studies
SESSION FOUR

Tuesday, July 17
16:00-17:30
Room: MTB C3

Digital Divide: Experiences and Parallels
Chair: Zarqa Ali
University of Auckland, New Zealand
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Local users, local language and local content: the case of the eThekwini Municipality’s Ulwazi Programme

Janey Gordon
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Umar Lawal
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Mobile phone usage in Sub Saharan Africa: crossing the digital divide?

Maxwell Mthembu
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The digital divide post-WSIS: the case of Swaziland

SESSION FIVE

Wednesday, July 18
14:00-15:30
Room: MTB C3

Business meeting
Chair: Elena Vartanova
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SESSION SIX

Thursday, July 19
9:00 -10:30
Room: MTB C3

Youth, ICTs, And Civil Engagement in Asia: a Comparative Approach
Chair: Ullah Sahid
University of Chittagong, Bangladesh
ullah_sahid@yahoo.co.uk
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB-C2
Emerging African ICTD Scholarship
Chair: Stefania Milan
University of Toronto
Stefania.Milan@eui.eu
Respondent: Sujatha Sosale
University of Iowa
sujatha-sosale@uiowa.edu

Kathleen Diga
University of KwaZulu-Natal
digak@ukzn.ac.za
Facing the African ICTD academic divide

Katie Bryant-Moetele
University of Botswana/McGill University
katie.moetele@mopipi.ub.bw
“No, it’s not possible”: Using the lens of epistemic injustice to investigate northern theoretical control of academic research communities

Arul I Chib
Nanyang Technological University
arulchib@ntu.edu.sg
Emerging African Scholarship - learning from Africa

Eve Gray
University of Cape Town
eve.gray@gmail.com
A view from the South: aligning strategy and technology for increased visibility of southern African research

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB-C2
ESN Meeting of Mentors and Mentees

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: MTB-C2
Political Economy of the Media (I):
Internet, Activism, Globalization
Chair: Svetlana Kulikova
Georgia State University
jousak@langate.gsu.edu
Respondent: Jeremy Shtern
University of Ottawa
jshtern@uottawa.ca

Michael Serazio
Fairfield University
mserazio@fairfield.edu
Selling the Future: The Social Construction of 'Digital Native' Consumers

Francesca Musiani
CSI, Mines ParisTech
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Valerie Schafer
Institut des sciences de la communication, CNRS
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The Internet model on trial (1970s-2010s)

Carlos Garcia
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Contradicciones comunicológicas o armonías forzadas en los procesos de Globalización Cultural

Minminoy Majumder
Mudra Institute of Communications Ahmedabad(MICA)
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Online labour activism and unionism

SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: MTB-C2
Political Economy of the Media (II):
Crisis, Future, and Activism
Chair: Francesca Musiani
CSI, Mines ParisTech,
francesca.musiani@mines-paristech.fr
Respondent: Robin Mansell
LSE, R.E.Mansell@lse.ac.uk

Felicity Duncan
Annenberg School for Communication at the University of Pennsylvania
fduncan@asc.upenn.edu
Neoliberalism in the face of financial crisis: an exploration of changing neoliberal discourse in response to the crisis in the economy

Janeske Botes
(Class) Protest, Media and Capital: An investigation into media texts, processes of news production and protesters' strategies in South Africa

Kgalalelo Lebogang Morwe
University of the Witwatersrand
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A critical analysis of the representation of service delivery protests in Mail and Guardian and the The Star newspapers

Vasupradha Srikrishna
Mudra Institute of Communications Ahmedabad (MICA)
vas.v1985@gmail.com
The ‘fasting’ Brand of Anna: An exploratory study to understand the dominant representations and brand appeals constructed around Anna Hazare

SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: MTB-C2
Youth and Media (I)
Chair: Sylvia Blake
Ryerson University
sylvia.blake@ryerson.ca
Respondent: Barry King
AUT University
barry.king@aut.ac.nz

Marija Anja Venter
University of Cape Town
anja.venter@gmail.com
Mobile Games in a Networked Society: a case study amongst children in Ocean View
SESSION SIX

Tuesday, July 17
16:00 - 17:30
Room: MTB-C2

Nation State/Locality/Political Communication
Chair: Isaac Mnguni
University of the Witwatersrand
Isaac_Mnguni@wits.ac.za

Representations of youth in South African screen media: The Soul Buddyz television programme
Giuditta Toniolo
University of KwaZulu Natal, Toniolo@ukzn.ac.za

The place of genre in a new South African cinema

SESSION SEVEN

Wednesday, July 18
09:00 - 10:30
Room: MTB-C2

Youth and Media (II)
Chair: Christine Singer
University of London
christine_singer@soas.ac.uk
Respondent: Jo Pierson
Free University of Brussels
Jo.Pierson@vub.ac.be

Students, thinking about their learning?
The experience of using blogs as a reflective tool by communications arts and technology students in Jamaica
Sheena Johnson-Brown
University of Technology, Jamaica
SheenaJohnsonBrown@yahoo.com

Beyond the Digital Divide: South African youth and the virtual sphere
Tamsin van Tonder
University of Johannesburg

The Masculine City: Johannesburg and mobility represented in film
Alexandra Parker
University of the Witwatersrand,
alexandramaryparker@gmail.com

The dialectics of minority online political mobilisation: Online mediations of ethnic, religious, and sexual minorities in the Philippines
Cheryll Ruth Reyes Soriano
National University of Singapore
cheryllsoriano@nus.edu.sg

SESSION EIGHT

Wednesday, July 18
14:00 - 15:30
Room: MTB-C2

Business Meeting

SESSION NINE

Wednesday, July 18
16:00 - 17:30
Room: MTB-C2

ESN Special Panel on Careers and Scholarly Lifecycle with Sandra Braman

SESSION TEN

Thursday, July 19
09:00 - 10:30
Room: MTB-C2

Gender, Minorities and Social Change
Chair: Christine Singer
University of London
christine_singer@soas.ac.uk
Respondent: Marjan de Bruin-Maxwell
University of the West Indies at Mona, Jamaica
Marjan.debruin@uwimona.edu.jm

Documentary Photography as a Tool of Social Change: Exploring the middle ground
Christine Nesbitt Hills
Emerging independent scholar
christine@mediapix.za.net

The Masculine City: Johannesburg and mobility represented in film
Alexandra Parker
University of the Witwatersrand,
alexandramaryparker@gmail.com

The dialectics of minority online political mobilisation: Online mediations of ethnic, religious, and sexual minorities in the Philippines
Cheryll Ruth Reyes Soriano
National University of Singapore
cheryllsoriano@nus.edu.sg
SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: MTB-C2

Getting the Message Out: Advertising/branding and Crisis Communication
Chair: Ana Duarte Melo
Universidade do Minho, anamelo@ics.uminho.pt
Respondent: Miguel Vicente
University of Valladolid, Spain
mvicente@iul.es

Sessions

- Sylvia Blake
  sylviamayblake@gmail.com
- Jeremy Shtern
  University of Ottawa
  jshtern@uottawa.ca
- Lienkie Du Plessis
  University of South Africa
dpleis11@unisa.ac.za

The Interactor Commodity: user perspectives on use of their labour in social media advertising

Adolphine Lukusa
NMMU
adolphine_cama@yahoo.fr
South -North Conversations.
Translated Messages in Corporate Advertising: An Assessment of their Role and Impact on Selected Multinational Multi-brand Organisations’ Images

Omar Alghazzi
University of Pennsylvania
oalghazzi@asc.upenn.edu
Geographies of Sound: The Flow and Entrapment of the Syrian Jazeera Music

SESSION TWELVE

Thursday, July 19
11:00 - 12:30
Room: SH 11

Journalism, Media, and Media Policies
Chair: Olawale Oni
Osun State University
olawaleoni@yahoo.com
Respondent: Ibrahim Saleh
University of Cape Town
jre09s@hotmail.co.za

Sessions

- Birgit Kreykenbohm
  University of Aruba
  kreykenbohm@gmail.com
  News reporting on the Kingdom of the Netherlands: Framing changing relations in the Aruban, Curaçaoan and Dutch press, 2005-2011

- Taryn Jade Isaacs
  NMMU
  taryn.isaacs@nmmu.ac.za
  The regionalization of the South African Tabloid

- Simon Thibault
  Universite Laval and Universite Sorbonne Nouvelle (Paris III)
  thibault@gmail.com
  ‘Incendiary Media’ in Bosnia-Herzegovina and Kosovo: a new look on the debate regarding the regulation of the press in fragile states

- Isaack Themba Mngni
  University of the Witwatersrand
  0618124n@students.wits.ac.za

- Elastus J Mambwe
  University of Zambia
  elastus@gmail.com
  Investigating the Use and Impact of Social Media in Zambian Newsrooms
# ENVIRONMENT, SCIENCE AND RISK COMMUNICATION

## SESSION ONE

**Monday, July 16**  
**14:00 - 15:30**  
**Room: MTB 104**  
**Climate Change, Summits and Media**  
Chair: Anders Hansen  
University of Leicester  
as@leicester.ac.uk

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**Bienvenido Leon**  
University of Navarra  
bleon@unav.es  
*The images of science. A content analysis of the coverage of climate change in the Spanish press, during the summits of Copenhagen and Durban*

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**Miguel Vicente-Mariño**  
Universidad de Valladolid  
mvicentem@yahoo.es  
**Juan Carlos Águila-Coghlan**  
Universidad Complutense de Madrid  
juancarlosguillanc@gmail.com  
**José Luis Puñuel-Raigada**  
Universidad Complutense de Madrid  
pinuel@ccinf.ucm.es  
*Comparing the Spanish TV Coverage of Climate Change CoP: From Cancun to Durban*

---

**Juan Carlos Águila-Coghlan**  
Universidad Complutense de Madrid  
jucarlosguillanc@gmail.com  
**Gemma Teso Alonso**  
Universidad Complutense de Madrid  
gtesoalonso@gmail.com  
**José Luis Puñuel-Raigada**  
Universidad Complutense de Madrid  
pinuel@ccinf.ucm.es  
*Analyzing Different Discourses about Climate Change between TV Journalists and Youth in Spain*

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**Ibrahim Saleh**  
University of Cape Town  
irre00is@gmail.com  
*Fatal Attraction Between Poverty and Climate Change: More Than A Billion Lives in the Balance*

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**Arul Aram**  
Anna University  
arularam@yahoo.com  
*A Qualitative Study on Climate Communication in India*

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## SESSION TWO

**Monday, July 16**  
**16:00 - 17:30**  
**Room: MTB 104**  
**Mediated and Public Environmental Discourses**  
Chair: Pieter Maeselee  
University of Antwerp  
pieter.maeselee@gmail.com

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**Pat Brereton**  
pat.brereton@dcu.ie  
Dublin City University  

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**Sangita Shrestha**  
University of Surrey  
s.shrestha@surrey.ac.uk  
*Constructions of the Environment in Nepal: Environmental Discourses in the Media and Everyday Lives*

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**Cindy T. Christen**  
Colorado State University  
cindy.christen@colostate.edu  
*Opinion Polarization: The asymmetric effects of hostile media perceptions on opinions regarding environmental policies*

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**Emmanuel Prem Kant Das**  
Institute of Agriculture, Technology and Sciences Allahabad  
dasepk2009@gmail.com  
*Mass Media Exposure and Environmental Awareness among Rural Community*

---

**Matthew Jonathan Hibberd**  
University of Stirling  
m.j.hibberd@stir.ac.uk  
*Young People and Climate Change: An Indian Study*

---

**Alka Tomar**  
University of Stirling  
alka@cms.org  
*A Qualitative Study on Climate Communication in India*

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## SESSION THREE

**Tuesday, July 17**  
**09:00 - 10:30**  
**Room: MTB 104**  
**The Social Production of Environmental News**  
Chair: Anders Hansen  
University of Leicester  
as@leicester.ac.uk

---

**Pieter Maeselee**  
University of Antwerp  
pieter.maeselee@gmail.com  
**Yves Pepermans**  
University of Antwerp  
yves.pepermans@ua.ac.be  
**Laurens Van der Steen**  
University of Antwerp  
lauens.vandersteen@student.ua.ac.be  
**Daniëlle Raeijmaekers**  
University of Antwerp  
danielle.raeijmaekers@student.ua.ac.be  
*Climate change, social debate and political (in)action: the principle of cumulative inequality and competing journalistic approaches*

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**Tigere Chagutah**  
North-West University  
tchagutah@gmail.com  
*Environmental news: Unmasking the poor cousin of beat reporting in the African press*

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**Rowan Howard-Williams**  
University of Pennsylvania  
rhowardwilliams@asc.upenn.edu  
*Reflex Actions: Risk Society, Public Campaigning and the Keystone XL Pipeline*

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**Irene Pollach**  
Aarhus University  
irop@asb.dk  
*Corporate Environmentalism: The Evolution of Corporate Environmental and Social Reporting*
SESSION FOUR

Tuesday, July 17
14:00 - 15:30
Room: MTB 104
Environmental Communication and Climate Justice
Chair: Pieter Maeseele
University of Antwerp
pieter.maeseele@gmail.com

Gabriele Hadl
Kwansei Gakuin University
mediactivejp@mac.com
Science under threat - Climate Change Denialism, Climate Justice and Communication

Tanja Dreher
University of Wollongong
tanjad@uow.edu.au
Michelle Voyer
University of Technology, Sydney
michelle.voyer@uts.edu.au
Pacific Calling Partnership - Listening for Media Justice?

Jill Johannessen
University of Bergen
jill.johannessen@infomedia.uib.no
Climate justice: An essential mediated dialogue between the North and the South

Usha Sundar Harris
Macquarie University
usha.harris@mq.edu.au
Karen McNamara
University of the South Pacific
karen.mcnamara@usp.ac.tj
Using a human rights approach to understand impacts of climate change on heritage and culture in the Pacific and the role of participatory media in adaptation responses

SESSION FIVE

Tuesday, July 17
16:00 - 17:30
Room: MTB 104
Communicating Disasters and Environmental Problems
Chair: Anders Hansen
University of Leicester
ash@leicester.ac.uk

Mariam Sheikh
Florida state University
shaikhmariam@gmail.com
The media and skepticism of climate-change science: A comparative study of approaches by environmental journalists in the United States and Pakistan covering extreme weather events The media and skepticism of climate-change science: A comparative study

Shu-Chu Sarrina Li
National Chiao Tung University
shuchu@mail.nctu.edu.tw
Lin-Mei Stella Huang
Shih Hsin University
Imhung@cc.shu.edu.tw
The Use of Fear Appeals in Taiwan’s Global Warming News: Using the Quantitative and Qualitative Approaches to Analyze its Effects

Kyu Dong Lee
Sungkyunkwan University
llggdd@naver.com
Kyung Rag Lee
Sungkyunkwan University
ragie77@naver.com
Sgli Lee
Sungkyunkwan University
missydj@naver.com
Differences of Media Coverage Patterns on a Natural Disaster between Korea and Japan: A Comparative study on the Japanese Earthquake and Tsunami between Korean newspapers and Japanese newspapers

Miki Kawabata
Meijiro University
kawabata@meijiro.ac.jp
Environmental Disaster and Anxiety: The role of media communication during the crisis of the Tohoku Earthquake and Tsunami in Japan

SESSION SIX

Wednesday, July 18
09:00 - 10:30
Room: MTB 104
Media and Science
Chair: Anders Hansen
University of Leicester
ash@leicester.ac.uk

Isaltina Maria de Azevedo Mello Gomes
Universidade Federal de Pernambuco
isaltina@gmail.com
Anthrax and panic: a spectacle created by the media

Wanning Sun
University of Technology, Sydney
wanning.sun@uts.edu.au
Risk Management, Self-Making, and Lifestyle Television: Examples from the People’s Republic of China

Maria T. Soto-Sanfiel
Universitat Autònoma de Barcelona
mariateresa.soto@uab.es
Science and media. Exploring the attitudes of Audiovisual Communication professionals to Science, Scientists and Popular science

Corinna Lüthje
University of Hamburg
corinna.luethje@uni-hamburg.de
Field specific mediatization: changing media and science communication

Arul Aram
Anna University
arulram@yahoo.o.com
Media fallout in Tamil Nadu after Fukushima disaster
SESSION SEVEN

Wednesday, July 18
14:00 - 15:30
Room: MTB 104
Business Meeting
Chair: Anders Hansen
University of Leicester
ash@leicester.ac.uk
Chair: Pieter Maeseele
University of Antwerp
pieter.maeseele@gmail.com

SESSION EIGHT

Wednesday, July 18
16:00 - 17:30
Room: MTB 104
Science and Public Understanding/Engagement
Chair: Pieter Maeseele
University of Antwerp
pieter.maeseele@gmail.com

Chienyi Hsiang
Tsinghua University
qianyi09@126.com
Public Perceptions Toward Science In China

Andrew Ong
Nanyang Technological University
ON0001EW@e.ntu.edu.sg

Regina Koh
Nanyang Technological University
kohr0003@e.ntu.edu.sg
Jeremy Sng
Nanyang Technological University
sngr0001@e.ntu.edu.sg
Nuclear energy use in Singapore: A study on the applicability of the cognitive miser and scientific literacy models in predicting attitudes

Chao-Ping Hong
chaoping.hong2@mail.dcu.ie
Dublin City University
A Power and Knowledge Divide in Disguise? Comparative case study of Public Engagement in Clean Technology Clusters

Juliana Miura
Universidade do Porto
jumiura@gmail.com
José Azevedo
Universidade do Porto
azevedo@letras.up.pt
The Challenges to Building a Science 2.0

ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION

SESSION ONE

Monday, July 16
16:00-17:30
Room: MTB-C6
Ethic of Communication around the world I
Chair: María T. Nicolas

Ben-Hur Demeneck
Instituto Blumenauense de Ensino Superior (IBES/Sociesc)
b.demeneck@uol.com.br
The academic interest in Brazil of constructing a journalistic objectivity concept in a critical realism basis: challenges of a key value within a (ant)democratic press tradition

Chen Ni
City University of Hong Kong
nichen@cityu.edu.hk
A Comparative Study of Public Relations Ethics: China vs. US

Sandra Pitcher
University of KwaZulu-Natal, South Africa
204507016@stu.ukzn.ac.za
Re-evaluating Social Networks and the Ethics of Privacy: An African Perspective

Maria Teresa Nicolas
Universidad Panamericana, México
mtnicolas@up.edu.mx
Drug trafficking in the media. Ethical aspects of conflict coverage of drug trafficking in Mexico

SESSION TWO

Tuesday, July 17
14:00-15:30
Room: MTB-C6
Ethic of Communication around the world II
Chair: María T. Nicolas

Maria Madalena Oliveira
Brasil and Portugal
madalena.oliveira@ics.uminho.pt
Fernando Oliveira Paulino
Brasil and Portugal
paulino@unb.br
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<thead>
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<th>Session</th>
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<td>Gender and Media Representation</td>
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<td>I-fen Chen</td>
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<td>A Pictorial Semiotic Analysis of The Women in Taiwan 1968-1978</td>
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<td>Gender, Communication and Global Power</td>
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<td>Carolina Spataro</td>
<td>Universidad de Buenos Aires, Argentina</td>
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<td>Esas canciones son para todas: procesos de generización en el consumo de música romántica</td>
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<td>News ombudsmen besides the North-South boundary: the Portuguese and the Brazilian experience</td>
<td>Joaquim Fidalgo</td>
<td>Brasil and Portugal</td>
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<td>Legacy Media and social media nexus: Ethical considerations for South African newsrooms</td>
<td>Bibi Ayesha Mall</td>
<td>Durban University of Technology</td>
<td><a href="mailto:ayesham@dut.ac.za">ayesham@dut.ac.za</a></td>
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<td>The same news event around the world: what remains, what differs.</td>
<td>Paula Maria Julian</td>
<td>Pontificia Universidad Católica de Chile</td>
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<td>Disregarding South-North Cultural Differences: A Content Analysis</td>
<td>Yoonwhan Miles&quot; Cho&quot;</td>
<td>Hankuk University of Foreign Studies</td>
<td><a href="mailto:milescho@gmail.com">milescho@gmail.com</a></td>
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<td>The role of global elite media in interfaith dialog</td>
<td>Scott Neal Timcke</td>
<td>Simon Fraser University, Canada</td>
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<td>Communication Studies, Justice and Dialectics</td>
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<td>Conceptualising strategic communication management in the context of sustainability and governance</td>
<td>Estelle de Beer</td>
<td>Benita Steyn</td>
<td>University of Pretoria, Sud Africa</td>
<td><a href="mailto:estelle.debeer@up.ac.za">estelle.debeer@up.ac.za</a></td>
<td><a href="mailto:b.steyn@lantic.net">b.steyn@lantic.net</a></td>
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<td>Disregarding South-North Cultural Differences: A Content Analysis of Unifying Cultural Imperative for Teenagers from Mobile Industry</td>
<td>Joaquim Fidalgo</td>
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<td>The global word and the global communication. Ethics for all.</td>
<td>Rod Carveth</td>
<td>Central Connecticut State University, USA</td>
<td><a href="mailto:rodcarveth@gmail.com">rodcarveth@gmail.com</a></td>
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<td>Facebook and Ethics Challenges to internal ombuds: some lessons learnt from the WikiLeaks experience</td>
<td>Johannes D. Froneman</td>
<td>University of Pretoria, Sud Africa</td>
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<td>Cornia Pretorius</td>
<td>University of Pretoria, Sud Africa</td>
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SESSION THREE

Monday, July 16
16:00 -17:30
Room: SH10
Gender and Theory
Chair: Andrea Press

Marcus Assis Lima
Universidade Estadual do Sudoeste da Bahia, Brazil
Sociologies of voice: an empirical attempt on self-narratives and diversity in a brazilian newsmagazine

Victoria Pereyra
University of Warwick, United Kingdom
What makes their lives grievable? Incarcerated women and printed news in Argentina (2001-2011)

Jeanne Prinsloo
Rhodes University and University of KwaZulu-Natal, South Africa
Reviewing research: the sexualisation of girls

Wei Bu
Chinese Academy of Social Sciences, China
Rethinking Feminist Theories Input and Local Knowledge Production

SESSION FOUR

Tuesday, July 17
9:00 -10:30
Room: SH10
Media and Social Change
Chair: Amalia Beatriz Gómez

Slavka Antonova
University of North Dakota, United States
Gender and multistakeholderism: Women's rights in global Internet governance debate

Claudia Padovani
University of Padova, Italy
Elena Pavan
University of Padova, Italy
The power of norms. The challenge of structuring social change through supra-national Gender-oriented Communication Governance

Venus Upadhyaya
Sri Aurobindo Institute of Research in Social Sciences, India
Gramam Pudiya Udayam: A grassroots newspaper project bridging caste and gender divides in a rural Indian community.

Fatoumata Sow
University of Oregon, United States
Women's Community Radio in Africa: Broadcasting the Voiceless

SESSION FIVE

Tuesday, July 17
14:00 -15:30
Room: SH10
Gender, Culture and ICTs - Part 1
Chair: Caroline Tagny

Janet D. Kwami
Furman University, United States
Gender, Marginality and ICTs in the Global South: Ghanaian Market Women and Digital Tools

Milagros Rivera
National University of Singapore, Singapore
T.T. Sreekumar
National University of Singapore, Singapore
New Media, Gender and Leisure: Soft forms of subversion through the use of new media in Bangladesh

Anne Fairchild Peacock
University of Essex, United Kingdom
Empowering Women through ICT4D projects: Lessons Learned from a Digital Inclusion Initiative in Jalisco, Mexico

Xiao Han
University of Westminster, United Kingdom
Women's Cyber-Empowerment in Mainland China: Characteristics, Potentialities and Constraints

SESSION SIX

Tuesday, July 17
16:00 -17:30
Room: SH10
Gender, Culture and ICTs - Part 2
Chair: Anne Fairchild Peacock

Eno Akpabio
University of Dar es Salaam, Tanzania
Using new media to further the goals of gender equality: A case study of a Southern African NGO Gender Links

Shubhda Arora
Mudra Institute of Communications Ahmedabad, India
Virtual Gender Identity: A study of self exploration among Indian Adolescents

Dominique Harriaon
Howard University, United States
But Cya?!: A case study of Jamaica’s E-Powering Jamaica’s National ICT Strategic Plan, 2007-2012 and gender-sensitive initiatives

Caroline Tagny
University of the Witswatersrand South Africa
Women’s and feminist movements advocacy in a Web 2.0 context: the promotion of gender equality through technology

Abigail See
Nanyang Technological University, Singapore
Rebecca Cheang
Nanyang Technological University, Singapore
Siew Luan Goh
Nanyang Technological University, Singapore
Xiao Xuan Ng
Nanyang Technological University, Singapore

Fie Velghe
Tilburg University, Netherlands
I wanna go in the phone. Informal learning practices and illiteracy: the mobile phone as an empowering learning tool for literacy in a South African township.
SESSION SEVEN

Wednesday, July 18
9:00 -10:30
Room: SH10
Business Meeting
Chair: Aimée Vega Montiel

SESSION EIGHT

Wednesday, July 18
14:00 -15:30
Room: SH10
Gender and Visual Representation - Part 1
Chair: Irene Dorothy Awino

Ana Carolina Escosteguy
Catholic University of Rio Grande do Sul, Brazil
Cristiane Freitas Gutfreind
PUCRS, Brazil

Heroines: Biographical Stories within Brazilian Media and Cinema

Eina Lachover
Sapir College, Israel

Influential Women: Feminist Discourse In Women's Business Magazines. The Case Of Israel

Qi Ling
The Chinese University of Hong Kong
Hong Kong

Construction of female sexual subjectivity in transnational women magazine - A case study on Cosmopolitan China from 1999-2011

Shanthini Sarah
Manonmaniam Sundaranar University, India

A critical study on representation of third gender in contemporary Tamil cinema

SESSION NINE

Wednesday, July 18
16:00 -17:30
Room: SH10
Gender and Visual Representation - Part 2
Chair: Ana Carolina Escosteguy

Ann M. Savage
Butler University, United States
Falling Short: An Analysis of U.S Television Representations of Gays and Lesbians

Janelle Leigh Vermaak
Nelson Mandela Metropolitan University
South Africa
Representations of Misandry in Antichrist and The Wicker Man: An Exploration of Narrative Devices and Gender Discourses

Leandra Koenig-Visagie
University of South Africa, South Africa
Gendered representations of family in contemporary church imagery: religious beliefs and representational practice in dialogue

Sara Mourad
University of Pennsylvania, United States
Egypt Nude Blogger: Sexuality Citizenship, and the Arab Body Politic

SESSION TEN

Thursday, July 19
9:00 -10:30
Room: SH10
Gender, Human Rights and Media
Chair: Ann M. Savage

Akina Mikami
The University of Melbourne, Australia
Vipul Khosla
ABC International Development, Australia
Amelia Shaw
ABC-NBC Media for Development Initiative Project, Papua New Guinea

SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH10
Gender and North/South Discourses
Chair: Margaretha Geertsema-Sligh

Thembi Mutch
University of London, United Kingdom
Underneath our burkhas we wear thongs: Zanzibar Muslim Women, identity, change and the Media.

Isheunesu Magwaza
Nelson Mandela Metropolitan University
South Africa
Investigation into the Role and Tactics of a Pressure Group (Musasa Project Zimbabwe)

Chloris Jiang
Nanyang Technological University, Singapore
Arul Indrasen Chib
Nanyang Technological University, Singapore

The role of ICTs in the lives of foreign wives in Singapore

Klara Debeljak
InterMedia, United Kingdom
Combating gender-based violence through C4D: “Use Your Voice” campaign and its implications on audience-citizens in Papua New Guinea

Carolina Justo von Lurzer
Universidad de Buenos Aires, Argentina
Sexualidades en foco: representaciones sobre la prostitución en la televisión argentina.

Carol Azungi Dralega
Western Norway Research Institute, Norway
Communicating International Law at the grassroots: Dividends and challenges of a gendered media strategy in Uganda

Margaretha Geertsema-Sligh
Butler University, United States
The Kindergarten and the Harem: Media, Politics and Polygamy in South Africa

Aimée Vega Montiel
Universidad Nacional Autónoma de México, Mexico
Women and Leadership Positions in the Media Structure: Facing the Gender Inequality

Carolina Justo von Lurzer
Universidad de Buenos Aires, Argentina
Sexualidades en foco: representaciones sobre la prostitución en la televisión argentina.

Carolina Justo von Lurzer
Universidad de Buenos Aires, Argentina
Sexualidades en foco: representaciones sobre la prostitución en la televisión argentina.
GLOBAL MEDIA POLICY

SESSION TWELVE

Thursday, July 19
16:00 - 17:30
Room: SH 11
Panel 11. Gender, News and Newsmakers
Chair: María Josefina Gatica

Ranu Tomar
Almuni Centre for Jawahar Lal Nehru Studies, India
Status of Women Journalist in Hindi Print Media in India

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MTB C-7
Competing and emerging practices in multi-level media policy: challenges and future trends
Chair: Marc Raboy
McGill University, Canada
marc.raboy@mcgill.ca
SESSION TWO

Tuesday, July 17
9:00-10:30
Room: MTB C-7
Chair: Arne Hintz
McGill University, Canada
arine.hintz@mcgill.ca

Discussant: Claudia Padovani
University of Padova, Italy
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South-North Conversations around Global Media Policy; Normative Standards, Strategies and Narratives

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Sarah Anne Ganter
University of Vienna, Department of Communication
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The policy transfer approach and its place in Media Governance studies

Julie Reid
Department of Communication Science
University of South Africa
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The battle for freedom of speech and an ethical press goes beyond the question of strengthening press regulation

Heita Mashilo Boloka
Department of Communications, Republic of South Africa
mashilob@yahoo.co.uk

Soft diplomacy as the driving force of world politics

Sibongile Sindane
Department of Communication Science at the University of South Africa
sindasa@unisa.ac.za

Renegotiating media freedom: A critical assessment of the ANC’s media policy towards the press in post-independent South Africa

SESSION THREE

Tuesday, July 17
16.00-17.30
Room: MTB C-7
Mapping Global Media Policy: future scenarios
Chair: Marc Raboy
McGill University, Canada
marc.raboy@mcgill.ca

This session brings together IAMCR members who have been active contributors to the Mapping Global Media Policy project over the past years. This research and policy-oriented project has produced a digital platform, including a database and data visualization options, which has proven useful to research explorations, as well as teaching activities around media policy and communication governance. Reference to thematic sections in the platform and to the lessons learned will serve as a basis to discuss future developments in order to fully harness to potential of this open access resource for the use of all IAMCR interested members.

Arne Hintz
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Claudia Padovani
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Gerard Goggin
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Daeho Kim
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In-Hee Kim
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Digital TV Transition in the perspective of Public Private Partnership

Can Bilgili
Yeditepe University, Faculty of Communication, Turkey
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Deniz Sezgin
Ankara University Faculty of Communication, Turkey
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Does Social Media Influence the Authority of Global Media Industry over Regional Markets?—North-South conversations around Global Media Policy: normative standards, strategies and narratives
The goal of this session is to provide a space for discussion for IAMCR sections, groups and individuals, on the role and activities of IAMCR as a scholarly community (also) engaged in policy debates. Many IAMCR members have been over the past years active in different policy-relevant international spaces, from UNESCO to IGF and CSDT; while the IAMCR has taken position on several occasions. Looking ahead to 2015, with a number of communication-related events coming up - from WSIS+10 to MDG to Beijing+20 - we invite those who would like to brainstorm and discuss ideas, to join this session with a focus on how the association could take advantage of opportunities for policy intervention, in view of strengthening its capacity to orientate debates as well as connecting such global discussions to local practices. Elections for a second vice-chair of the WG will be held at the end of this meeting.
SESSION THREE

Tuesday, July 17
16:00 - 17:30
Room: SH 15
Methodological approaches to media history
Chair: Thomas Birkner
University of Münster, Germany

Halliki Harro-Loit
University of Tartu, Estonia
halliki.harro@ut.ee

Diachronic perspective of journalistic culture: methodology and sources

Carlos Barrera
University of Navarra, Spain
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Antonio Herrera and the reasons of his unfinished autobiography

Marcel Mauri
Ruth Rodríguez-Martínez
Jaume Guillamet
Pompeu Fabra University, Barcelona, Spain
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jaume.guillamet@upf.edu

Historical research of press in no official language: the case of Catalonia

Víctor Chagas
Fluminense Federal University
viktor@midia.uff.br

Extra! Extra! Historical institutionalization and political economy of the newsstands at Rio de Janeiro, Brazil

SESSION FOUR

Wednesday, July 18
9:00 - 10:30
Room: SH 15

Media and empire: historical perspectives (I)
Chair: Carlos Barrera
University of Navarra, Spain

Nelson Costa Ribeiro
Catholic University of Portugal
nelson.ribeiro@ucp.pt

Transborder Broadcasts during the Portuguese Colonial War: the Role of Transmissions from Romania and Algeria, 1961-1974

Peter Putnis
University of Canberra, Australia
Peter.Putnis@canberra.edu.au

Reuters, the Australian Associated Press, and the idea of a British Commonwealth news agency in the aftermath of World War 2

Ah-reum Kim
University of Tokyo, Japan
ahreunit@gmail.com

Formation of Intellectual Community around The Thought Magazine and its Role in Rebuilding South Korea in the 1950s

SESSION FIVE

Wednesday, July 18
14:00 - 15:30
Room: SH 15
BUSINESS MEETING
Chair: Carlos Barrera
History Section Chair

SESSION SIX

Wednesday, July 18
16:00 - 17:30
Room: SH 15

Media and empire: historical perspectives (II)
Chair: Peter Putnis
University of Canberra, Australia

Donal Patrick McCracken
University of KwaZulu-Natal, Durban
South Africa
mccrackend@ukzn.ac.za

Wild Geese reporters or British imperial running dogs: Irish journalists in Victorian South Africa

Ruth Elizabeth Teer-Tomasselli
University of KwaZulu-Natal, Durban
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teertoma@ukzn.ac.za


Kate Zambon
University of Pennsylvania, USA
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Shifting privilege: The transcontinental struggle for representation of race and power during Holocaust and the rise of Apartheid

Hina Ayaz
Albert-Ludwigs University
Freiburg, Germany
hina.ayaz5@gmail.com

Historical research on foreigner and Pakistani correspondents reporting from tribal or northern parts of Pakistan

SESSION SEVEN

Thursday, July 19
9:00 - 10:30
Room: SH 15

The role of international media in historical events and processes
Chair: Nelson Costa Ribeiro
Catholic University of Portugal

Gideon Kouts
Université Paris 8, France
gkouts@wanadoo.fr

Fashion, Zionism and imagined Jewish culture in the thought of Nahum Sokolow

Jaume Guillamet
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Ruth Rodríguez-Martínez
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Francesc Salgado
Pompeu Fabra University
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francesc.salgado@upf.edu

The role of the international press in the Spanish transition to democracy
INTERNATIONAL COMMUNICATION

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH 12
PANEL: Academic Journals and Knowledge Production: South-North Conversations Between Editors
Chair: Herman Wasserman
Rhodes University, South Africa
h.wasserman@ru.ac.za
Discussant: Herman Wasserman
Rhodes University, South Africa
h.wasserman@ru.ac.za

Ian Richards
University of South Australia, Australia
ian.richards@unisa.edu.au
Journal Editing and Contextual Influences: Views From Editors Around the World

Barbie Zelizer
University of Pennsylvania, USA
bzelizer@asc.upenn.edu
Is a Global Field of Authors Possible?

Keyan Tomaselli
University of KwaZulu-Natal, South Africa
tomasell@ukzn.ac.za
Scholarly Publishing - South-North Issues

Daya Thussu
University of Westminster, UK
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The Role of Academic Journals in Internationalizing Media Studies

Pieter Fourie
University of South Africa, South Africa
fourpj@unisa.ac.za
Viola Milton
University of South Africa, South Africa
miltovc@unisa.ac.za
Peer Review Research Journals in the Age of Social Media: Some Views of Young South African Academics
Anthea Garman  
Rhodes University, South Africa  
a.garman@ru.ac.za  
Peer Review and the Creation of Truly Collegial North-South Conversations

Debashis Aikat  
University of North Carolina-Chapel Hill USA  
dai@unc.edu  
A Paradigm Shift in Global News: The Internet and Mobile Media Transform Journalism in Bangladesh

Monday, July 16  
14:00 - 15:30  
Room: SH 12  
Mobile Technology Applications and the Web in Global Context  
Chair: Sandhya Rao  
Texas State University, USA  
sr02@txstate.edu

Tang Mui Joo  
Tunku Abdul Rahman College, Malaysia  
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Chan Eang Teng  
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Web Credibility for The Development of An E-Government: Malaysia

Lauren Roig  
Texas Tech University, USA  
lr1187@txstate.edu

Sandhya Rao  
Texas State University, USA  
sr02@txstate.edu  
A Silent Revolution: Glimpses of a Cause via Twitter and New Media

Cheryll Ruth Reyes Soriano  
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Milagros Rivera  
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Nanditha Raman  
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The Social Embeddedness of Technology: An Analysis of Mobile Advertisements in the Philippines

Md. Abu Naser  
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Jie Qin  
City University of Hong Kong, Hong Kong  
drjqin@gmail.com  
A Comparison of the Hyperlink Network and Identity Network of Environmental NGOs in China

Monday, July 16  
16:00 - 17:30  
Room: SH 12  
Information Technologies, Media, and International Development  
Chair: Matt Ebonye Mogekwu  
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Matt Ebonye Mogekwu  
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Social Media and the Democratization Process: Challenges for Sub-Saharan Africa

Sujatha Sosal  
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Modernizing Communication in French Madagascar: Beginnings of a Networked Society

Deepti Chittamuru  
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Issues Influencing Maternal Healthcare Behaviors In Rural India: A Needs-Assessment Study

Tara Susman-Peña  
Independent Consultant  
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Healthy Media, Vibrant Societies: How Strengthening the Media Can Boost Development in Sub-Saharan Africa

Luisa Caitlin Ryan  
Internews, Democratic Republic of Congo  
luisa_caitlin@hotmail.com  
Together Liberia - Collaborative Monitoring and Evaluating Contributions to a Strengthened Media Development Project

Janet D. Kwami  
Furman University, USA  
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Digital Humanitarianism and the Global South: A Critical Discourse Analysis of the One Laptop Per Child (OLPC) Project

Tuesday, July 17  
9:00 - 10:30  
Room: SH 12  
PANEL: Global Communication and Chinese Perspectives: Theory, Research and Practice  
Chair: Tsan-Kuo Chang  
City University of Hong Kong, Hong Kong

Tsan-Kuo Chang  
City University of Hong Kong, Hong Kong  
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Stakeholders, News Media and Social Knowledge: Comparing Crisis Communication in China, Hong Kong, Taiwan, and the US

HUANG, Yi-Hui Christine  
Chinese University of Hong Kong  
yhuang100@gmail.com  
Culture and Chinese Research

Chin-Chuan Lee  
City University of Hong Kong, Hong Kong  
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The Implications of Chinese Media Studies to Global Communication
Limin Liang  
City University of Hong Kong, Hong Kong  
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From “the Wolves are Coming” to “the Wolves are Incubating the Sheepfold”? - Sociology of News in China’s Quest for Soft Power

Fen Jennifer Lin  
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The Moon over the Eastern Hill: The Chinese Imagination and Cultural Consumption of Tibet

Karen Arriaza Ibarra  
Computense University of Madrid, Spain  
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The Evolution of Public Broadcaster in Europe, From Public Service Media Institutions to Public Value Structure Organizations: The Analysis of Six European Countries

Anastasia Kononova  
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Saleem Alhabash  
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Tatyana Zasorina  
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Natalia Diveeva  
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Media Multitasking and Perceived Attention to Media Messages: A Study of College Students in the Kuwait, Russia, and the United States

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Art Works and Migrant Workers: A Field Experiment Examining Visual Cues to Attitude Change Towards Immigration  
Jingwei Piao  
University of Westminster, UK  
amypiao@gmail.com  
Financial Media and China’s Global Economic Integration

Tuesday, July 17  
14:00 - 15:30  
Room: SH 12  
Research on Contemporary Global Media Issues  
Chair: Karen Arriaza Ibarra  
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Itaki Zabaleta  
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Santi Urrutia  
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The Funding Systems of European Minority Language Media: Differences and Commonalities Crossed by Permanent Uncertainty and Current Crisis

Stijn Joye  
Ghent University, Belgium  
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Domesticating Global Suffering. A Critical Discourse Analysis of Television News Reporting on Distant Suffering

Marcus Assis Lima  
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Dannilo Duarte Oliveira  
Universidade Estadual do Sudoeste da Bahia, Brazil, dannilonet@yahoo.com.br  
Portraits of Crisis: The Addressing Mode in Brazilian Television Journalism on European Crisis

Johannes von Engelhardt  
Erasmus Research Center for Media, Culture and Communication, The Netherlands  
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INTERNATIONAL COMMUNICATION ... continued

Julia Hoffmann  
University for Peace, Costa Rica  
jhoffmann@uppeace.org  
Proximate and Distant Suffering: A Comparative Content Analysis of the Coverage of the 2011 Horn of Africa Crisis in Western and Eastern African Media

Sweta Singh  
Indraprastha University, India  
swetasingh2000@gmail.com  
Coverage of International Conflicts by Television Channels in India

Mohammed Musa  
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BBC World Service and Counter Hegemonic Practices in Africa

Markus Beiler  
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The Work of International News Agency Journalists in Germany

Elijah Chiwota  
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An Inquiry into How Inter Press Service Africa Makes Alternative News from the Global South

Nikhil Moro  
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Becoming Minority: How News Coverage Has Produced and Unproduced Minorities in South Asia

Eric Kit-Wai Ma  
The Chinese University of Hong Kong  
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ericma@cuhk.edu.hk  
The Compressed Modernity in South China

Wajiha Raza Rizvi  
University of Punjab, Pakistan  
wajiharaza@yahoo.com  
BeDevil, Colonialism and the Children of Miscegenation

Wednesday, July 18  
09:00 - 10:30  
Room: SH 12  
The World of News and News in the World  
Chair: Seon Gi Baek  
Sungkyunkwan University, Korea  
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Wanjiku Dorothy Njogere  
Daystar University, Kenya  
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Empowering Discourse? Tracing UK Press Coverage of an Anti-poverty Campaign for Africa

Leshuo Dong  
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Naren Chitty  
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Exploring News Frames of Diplomatic Visits: A Comparative Study of Chinese and American Media Treatment of Vice President Xi Jinping’s Official Tour of the USA

Johannes Gerstner  
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Wednesday, July 18  
14:00 - 15:30  
Room: SH 12  
Nation, Culture, Politics, and Identity in the Media  
Chair: Seon Gi Baek  
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Nollywood Movies as Derivatives of Western Culture: Implications for Symmetrical Communication

Anu Masso  
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The Transition from Intercultural to Transcultural Communication: The Emigration Wishes of Estonian Youth

Weerapong Poiningong  
Suranaree University of Technology, Thailand  
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The Roles of Thai Border Radio in Fostering the Relationship Between Thailand and Cambodia

Bridgette Colaco  
Troy University, USA  
bridgettecolaco@gmail.com  
Jai ‘O’: How Five Indian Newspapers Covered President Barack Obama’s First Visit to Their Country in 2010

Convenor: Tania Cantrell Rosas-Moreno  
Loyola University, USA

Convenor: Weerapong Poiningong  
Suranaree University of Technology, Thailand

Convenor: Bridgette Colaco  
Troy University, USA
ISLAM AND MEDIA

Monday, July 16
14:00 - 15:30
Room: MTB-C6
Social Networks and Arab Spring
Chair: Prof. Basyouni Hamada

Dr. Anastasia Kononova
American University of Kuwait, Kuwait
The Collective Interest Model and the Arab Spring: Social Networking as Collective Action

Charles Mitchell
American University of Kuwait, Kuwait
The Collective Interest Model and the Arab Spring: Social Networking as Collective Action

Elamira Samah Farag Saleh
Cairo University Faculty of Mass Communication, Department of Broadcasting, Egypt
Climates of Risk: An analysis of Egyptian Journalism Attitudes toward the Islamist Political Power during & after the Parliament Elections 2012

Mahmoud M. Galander
Qatar University
Al-Jazeera Coverage of the Arab Spring of Revolutions: Towards a Southern revivalism of Advocacy Journalism

Tuesday, July 17
16:00 - 17:30
Room: MTB-C6
Media and the Stereotyping Image of Muslims
Chair: Prof. Awatef Abdel Rahman

Prof. Awatef Abdelrahman
Cairo University, Faculty of Mass Communication, Journalism Department, Egypt
The Reciprocal Media Images between Arab, Islam and the West

Prof. Ashiya Osman Abdool-Satar
University of South Africa, South Africa
Challenging Stereotypes Sensitizing the Media to Fair Depiction of Muslims

Michael Meyen
University of Munich Institute for Communication Sciences and Media Research
Political newspapers in Sudan: Fig leaves or Real Alternatives to the State Media

Rachmah Ida
Department of Communication Faculty of Social and Political Sciences Airlangga University Indonesia, Indonesia
Reporting from Within: The Practice of the Indonesian Press Covering Incidents of Inter/ntra-Faith Conflicts

Azza Abdul-Aziz Abdullah Osman
Media Department, Sohag University, Egypt
The Factors behind the Stereotyped Image of Arab Muslim Women in Western Media: An Arab Academic Elite Perspective

Sudeshna Roy
Stephen F. Austin State University
You Are Not One of 'Us': A Comparative Critical Analysis of Hollywood's Representation of Redemption, Reconciliation and Repatriation of Germans and Muslims after Significant Wars

Wednesday, July 18
9:00 - 10:30
Room: MTB-C6
Media, Dialogue and Conflict Resolution
Chair: Bushra Hameedur Rahman

Bushra Hameedur Rahman
Institute of Communication Studies
University of the Punjab, Pakistan
Pakistani media: An Agent of Conflict or Conflict Resolution- A Case of Lal Masjid

Shazia Saeed
University of the Punjab, Lahore Pakistan
Role of Religion & Media Consumption in Identity Formation Experience of Youth in Pakistan

Anke Fiedler
University of Munich
Political Newspapers in Sudan. Fig leaves or Real Alternatives to the State-run Media

Prof. Basyouni Ibrahim Hamada
Cairo University, Faculty of Mass Communication, Egypt
Current and Future Trends of Journalist in Post- Egypt Revolution

Muhammed Haron
University of Botswana, Botswana
South Africa’s Muslim Community Radio Stations

Thursday, July 19
11:00 - 12:30
Room: MTB-C6
Media, Muslims and Others
Chair: Fernando Resedde

Wednesday, July 18
16:00 - 17:30
Room: MTB-C6
Business Meeting
ISLAM AND MEDIA ... continued

Fernando Resende
Fluminense Federal University (UFF), Brazil
Inventing Muslims as the other in the 19th Century Brazil

Bibi Ayesha Mall
Department of Media, Language and Communication, Durban University of Technology, Durban
South Africa Muslims and the New Media - the South African Scenario

Muhamad Zaki Mustafa
USIM-Islamic Science University of Malaysia
A Communication Analysis on University’s Choice: A Study on Islamic School in Malaysia*

Zulkiple Abdul Ghani
Islamic Science University Malaysia (USIM) Malaysia
Islam and Entertainment: Al-Ghazali’s Theoretical Perspectives of Baba Al-Sama’s Entertainment and its Application in Television Programmes

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Monday, July 16
11:00 - 12:30
Room: SH 5
Theme III: Professional Journalism Panel on Peace journalism discourse and practices in South Africa Moderator and Panelist:
Nathalie Hyde-Clarke
University of Johannesburg, South Africa
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Peace journalism in South Africa: A theoretical discussion

Pieter Fourie
University of South Africa
fourie@unisa.ac.za
Peace journalism as a world and life view and the practice of journalism as a semiotic act

Wadim Schreiner
Media Tenor
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Global and local perspectives of Peace Journalism

Wellington Samuel Radu
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Kgalalelo Lebogang Morwe
William Robert Bird
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Is it the role of the media to offer alternatives to violence?

Last Moyo
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5-Structural and Symbolic Violence: Media Power, Citizenship and the State in Zimbabwe

Ylva Rodny-Gumede
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University of Johannesburg
6-Peace Journalism and the usage of online sources

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Monday, July 16
11:00 - 12:30
Room: SH 17
Theme II: Innovations in Journalism New Media, Convergence and the Information Ecosystem Chair:
Matthew Jonathan Hibberd
University of Stirling, UK
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Fernando Zamith
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Online news: Where is the promised context?

Meghdad Mehrabi
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Vivian Hsueh-hua Chen
Nanyang Technological University, Singapore
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Convergence in Online News Media: An Exploration of Organizational Convergence and Cross-media Production in Iranian News Websites

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JOURNALISM RESEARCH AND EDUCATION
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Michael Scharkow  
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Online Sophistication of News Websites

Claire Scott  
University of KwaZulu-Natal, South Africa  
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White Talk: An analysis of online reader responses to the Mail & Guardian's "Whiteness" Debate.

Monday, July 16  
14:00 - 15:30  
Room: SH 5  
Theme III: Professional Journalism  
Panel on Journalism & Conflict  
Chair & Panelist: Beate Josephi  
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Beate Josephi  
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The visibility of conflicts as an ethical necessity: A West Papua case study

Barbie Zelizer  
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Conflict as a Mindset for Journalists

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Tore Slaatta  
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Norwegian news media as arena for support and critique of Norwegian participation in the Nato-led military engagements in Libya

Zhengrong Hu  
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Lei Zhang  
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Framing or Staging the Conflicts: A Comparative Analysis of the Chinese Newspaper Coverage and the Weibo War of the ‘Han vs. Fang’ Debate

Monday, July 16  
16:00 - 17:30  
Room: SH 5  
Theme III: Professional Journalism  
Journalism Cultures & Public Spheres  
Chair: Suruchi Mazumdar  
Nanyang Technological University  
Singapore  
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Tetiana Vaskivska  
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Kyle Conway  
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University of North Dakota, USA

Richard Shafer  
University of North Dakota, USA  
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Journalists as Agents of Cultural Translation: A Case Study of Spanish Newspaper Coverage of Bans Against Traditional Head Coverings for Muslim Women

Gabriel Johannes Botma  
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Complexity between North and South: In search of a cultural approach to South African journalism

Rui Alexandre Novais  
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Luísa Silva  
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Dimitra Dimitrakopoulou  
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Rosa Berganza  
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Martin Oller  
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Mapping journalism culture in the European South: Portuguese, Spanish and Greek compared

Shenid Bhayroo  
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Study Away: Creating Critical Consciousness in the Global South

Gideon Mumeson Tebid  
Tshwane University of Technology  
South Africa  
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Cultivating a wrong agenda: Tshwane NOWETO community Newspapers and crime reporting

Monday, July 16  
16:00 - 17:30  
Room: SH 17  
Theme I: New Challenges & Emergent Perspectives  
Public Perception, Media and Different Groups  
Chair: Billy Sarwono  
University of Jakarta, Indonesia  
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Kerry Philip Green  
University of South Australia, Australia  
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Jolyon Sykes  
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Perception versus Reality: How the vulnerable see themselves portrayed in the media

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SUN-HEE LEE  
SungKyunkwan University, South Korea  
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The Study on Media Coverage for Foreign Worker’s Crime since the Introduction of the Foreign Employment Permit System
Press Narratives on War against Terror in Sri Lanka

Lee Bernard Becker
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Cynthia English
Gallup World Poll
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Tudor Vlad
University of Georgia, USA
tvlad@uga.edu

Stability and Change in Public Perceptions of the Media

Tuesday, July 17
09:00 - 10:30
Room: SH 5
Theme IV: Methods for Quantifying Professional Journalism Frames, Games & Deliberation
Chair: Kerry Philip Green
University of South Australia, Australia
kerry.green@unisa.edu.au

Yao SUN
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Fan YANG
11466375@hkbu.edu.hk
Hong Kong Baptist University, Hong Kong

Three angles of viewing China’s in-waiting new leader: News framing within ideology boundaries

Tuesday, July 17
09:00 - 10:30
Room: SH 5
Theme IV: Methods for Quantifying Professional Journalism Frames, Games & Deliberation
Chair: Kerry Philip Green
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kerry.green@unisa.edu.au

Azmat Rasul
Punjab University, Pakistan
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Arthur A Rane
Florida State University, USA
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One World, Two Voices: Framing of Friendly Attacks in the Elite English Press of the United States and Pakistan

Lisa Jane Waller
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De-colonizing Indigenous affairs reporting: A new mode of information gathering and storytelling in journalism

Tsai Ching-ching
National Taiwan Normal University, Taiwan
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Analyzing the news about Taiwan’s Fourth Nuclear Power Plant: What has the public been informed by the media?

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Children and crime/abuse frame: The view from Botswana

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Luisa Martínez
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Cuando imperan los protagonistas de la información por encima de los hechos noticiosos. Análisis del tratamiento periodístico de la mayor trama de corrupción en España

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Citizen Journalism in China and Reflections on Future Journalism Education

Anette Forsberg
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Participation as mourner in journalism and social media

Mohammad Memarian
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Ebrahim Shamshiri
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Allameh Tabatabai University, Iran

Iran 2.0: Bloggers, Development of Citizen Journalism in Iran and the Prospect of Improved South-South and South-North Conversation

Lynette Naidoo
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Blessing Mbatha
University of South Africa, South Africa
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The use of technology towards effective tuition in open distance learning

Tuesday, July 17
14:00 - 15:30
Room: SH 5
Theme V: Generic Studies of Journalism
Journalism Education: Roles & Parameters
Chair: Lee Bernard Becker
University of Georgia, USA
lbbecker@uga.edu

Anette Forsberg
Linnaeus University, Sweden
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Participation as mourner in journalism and social media

Mohammad Memarian
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Ebrahim Shamshiri
e.shamshiri@gmail.com
Allameh Tabatabai University, Iran

Iran 2.0: Bloggers, Development of Citizen Journalism in Iran and the Prospect of Improved South-South and South-North Conversation

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The use of technology towards effective tuition in open distance learning

Tuesday, July 17
14:00 - 15:30
Room: SH 5
Theme V: Generic Studies of Journalism
Journalism Education: Roles & Parameters
Chair: Lee Bernard Becker
University of Georgia, USA
lbbecker@uga.edu

Claudia Mellado
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Federico Subervi
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Mapping educational role dimensions among Chilean journalism educators
Validating British Degrees in the Arab Region: Prospects and Concerns

Rene Alicia Smith
Durban University of Technology
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New Media Technologies and Journalism Training: A case study of the Durban University of Technology

Oddgeir Tveiten
The University of Agder (UiA), Norway
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New models of journalism - investigating news media’s capacity for adaptation, with a focus on education, training and learning

Willemin Marais
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Margaret Linström
University of Free State, South Africa
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Training the foot soldiers of democracy: Journalism education for community media in central South Africa

Tuesday, July 17
14:00 - 15:30
Room: SH 17

Broadcast Discourse and Construction of Meaning: the Voice for Political News

Belén Monclús
Universitat Autònoma de Barcelona, Spain
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Miguel Vicente-Maríño
Universidad Complutense de Madrid Spain
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Changing patterns in journalism production: How online worlds are forcing the TV newsrooms’ adaptation

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Sae Rom Yu
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Hani Lee
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A Globalized trend of main TV news program in the world and its international and intercultural implications: A comparative study on formats and contents of TV news program among Korea, U.S, U.K, Germany, Japan and China

Beatrix Becker
Universidade Federal do Rio de Janeiro, Brazil
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Convergence x Diversity: rethinking the quality of TV News

Constanza Mujica
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Ingrid Bachmann
ibachmann@ucc.cl
Pontificia Universidad Católica de Chile, Chile
Beyond the public/commercial broadcaster dichotomy: Homogenization and melodramatization of news coverage in Chile

Tuesday July 17
16:00-17:30
Room: SH 5

Innovations in Journalism
Winners and Losers of Convergence
Chair: Tsai Chiung-ching
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National Taiwan Normal University, Taiwan

Vaia Doudaki
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Lia-Paschalia Spyridou
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Cyprus University of Technology, Cyprus
Convergence calls: Adaptation and inconsistencies in print and online newsrooms

Ying Roselyn Du
UNC-CH School of Journalism and Mass Communication, Hong Kong
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Journalism in the trend toward convergence: A 15 years longitudinal study

Elizabeth Saad Correa
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Innovations in contemporary digital journalism: characteristics, practices and typology

Maria Madalena Oliveira
Universidade do Minho, Portugal
madalena.oliveira@ics.uminho.pt
Radio on the web frequency: from a sound medium to new multimedia formats

Julie Posetti
University of Canberra, Australia
julie.posetti@canberra.edu.au
The Twitterisation of Journalism: Charting a Research Agenda for ‘Social Journalism’
Wednesday, July 18
09:00-10:30
Room: SH 5
Theme III:
Professional Journalism:
New Players & New Voices in
Global Journalism
Chair: Stephen Rendahl
University of North Dakota, USA
ser2149@hotmail.com

Ylva Rodny-Gumede
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University of Johannesburg, South Africa
The local and the global: Challenges of teaching global journalism

Wei-Ching Wang
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Hsu Nien-Tzu
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National Taiwan Normal University, Taiwan
The pauperization phenomenon among young journalists: A case study of Taiwan

Cherian George
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Xiaoming Hao
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Nainan Wen
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National Taiwan Normal University, Taiwan
News Consumption as a Predictor of Young People’s Political and Civic Engagement

Kristoffer Holt
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New Media, New Participants - New Ethics?

Akin Miami
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Isabel Popal
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University of Melbourne, Australia
Exploring the 'South-North' dialectic: media practices of PNG journalists during and after media attachment in Australia

Wednesday, July 18
09:00-10:30
Room: SH 17
Theme III:
Professional Journalism
Freedom, Democracy & Harsh Reality
Chair: Paul Bjerke
Volda University College, Norway
PaulB@hivolda.no

Katrin Voltmer
Leeds University, UK
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Domesticating press freedom: Journalists’ interpretations of press freedom in eight new democracies

Eric Freedman
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Richard Shafer
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Challenges Facing Press Freedom in the Baltics: Two Decades after Independence

Markus Beiler
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Johannes Gerstne
jgerst@uni-leipzig.de
University of Leipzig, Germany
Reporting from Germany: A quantitative survey of foreign correspondents on their role and their criteria for news selection

Jyotika Ramaprasad
jyotikaimiami.edu
Pakistan Journalists: Ethics and Values

Suruchi Mazumdar
Nanyang Technological University, Singapore
Indigenous language media, language politics and democracy in Africa

Wednesday Jul 18
14:00-15:00
Room: SH 5
JRE Business Meeting & Panel on NEW Journal
Journal of Applied Journalism & Media Studies
Moderators: Leon Barkho
Jönköping University, Sweden
leon.barkho@jibs.hj.se
Ibrahim Saleh
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Tim Mitchell
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Nico Dork
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Windesheim University of Applied Science, Netherlands.
Leon Barkho  
Jönköping University, Sweden  
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Can we rely on Discourse Analysis for a critical understanding of media texts?  

Moniza Waheed  
University of Amsterdam, Netherlands  
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Values and their Depiction by Journalists: Comparing the News Coverage of Political Speeches of Developed and Developing Countries  

Petrus Potgieter  
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George Angelopulo  
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University of South Africa, South Africa  
Concentration of voice: South Africa and the African continent  

Gilbert Motsaathebe  
Cape Peninsula University of Technology  
motsaathebeg@cput.ac.za  
The political role and efficacy of indigenous language media during the colonial South Africa  

Thursday, July 19  
09:00-10:30  
Room: SH 5  
Theme V:  
Generic Studies of Journalism Policies, Journalistic Tools & Media Criticism  
Chair: Claudia Lago  
Morumbi University, Brazil  
claudia.lago07@gmail.com  

Halliki Harro-Loit  
Tartu University, Estonia  
halliki.harro@ut.ee  
The complexity of media policy instruments governing journalistic profession. A case study of Estonia  

Joy Kirimi Marjawar  
Free Lance Journalist  
joymarjawar@gmail.com  
Changing Perceptions' government PR in a Developing Country: A Case of Kenya's First Office of Public Communications  

Anna Stoffel  
Zurich University of Applied Sciences, Switzerland  
anina.stoffel@zhaw.ch  
Media criticism: a powerful self-regulation tool or just a journalistic side product? Selected results from a content analysis about the situation of media journalism and media criticism in Swiss newspapers 2009 - 2010  

Paul Bjerke  
Volda University College, Norway  
paulb@hivolda.no  

Thursday, July 19  
09:00-10:30  
Room: SH 17  
Theme II:  
Innovations in Journalism Institutionalization References & Future of Journalism in the Globalized World  
Chair: Gabriel Johannes Botma  
Stellenbosch University, South Africa  
gbotma@sun.ac.za  

Irene Neveria  
everia.neveria@uni-hamburg.de  
Stefanie Truemper  
stefanie.truemper@uni-hamburg.de  
University of Hamburg, Germany  
News of Today? The Interplay of Past and Future References in Journalism  

Alvaro Enrique Duque  
Universidad Simon Bolivar, Venezuela  
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Danghelly Zuñiga  
Universidad del Rosario, Colombia  
danghelly.zuniga@urosario.edu.co  
Transformations in Colombian newsrooms  

Thursday, July 19  
11:00-12:30  
Room: SH 5  
Theme III:  
Domestication  
Climate Change & Journalism  
Professional Journalism  
Innovations in Journalism  
Communicating Climate Change: The Role of Political Economy in the Communication Practices, Strategies and Tactics of Environmental Non-Governmental Organizations  
Chair: Halliki Harro-Loit  
Tartu University, Estonia  
halliki.harro@ut.ee  

Jaquelyne Crystal Kwenda  
University of Cape Town, South Africa  
Jaquelyne.Kwenda002@myuct.ac.za  
The case of the Afrikaans media  

Matthew Jonathan Hibberd  
University of Stirling, UK  
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Audiences, Impartiality and the Climate Change Debate  

Alet Janse van Rensburg  
University of Cape Town, South Africa  
aletjvr@gmail.com  
Local journalism practices for COP17: The case of the Afrikaans media  

Billy Sarwono  
University of Jakarta, Indonesia  
billysarwono@gmail.com  
Voicing the people Interest Within Global Perspective (A Study on REDD+ Scheme on Global Warming News in Media)  

Zhuang XIONG  
Wuhan University, China  
twobears2001@gmail.com  
Defiant Institutionalization of Bounded Innovations: Investigative reporting as a reforming force in China  

Ernane Correa Rabelo  
Universidade Federal de Viçosa, Brasil  
ernanerabelo02@gmail.com  
La formation professi onnelle pour un "nouveau journaliste"
**SESSION ONE**

Monday, July 16  
11:00 - 12:30  
Room: MTB 167  
The State of the Law  
Chair: Sandra Braman  
University of Wisconsin-Milwaukee  
United States  
braman@uwm.edu

Amit Schejter  
Pennsylvania State University, United States  
Ben Gurion University, Israel  
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Yik Chan Chin  
Hong Kong Baptist University, Hong Kong  
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**SESSION TWO**

Monday, July 16  
14:00 - 15:30  
Room: MTB 167  
Current Challenges for Privacy, Freedom and Human Rights on the Internet co-sponsored with the Communication, Policy, & Technology section  
Chair: Jo Pierson  
Free University of Brussels, Belgium  
jo.pierson@vub.ac.be

Dimitris Tsapogas  
University of Vienna, Austria  
dimitrios.tsapogas@univie.ac.at

Katharine Sarikakis  
University of Vienna, Austria  
katharine.sarikakis@univie.ac.at

The Modernization of the European Privacy and Data Protection Policies: Social, Legal, and Technological Challenges

Adedayo Ladigbolu Abah  
Washington and Lee University  
United States  
Abahd@wlu.edu

Whose Internet is it Anyway? Anonymity and Personal Privacy Rights in Online Media

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**SESSION THREE**

Tuesday, July 17  
9:00 - 10:30  
Room: MBT 167  
Challenges to Freedom of Expression  
Chair: Karen Arriaza Ibarra  
The Complutense University, Spain  
arriazaibarra@ccinf.ucm.es

Anasa D. Sinegal  
University of North Carolina-Chapel Hill, United States  
anasasinegal@gmail.com

Stifling the Diversity of Voices: Are Business Privilege Licenses and Taxes Undue Burdens on the Homeless Press and New Media Outlets?

Yik Chan Chin  
Hong Kong Baptist University, Hong Kong  
daisy.ycchin@gmail.com

Defenses of Freedom of Expression in Chinese Right to Reputation Lawsuits

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**SESSION FOUR**

Tuesday, July 17  
14:00 - 15:30  
Room: MBT 167  
The Political Economy of Media Law & Policy  
Chair: Lyombe Eko  
University of Iowa, United States  
leo-eko@uiowa.edu

Amit Schejter  
Pennsylvania State University, United States, & Ben Gurion University, Israel  
schejter@gmail.com


Sara Bannerman  
McMaster University, Canada  
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WIPO and African Countries in Historical Context

Nikhil Moro  
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Debashis "Deb" Aikat  
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United States  
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Digital Rights Management and Corporate Hegemony: A Legal Analysis

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**SESSION FIVE**

Tuesday, July 17  
16:00 - 17:30  
Room: MBT 167  
Law-Society Interactions  
Chair: Peter Lunt  
University of Leicester, United Kingdom  
p108@le.ac.uk

Silvio Henrique Vieira Barbosa  
Faculty of Casper Libero, Brazil  
shbarbosa@hotmail.com

Brazilian Press and Judicial Censorship
SESSION SIX

Wednesday, July 18
9:00 - 10:30
Room: MBT 167
Legal History
Chair: Mohammed Ullah Sahid
Chittagong University, Bangladesh
ullah_sahid@yahoo.co.uk

Thomas Wiedemann
Ludwig-Maximilians University, Germany
wiedemann@lmu.de
Catholic Journalism in the Third Reich: The Case of Walter Hagemann

Fernando Oliveira Paulino
University of Brasilia, Brazil
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SESSION SEVEN

Wednesday, July 18
14:00 - 15:30
Room: MBT 167
Business Meeting
Chair: Sandra Braman
University of Wisconsin - Milwaukee
United States
braman@uwm.edu

Lyombe Eko
University of Iowa, United States
leo-eko@uiowa.edu
The Regulatory and Cultural Media History of the Arab Spring

SESSION EIGHT

Wednesday, July 18
16:00 - 17:30
Room: SH6
Current Challenges for Internet Policy and Infrastructure co-sponsored with Communication Policy and Technology (Session 12 for CPT)
Chair: (being assigned by CPT)
Discussant: Maria Michalis
University of Westminster, United Kingdom
M.Michalis@westminster.ac.uk

Dong-Hee Shin
Sungkyunkwan University, Korea
dshin1030@gmail.com
Network Neutrality in Korea

Sandra Braman
University of Wisconsin-Milwaukee
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Developing Countries in the Internet Design Process

Peter Lunt
University of Leicester, United Kingdom
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Sonia Livingstone
London School of Economics, United Kingdom
s.livingstone@lse.ac.uk
Media Regulators as Institutions in the Public Sphere: The Case of the UK Regulator Ofcom

Dan Arav
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David Gurevitz
College of Management Studies, Israel
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Judicial Procedure in “State of Exception TV”

Murej Mak’Ochieng
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Kaarle Nordenstreng
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What has the Information Society Done to the Law?

Pedro Henrique Ramalho Gomes
University of Brasilia, Brazil
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Law and the Right to Communicate: The History of Normative Judicial Standards in Brazil

Luke J. Heemsbergen
University of Melbourne, Australia
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“Past” Radical Transparency to Future Openness: An Empirical Critique of Past, Present and Future Governing

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Jamile Bittar
Methodist University of Sao Paulo jamile_bittar@hotmail.com
Communications, Internet and Open Government: A Comparative Analysis of Municipalities in Brazil
# MEDIA AND SPORT

## SESSION ONE

**Monday, July 16**  
14:00 - 15:30  
Room: MBT 200

### Media, Sport and its audience

Chair: **Nathalie Hyde-Clarke**  
School of Communication, University of Johannesburg, South Africa  
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- **Elisabeth Guenther**  
FG Kommunikationswissenschaft, Universität Hohenheim  
elisabeth.guenther@uni-hohenheim.de
- **Ruth Festl**  
Thorsten Quandt  
Media as Sports: Let the Digital Games Begin!

- **Niann-Chung Tsai**  
Shih Hsin University, Taiwan
- **Yi-hsuan Chiang**  
Shih Hsin University, Taiwan
- **Hui-Hsien Chiu**  
Shih Hsin University, Taiwan  
cindypeace@hotmail.com

### Acceptance analysis of media device of Taiwanese sport audience in the convergence era: Generation as the influence factor

- **Allison Harthcock**  
College of Communication, Butler University, USA  
aharthco@butler.edu

### Mediated Soccer as the International Language for a Global Dialogue

- **Tatiane Hilgemberg Figueiredo**  
Brazilian Open University (UAB)  
tatianehilgemberg@gmail.com
- **Rui Novaes**  
CECS-University of Minho/ University of Porto/ University of Liverpool  
rualais@gmail.com

### Disability coverage: South-North depiction of the paralympic games

## SESSION TWO

**Monday, July 16**  
16:00 - 17:30  
Room: MBT 200

### Media and Global Sport

Chair: **Yehiel Hilik Limor**  
Tel Aviv University, Israel  
hilik43@013.net

- **Azmat Rasul**  
School of Communication, Florida State University, USA  
azmatrasul@gmail.com

### Promoting patriotism through mediated sports: Political economy of Bollywood's sports movies

- **Cindy Cheung-Kwan Chong**  
Chinese University of Hong Kong  
cinchong@netvigator.com

### Ethnification and Global-local Tension: A Comparative Study on the Asian Games Beijing 1990 & Guangzhou 2010

- **Nataliya Ikonnikova**  
Higher School of Economics  
Moscow, Russia  
n.k.ikonnikova@gmail.com

### Sochi-2014 Olympics as headlines: diffusion of symbols and gestures

- **Nathalie Hyde-Clarke**  
School of Communication University of Johannesburg, South Africa  
nhyde-clarke@uj.ac.za

## SESSION THREE

**Tuesday, July 17**  
09:00 - 10:30  
Room: MBT 200

### Media, Sport and Celebrityhood

Chair: **Pam Creedon**  
School of Journalism and Mass Communication, University of Iowa, USA  
pam-creedon@uiowa.edu

- **Linda K. Fuller**  
Communications Department, Worcester State University  
linda.fuller@worcester.edu

### When sports announcers become the news: A review of sportscaster celebrityhood

- **Qiaolei Jiang**  
Nanyang Technological University, Singapore  
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### What kind of celebrities? Newspaper representation of Beijing Olympic gold medalists and discursive construction of Hong Kong identities

- **Hongmei Li**  
Georgia State University, USA  
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### The South Fights Back: Li Ning as a Challenger to Global Sports Brands

## SESSION FOUR

**Wednesday, July 18**  
09:00 - 10:30  
Room: MBT 200

### Changes in Media and Sport

Chair: **Linda K. Fuller**  
Communications Department, Worcester State University  
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- **Misun Bong**  
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- **Eun-Kyong Han**  
Ha-Ni Lee  
Si Joung Kwon

A Study on the Paradigm Shift of the Sports broadcasting right: Focusing on ‘the commercialization’ and ‘the universal access right’ for the sports
SESSION SIX

Wednesday, July 18
14:00 - 15:30
Room: MBT 200

Business Meeting
Chair: Alina Bernstein
section head, School of Media Studies,
Academic College of Management (COMAS), Israel
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Media and Sport: Men's Football
Chair: Alina Bernstein
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SESSION FIVE

Wednesday, July 18
14:00 - 15:30
Room: MBT 200

Medialization of soccer: How TV
changed our favourite sport

Mohammed Musa
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Television, Football and identity:
Understanding the neo-liberal
connection

Gerard Akindes
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Transnational television broadcasting
of sport in Africa and electronic
Colonialism

MEDIA EDUCATION RESEARCH

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: SH 13

Tensions in the Curriculum and
Creative Learning
Moderator: Sara Pereira
University of Minho, Portugal

Slavka Antonova
DCSD-University of North Dakota, USA
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Global expertise in the classroom:
Evaluating the learning potential of
teaching videoconferencing

Mehita Iqani
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Anna Feigenbaum - Interdisciplinary
teaching and learning in media studies:
Challenges and opportunities from the
perspective of faculty

Anton Basson
AFDA - South African School of Motion
Picture Medium and Live Performance
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Standardising the assessment of
creative projects: the challenge of the
assessor's subjectivity

Maddalena Fedele
GRISS - Universitat Autònoma
de Barcelona
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Laura Aymerich-Franch - Social media as
teaching resources in traditional
university: the students’ perspective

Charmaine Annmarie Henry
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Creative Teaching in Media and
Communication at the Tertiary Level:
A Case in Jamaica
MEDIA EDUCATION RESEARCH ... continued

SESSION TWO

Tuesday July 17
9:00-10:30
Room: SH 13
Media Education Policies in Evolution: Shaping the Agenda
Moderator: Divina Frau-Meigs
University of Paris 3 - Sorbonne, France

Hans Martens
University of Antwerpen, Belgium
Hans.Martens@ua.ac.be

Media literacy in context: policies, practices, and educational model through Media Practice in High School: A Teaching Experience in Taiwan's Compulsory Education

Manuel Pinto
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Social inclusion through media education (best) practices

Claudia Lago
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How to embed media and education in public schools? The implementation of the course "Media and Education" in São Paulo State, Brazil

Lai Oso
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Media literacy in context: policies, practices, and educational model through Media Practice in High School: A Teaching Experience in Taiwan's Compulsory Education

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Cultural Imperialism and Counter-hegemony: The Case of 'Nollywood', Nigeria

SESSION THREE

Tuesday, July 17
14:00-15:30
Room: SH 13

Media Literacy Competences as Risk Prevention and Conflict Resolution
Moderator: Denize Correa Araújo
Universidade Tuiuti do Paraná, Brazil

Sirkku Kotilainen
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Cultures of Media and Information Literacies among the Young: South-North Viewpoints

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Supporting advertising literacy of children - Evaluation of teaching materials and educational interventions

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Charles Ochieng Ongondo
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Significance of Parental Guidance Ratings in Determining What Children Watch on Television among Families in Western Kenya

Ellen Vanderhoven
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Tammy Schellens
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Blaming the victim - the effects of extraversion and information-disclosure on attributions of guilt in Cyberbullying

SESSION FIVE

Wednesday July 18
9:00 -10:30
Room: SH 13
ICT, social networks and impacts on Media Literacy and Learning Process
Moderator: Gabriel Kaplun
República University, Uruguay

Sara Pereira
University of Minho, Portugal
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Ana Melro
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The (non)place of digital literacy in the technological policies for primary school in Portugal - the voices of public and private agents

Marlen Belafi
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SESSION SEVEN

Wednesday, July 18
16:00 - 17:30
Room: MTB 104
Business meeting

SESSION EIGHT

Thursday, July 19
9:00 - 10:30
Room SH 13
Crossing media literacy: professional education
Moderator: Beate Josephi
Edith Cowan University, Australia

Phyllis Denise Dannhauser
University of Johannesburg, South Africa
phyllisd@uj.ac.za
Najma Agherdien
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Developing Film Literacy through online dialogue: enhancing collaborative knowledge building in teaching Film and Television Studies to multicultural undergraduates.

Phyza Jameel
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Mobile Technologies Changing Lives of Female Rural Teachers in Pakistan
MEDIA PRODUCTION ANALYSIS

SESSION ONE

Monday, July 16
16.00 - 17.30
Room: MTB-C8
Journalism and cross media
Chair: Chris Paterson

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Markus Beiler
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Strategic management of a media company’s structural and procedural organization with special consideration of the newsroom architecture: creation, implementation and impact

Irene Dorothy Awino
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Challenges Day 2 journalism poses for The Daily Nation and the Standard Newspapers

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The influence of the Internet on Portuguese journalism

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Jorge Sanchez Badillo
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The Management of Social Media by Iberoamerican Online News Outlets

SESSION TWO

Tuesday, July 17
14.00 - 15.30
Room: MTB-C8
Media production and management
Chair: TBA

Sonja Kröger
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Emese Domahidi
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Managerial Career Pathways in the Games Industry

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Editors’ impact on a news organisation: a South African case study

Jing Liu
City University of Hong Kong
echoacity86@gmail.com

Impact of neoliberalism on news value, journalistic practices and news content

SESSION THREE

Wednesday, July 18
16.00 - 17.30
Room: MTB-C8
Ethnography and methods
Chair: Chris Paterson

Esteve Ollé Sanz
European Commission Joint Research Center
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The Production of Televisual Post-Consensus Format

Brian Ekdale
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Negotiating Competing Identities and Becoming “Friends”: Methodological Entanglements in Global, Urban Production Ethnographies

Amira Firdaus
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Recruiting Research Participants through Professional-Network Chain-Referrals: Addressing the Problem of Access to Media Production Sites and Media Professionals

SESSION FOUR

Thursday, July 19
09:00 - 10:30
Room: MTB-C8
Business meeting
MEDIA RELIGION & CULTURE

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB-C8
Visual images, cinema, and spirituality
Chair: Yoel Cohen

Prof. Ines Gil
Universidade Lusofona of Lisbon, Portugal
'The expression of the sacred in contemporary cinema'

Prof. Dominica Dipio
Makerere University
Uganda: 'Religion, Spirituality and Female Agency in Haile Gerima's Sankofa (1993)'

Prof. Tania Cantrell Rosas Moreno
Loyala University
Maryland: 'News and Novela Versions of Syncretism can Indicate Brazil's degree of Media Freedom'

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB-C8
Religion communication
Chair: Frank Coffey

Dr. Maria Way
University of Westminster, England
'Divide and/or Conquer'

Mr Franchisc Xavier Bernard Ngatigwa
Bayreuth University, Germany
'Religion Divides: Mapping 'others' in Religious Radio Broadcasts in Tanzania''

Dr. Joseph Muyangata
Wing of Eagles International Bible College
Blantyre, Malawi
'Communication in a High-Tech World: Use of High-Tech Preaching in the 21st Century 'New Methods of Message Delivery in Malawi''

SESSION THREE

Tuesday, July 17
09:00 - 10:30
Room: MTB-C8
Religious dissent: the Media's role
Chair: Francis Ngatigwa

Mr Saveri Mujib Shami
University of the Punjab, Pakistan
'Silence of Opinion Makers on the issues of Religious Tolerance? (The case of Urdu Dailies and Pakistani Society)'

Prof. Cherian George
Nanyang Technological University, Singapore
'Hate Spin: Taking Offence as a Political Strategy'

SESSION FOUR

Tuesday, July 17
16:00 - 17:30
Room: MTB-C8
Consumerism and religious goods
Chair: Dominica Dipio

Mr Jie Qin
City University of Hong Kong
'The Production and Consumption of Digital Religious Goods: Web Data Mining of Buddhism Blogs from the perspective of Religious Economy'

Prof. Yoel Cohen
Ariel University Center, Israel
'Jewish Religious Holiday Advertising in Israel'

SESSION FIVE

Wednesday, July 18
09:00 - 10:30
Room: MTB-C8
Media, the public, and Sacred text
Chair: Walter Chikwendu Ihejirika

Amir Abdolehra Sepanji
Public Opinion and its Influencing Factors in the Qur'an discourse'

SESSION SIX

Wednesday, July 18
14:00 - 15:30
Room: MTB-C8
Business meeting

SESSION SEVEN

Thursday, July 19
11:00 - 12:30
Room: MTB-C8
Crime & conflict reporting
Chair: Ines Gil

Dr Aliyu Musa
Liverpool Hope University, England
'Citizen Journalism, principle of neutrality and the reporting of violent conflict in Nigeria'

Professor Priscilla Ann Boshoff
Grahamstown University, South Africa
'The truth about witchcraft: reading witchcraft crime narratives in the Daily Sun'

Irfan Raja
University of Huddersfield, England
'Will Pakistan Survive? Framing Pakistanis in the Western & American Media'
SESSION ONE
Monday, July 16
11:00 - 12:30
Room: SH7

The "Arab Spring" and its Inspirations?
Chair & Discussant: Lea Mandelzis
Netanya Academic College, Israel
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Ibrahim Saleh
University of Cape Town, South Africa
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When the sweet "Arab Spring" turns sour: The ties that bind

Katie Brown
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Diana Betz
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The University of Michigan, USA
Anti-Arab Humor and Support for Arab and Minority Rights

Kevin Gotkin
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Internet Relay Chat and the Vicissitudes of the Global Protest Meme

Sara Mourad
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"This is not Tahrir Yet": How the mainstream press framed the Occupy movement

SESSION TWO
Monday, July 16
14:00 - 15:30
Room: SH7

Mediatization: Theoretical and Empirical Questions
Chair & Discussant: Knut Lundby
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Friedrich Krotz
University of Bremen, Germany
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A critical concept of Mediatization

SESSION THREE
Monday, July 16
16:00 - 17:30
Room: SH7

Family and Media
Chair & Discussant: Hillel Nossek
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Danila Gentil Rodrigues Cal
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Ideology, Recognition and Mediated Communication: the case of child domestic labor

Nuno Moutinho
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Rute Verdade
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Family and Mediatization: How to Communicate Christmas Events

Sonja May Narumsky-Laden
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Materializing Parenthood through Consumption: Cross-Cultural Constructions of Parenting and Childhood in Post-apartheid South Africa

Walter Hermann Peters
University of the Free State South Africa
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Communicating Neglect: The Women in the Voortrekker Monument at Winburg

SESSION FOUR
Tuesday, July 17
09:00 - 10:30
Room: SH7

Civic Relations and the Public Sphere
Chair & Discussant: Corinna Lübje
University of Hamburg, Germany
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Yanshuang Zhang
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Microblogging: Evolution and Revolution in Public Sphere of Urban China

Anne Kaun
Soedoertoern University, Sweden
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Media-related Civic Experiences of Young People in Estonia

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Beyond East and West: Case study of public sphere development in online discussions in Latvia

Keyi Xu
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Yang Liu
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The Usage of Sina Weibo in China: A Study on Civic Engagement and Psychological Empowerment

Yunxia Pang
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Mapping the Chinese Micro-blog: How the Opinion Leaders Act
SESSION FIVE

Tuesday, July 17
14:00-15:30
Room: SH7

Media and Public Memory
Chair & Discussant: Hillel Nossek
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Jacques Alkalai Wainberg
Catholic University, Brazil
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The utopian discourse and memory of the revolutionaries of the 60's

Kamal R Sigde
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Media constructs in the post-2006 peace deal in Nepal

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Irene Neverla
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Mediated social memory and the perception of geohazards: The case of storm surges in Hamburg and the role of urban north-south conversations

Sharma Sharma
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Justice for Bhopal: Contending Histories, Communication Challenge

SESSION SIX

Tuesday, July 17
16:00 - 17:30
Room: SH7

New Media Use and Socio-Political Identities
Chair & Discussant: Friedrich Krotz
University of Bremen, Germany
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Lea Mandelzis
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Alina Bernstein
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College of Management Academic Studies, Israel

Talkbacks as a meeting point between national-political attitudes and sport

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Dialoguing and Socially Being Together Online: The Social Presence-mediated Communication Model in organization-public Relationships

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Mediated Identities in Social Network Sites - More Than Just Self-Presentation

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Sociotechnical transformation between paradigms: Togetherness in the liminal spaces of Korea's Information Society

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Online Social communication pattern of college going students in Tamilnadu

SESSION SEVEN

Wednesday, July 18
09:00 - 10:30
Room: SH7

Media Activism
Chair & Discussant: Jacques Alkalai Wainberg
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Yin Zhang
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Application of Social Networking Services (SNS) by Greenpeace in Mainland China: An Empirical Study

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A Study on Video Sharing Sides of Turkey

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Exposing the Process of Internet Political Communication: A Case Study of the Taiwan Wild Strawberries Movement

Janina Wozniak
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An analysis of video activism against fracking in the Karoo, as posted on Youtube

SESSION EIGHT

Wednesday, July 18
14:00 - 15:30
Room: SH7

Gramsci and Media Studies and Section Business Meeting
Chairs: Hillel Nossek and Friedrich Krotz
Andreas Ytterstad  
Oslo and Akershus University of Applied Sciences, Norway  
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What could good sense do to Gramscian media studies?  

Anat First  
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Cracks in the hegemony? Multi-cultural representation in prime-time Israeli television  

Friedrich Krotz  
University of Bremen  
krotz@uni-bremen.de  
Gramscian Categories and Facebook Research  

SESSION NINE  
Wednesday, July 18  
16:00 - 17:30  
Room: SH7  
Panel 9: Media and Nation Building  
Chair & Discussant: Corinna Lüthje  
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Nazi Fua  
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Isolation from boundaries of South and North: Reunification of identities and necessity for redefinition of national identity  

Hualin Chen  
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Impact of Media Use on National Pride of Chinese Residents after Beijing Olympic  

Pianpian Wang  
City University of Hong Kong  
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Media As A Leverage Of Hybridized Identity: Hong Kongers’ Consumption Of Mainland China’s Media and Influence on Social Identity Formation  

SESSION TEN  
Thursday, July 19  
09:00 - 10:30  
Room: SH7  
Media Research Methodologies  
Chair & Discussant: Irene Neverla Neverla  
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Christine Elena Meltzer  
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Online vs. memory-based - moderating and mediating variables in second-order cultivation  

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Freelance Journalist and Researcher, Iran  
Utilizing Information Theory and Linguistic Rules in Content Analysis of Persian Weblogs in Two Post-electoral Time Intervals  

Katharina Lobinger  
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If Only the Donkey Was a Fiat, and the Horse a Mercedes-Benz! A Qualitative Heuristic Approach to How People Experience and Make Sense of Visual Images  

Cibele Mariano Vaz de Macêdo  
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Regina Gloria Nunes Andrade  
State University of Rio de Janeiro, Brazil  
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Notes about Participative Research in Social Psychology  

SESSION ELEVEN  
Thursday, July 19  
11:00 - 12:30  
Room: SH7  
Theoretical and Conceptual Questions  
Chair & Discussant: Friedrich Krotz  
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Wilhelmina Johanna Greeff  
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Communicating for survival in the mining and construction industries: Northern conversations and Southern contextualisations  

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Gregor Daschmann  
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Need for Cognition - an Elite Concept  

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Ayo Ojebode  
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Public trust and non-trust of Governance in Nigeria and Elsewhere: Is there need for theoretical reconceptualization  

Tatiana Alekseeva  
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Yale University (USA), Spain  
Time and acceleration in the information society  

Vasupradha Srikrishna  
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Mudra Institute of Communications, India  
A study exploring concepts and complexities emerging from a discourse on capital punishment
PARTICIPATORY COMMUNICATIONS RESEARCH

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH14

Social Networking, Social Movements & Social Change
Chair: Lauren Eve Dyll-Mykleburst
Discussant: Ullamaija Kivikuru

Joe Khalil
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Youth Generated media & Cultural Globalisation

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Protesting in a cultural frame: How social media is being interpreted and used by Portuguese ‘Geração á Rasca’ activists

Henry Mainsah
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SOCIAL MEDIA AND DESIGN FOR YOUTH CITIZENSHIP

Ana Duarte Melo
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Helena Sousa
hsousa@ics.uminho.pt
Subverting as participation: reflections on digital consumer-citizen activism

Pradip Ninan Thomas
pradip.thomas@uq.edu.au
Participatory Communication and Communication Rights: Learnings from Social Movements

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH14

Leonardo Menezes
leonardomenezes@glbo.com
Another Look? Authorship’s slip on audiovisual participatory journalism

Ullamaija Kivikuru
ullamaija.kivikuru@helsinki.fi
Newsification: Journalism in the service of promotional culture

Harry Livingstone Dugmore
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Stanley Tsarwe
tsarwe@yahoo.co.uk
“Too tired to speak”: alienation and unheard voices in a small town’s public sphere

Saba ElGhul-Beabawi
Diana Bossio
Local news, Global Impacts: New Perspectives on relations between mainstream news organisations and participatory journalism

Suruchi Mazumdar
suruchimazumdar08@gmail.com
Alternative Press and Counter-hegemonic Vision of Development: A Case Study of Little Magazines in India’s West Bengal

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH14

Participation, Journalism and Digital Journalism
Chair: Pradip Ninan Thomas
Discussant: Vipul Mudgal

Emmanuel Prem Kant Das
dsepk2009@gmail.com
Effectiveness of Information Sources in Adoption of selected Farm Innovations.

Gerry Bloustien
Denise L Wood
denise.wood@unisa.edu.au
Engaging young people in participatory research through traditional, digital and social media

SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: SH14

Understanding Participatory Communication as Process
Chair: Pradip Ninan Thomas
Discussant: Giles Robert Dodson

Melissa Tully
melissa-tully@uiowa.edu
Fist to Five for Change: Analysis of the effectiveness of an integrated media strategy to promote conflict resolution and peace

Lynnette Fourie
Participatory Governance: A participatory communication for social change perspective

Wei Bu
buwei@public3.bta.net.cn
Empowering Migrant Workers through Participatory Communication in China

Anjali Capila
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Nilanksha Sachdev
nilanksha.sachdev@yahoo.com
VIDEO A TOOL FOR PARTICIPATORY COMMUNICATION” A STUDY CONDUCTED WITH VIDEO SEWA COOPERATIVE

Vered Malka
malka.vered@gmail.com
Deliberation Forum as an Empowerment Agent: The Case Study of Israeli Communication Students
Chiara Saez Baeza
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Televisión Digital y Sociedad Civil en Chile: avances y retrocesos desde el punto de vista de la democratización mediática

SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: SH14
The Critique of Participatory Communications in Africa (1)
Chair: Lauren Eve Dyll-Mykleburst
Discussant: Marikie Burger

Ogu Sunday Enemaku
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Application of Participatory Communication Principles for Promotion of Biosecurity and Prevention of Conflict by the FAO in Nigeria, 2009-2010

Patience Priscilla Mushuku
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The Fallacy of Participation in Behaviour Change Programming: The case of GWAPA

SESSION SIX

Tuesday, July 17
16:00 - 17:30
Room: SH14
The Critique of Participatory Communications in Africa (2)
Chair: Patience Priscilla Mushuku
Discussant: Helene Maree Thomas

SESSION SEVEN

Wednesday, July 18
09:00 - 10:30
Room: SH14
Corporate Social responsibility - the common ground for capitalist stakeholder ideas and participatory development ideals
Chair: Helene Maree Thomas
Discussant: Louise Isabel van Dyk
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Lauren Eve Dyll-Mykleburst
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‘Lodge-ical Thinking: A public-private-community partnership model for Participatory Lodge (Tourism)’
Development

SESSION EIGHT

Wednesday, July 18
14:00 - 15:30
Room: SH14
Theorising Participatory Communication
Chair: Suchi Gaur
Discussant: Sarah Cardey

Karin Wilkins
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Structured Participation in Corporate Social Responsibility

Lauren Eve Dyll-Mykleburst
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Celebrity and public participation: the case of South African hip-hop artists' charity work
Participatory Communication, Corporate Business and Social Responsibility

Chris Paterson
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SMS-based Participatory Journalism in Mozambique

Simon Burton
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Balancing participation and public goods: Thusong Centres in South Africa

Marikie Burger
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Celebrity and public participation: the case of South African hip-hop artists' charity work
Participatory Communication, Corporate Business and Social Responsibility

Jasson Kalugendo
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Villagers-Policy Makers Discussions: Creating Participatory Communication to Engage local Communities for Development Effectiveness in Tanzania

Ogu Sunday Enemaku
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Application of Participatory Communication Principles for Promotion of Biosecurity and Prevention of Conflict by the FAO in Nigeria, 2009-2010

Helene Maree Thomas
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Recovering the African Voice from Eurocentric Storytelling: A Collaborative and Collective Journalism Project

Bheki Khumbula Sibanda
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Sipopoma community project: mind the gaps, 1991 - 2012: Twenty one years of project tribulations. A participatory communication for development case study.

Musara Lubombo
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Participatory communication for social change: Normative validity and descriptive accuracy of stakeholder theory

Vipul Mudgal
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Participatory policy and pre-legislative transparency as processes of communication: A strong case for North-South dialogue for deepening democracy

Temba Sipho Masilela
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“Between anguished silences of pretence, protest and conversations of principled planning”

Patrick William Cockayne
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Janine Joy Simon-Meyer
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“It’s my turn to talk”: the transformation of meaning and value through an alternative local communication matrix

Venu Arora
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Through the Looking Glass: Participatory Communication - From Ideology to Practice

Thomas Leigh Jacobson
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Tom Webler
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SESSION NINE

Wednesday, July 18
16:00 - 17:30
Room: SH14
Participatory Communication, Community Media and Social Change
Chair: Karin Wilkins
Discussant: Thomas Leigh Jacobson

Nico Carpentier
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Community Media for Reconciliation in Cyprus

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Chris Garforth
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Sarah Cardey
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The challenge of mobile phones in addressing the gendered nature of poverty through dialogue promotion of the economically disadvantaged in India

Suchi Gaur
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Dr. Sarita Anand
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Catalyzing The Pace of Development: Case Study of a Community Radio in Orissa

SESSION TEN

Thursday, July 19
09:00 - 10:30
Room: SH14
Voice, Participatory Communication & Social Change: A Panel Discussion of Nick Couldry’s ‘Why Voice Matters’
Thomas Jacobson
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SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH14
Participatory Communication in International Development Research

Tessa Lewin
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Andrea Cornwall
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SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH4
SOCIAL MEDIA AND THE "ARAB SPRING"
Chair: Philippe J. Maarek
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Discussant: Ibrahim Saleh
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Gadi Wolfsfeld
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Elad Segev
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Tamir Sheaffer
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The Social Media and the Arab Spring: Politics Always Comes First

Thabo Ramphobole
Nelson Mandela Metropolitan University
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An Investigation into the Role of Social Media in the Political Protests in Egypt (2011)

Zizi Papacharissi
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Sharon Meraz
University of Illinois at Chicago
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Broadcasting and listening practices on #Egypt: How was a revolution framed on Twitter?

Anthony A. Olorunnisola
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Ayo Ojebode
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Public Opinion on Nigeria’s Democracy: Why the Arab Spring stopped in the Desert

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH4
COMPARATIVE POLITICAL CAMPAIGNING
Chair: Philippe J. Maarek
University Paris East, Section Chair, maarek@univ-paris12.fr
Discussant: Gadi Wolfsfeld
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Nora A Draper
University of Pennsylvania
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Rowan Howard-Williams
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Manufacturing the citizen-consumer: political advertising in the age of digital surveillance

Melanie Leidecker
Johannes Gutenberg-University Mainz
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Formatting election coverage in the elite and in the popular press. A comparison of two German newspapers 2005 and 2009
Jürgen Wilke, Johannes Gutenberg-University Mainz, juergen.wilke@uni-mainz.de

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Ana Carolina Ogando
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Discourses about the “feminine”: Ethics of Care and Strategic Essentialism in Dilma’s presidential campaign

Mafalda Lobo Pereira
Institute of Social and Political Sciences de Portugal
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Portuguese presidential election of 2011: analysis of the communication strategy of political candidates on the web

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH4
VISUAL AND TELEVISUAL POLITICS
Chair: Philippe J. Maarek
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Discussant: Julio Juárez-Gámiz
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Katharina Lobinger
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Cornelia Brantner
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Different Views on Political Imagery? Examining Audience Perception of Visual Portrayals of Politicians

Lilia Raycheva
St. Kliment Okhridsky University of Sofia
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The dynamics of the audiovisual political messages

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Instituto Superior de Novas Profissões de Portugal, c/o Mariabarbara@cigest.ensinus.pt
Maria João Barbosa
Instituto Superior de Gestão de Portugal
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The election campaign in the portuguese television news
SESSION FOUR

Tuesday, July 17
9:00 - 10:30
Room: SH4
PRESS AND POLITICAL INFLUENCE
Chair: Julio Juárez-Gámiz
UNAM
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Discussant: Lars Nord
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Vanessa Cruz
University of Michigan
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Racialized Scapegoats: Counter-Mobilizing Allies and Targeted Immigrants in Spanish Through English Media
Ivor Gaber
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Rupert and the ‘three card trope’ - what you see ain’t necessarily what you get
Rod Tiffen
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Richard Shafer
University of North Dakota
undprof1@gmail.com
Richard Aregood
University of North Dakota
richard.aregood@email.und.edu
Participatory and Interventionist Journalism Models as Obstacles to Effective Professional Practices

SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: SH4
PRESS, MEDIA AND POLITICS: NEW MODELS OF RELATIONSHIP?
Chair: Lars Nord
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Discussant: Rod Tiffen
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Richard Shafer
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Richard Aregood
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Participatory and Interventionist Journalism Models as Obstacles to Effective Professional Practices

SESSION SIX

Tuesday, July 17
14:00 - 15:30
Room: MTB 200
NEW MEDIA INFLUENCE ON POLITICAL COMMUNICATION IN ESTABLISHED DEMOCRACIES
Chair: Keval Joseph Kumar
Mudra Institute of Communicationin Ahmedabad
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Discussant: Jens Tenscher
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Aasim Khan
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Trending in India: The rise of online social media in Indian politics and its implications for the world’s largest democracy

Seon Gi Baek
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Sigli Lee
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Social Network Service (SNS) and its Political Power: A Semiotic and discourse analysis on contents of Tweets in the Mayoral Election of Seoul City in Korea

Rui Alexandre Novais
University of Porto/University of Minho/University of Liverpool
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Álvaro Cúria
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The partisan press revival? Party websites as the new information providers

Steven Bosch
North-West University of South Africa
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Tweeting political participation: The use of Twitter by South African politician Helen Zille
SESSION SEVEN

Tuesday, July 17
16:00 - 17:30
Room: SH4
SOCIAL MEDIA AND NEW POLITICAL NETWORKS
Chair: Julio Juárez-Gámiz
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Discussant: Rod Tiffen
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Felicity Duncan
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Old, new, mainstream, alternative or none of the above: The blurring of media boundaries in the Tea Party movement

Caja C. Thimm
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Political Conflicts, Social Media and the Digital Citizen: A comparison between Egypt, Germany, and China

SESSION EIGHT

Tuesday, July 17
16:00 - 17:30
Room: MTB 200
NEW MEDIA INFLUENCE ON POLITICAL COMMUNICATION IN EMERGING DEMOCRACIES
Chair: Jens Tenscher
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Discussant: Keval Joseph Kumar
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Helge Ronning
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The Media and African Dominant Party States - Legitimacy of Power and the Possibilities for Opposition in Africa

Chika Anyanwu
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The use of Social media for Youth Mobilization: Case Study of the 2011 Nigerian presidential Election

Yuqiong Zhou
Shenzhen University
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New Rumoring Movement in China’s Cyberspace

SESSION NINE

Wednesday, July 18
9:00 - 10:30
Room: SH4
POLITICAL COMMUNICATION CONFRONTING THE ECONOMIC CRISIS
Chair: Jürgen Wilke
Johannes Gutenberg-University Mainz
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Discussant: Ivor Gaber
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Kajsa Larsson Falasca
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Framing the Financial Crisis: An analysis of political actors and journalists influence over news media content and the frame building process

Karen Arriaza Ibarra
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Lars Nord
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Public service under pressure: Government media policies and the economic crisis in Northern and Southern Europe

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Maria Kyriakidou
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The Euro Crisis in Public Discourse: A comparative study of the Greek and German Press

SESSION TEN

Wednesday, July 18
14:00 - 15:30
Room: SH4
BUSINESS MEETING
Chair: Philippe J. Maarek
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SESSION ELEVEN

Wednesday, July 18
16:00 - 17:30
Room: SH4
THE INFLUENCE OF PROFESSIONALISATION OF COMMUNICATION ON POLITICS
Chair: Philippe J. Maarek
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Discussant: Cornelia Brantner
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Jens Tenscher
Austrian Academy of Sciences, Commission for Comparative Media and Communication Studies
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Two Levels of Campaigning: An Empirical Test of the Party-Centered Theory of Professionalization

Lars W Nord
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Spin, strategies and social media. A study of professionalization and digital campaigning in Sweden 2009-2010
Øyvind Kalnes  
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Institutions adapting to new media technology. Norwegian parties and the Internet

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Online Party Politics, Ideological Families and Transnational Connections: The Portuguese Case

SESSION TWELVE

Wednesday, July 18  
16:00 - 17:30  
Room: MTB 200  
FRAMING AND PRIMING IN POLITICAL COMMUNICATION  
Chair: Jürgen Wilke  
Johannes Gutenberg-University Mainz  
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Discussant: Katharina Lobinger  
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Hani Zubida  
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Michael Mero  
Israel Radio  
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Kaleidoscope of Framing: Multi-Framing

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Friederike Schultz  
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Re-shaping the meaning of crises: The role of strategic framing and institutional justifications for affecting mass media crisis coverage

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The Natural Framing of Military Conflict News? The 2008 Russian Invasion of Georgia in Resonance, Izvestia and The New York Times

Leilah Shaikh  
University of Cape Town  
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Issue Frequency in Political Speeches: An investigation of Jacob Zuma's Political Communication Strategy

SESSION THIRTEEN

Thursday, July 19  
9:00 - 10:30  
Room: SH4  
CHANGES IN COMMUNICATION INFLUENCE ON POLITICAL PARTICIPATION  
Chair: Rui Alexandre Novais  
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Discussant: Julio Juárez-Gámiz  
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Elisabet Ljungberg  
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Youths, social media and political participation. Measuring Effects of Traditional News Media and Social Media Attention

Weiyu Zhang  
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Making sense of non-participation: How ICTs influence average youth in Singapore

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Nainan Wen  
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How political knowledge and efficacy and civic mindedness mediate media effects on young people's political participation

Björn Buß  
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Political Parallelism as a Contextual Factor in Comparing Media Systems in Europe

Pei Zheng  
Chinese University of Hong Kong  
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The Internet and political communication research from 1990 to 2011: A meta-analysis
SESSION FOURTEEN

Thursday, July 19
11:00 - 12:30
Room: SH4
MANAGING THE COMMUNICATION OF GOVERNMENT POLICIES
Chair: Ibrahim Saleh
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Discussant: Rui Alexandre Novais
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Rofhiwa Felicia Mukhudwana
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The uniqueness of government communication: investigating communication management of government departments in the KwaZulu-Natal metropolitan

Ying Li
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Resurrecting the “Wandering Ghost” of Confucius: Branding China

Kerry McCallum
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The mediatization of Indigenous policymaking in Australia

Leshuo Dong
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Chien-Yi Hsiang
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Political News Discourse Analysis on Chinese media: Investigation of Scientific Outlook on Development Coverage

POSTER SESSION (by alphabetical order of titles)
Tendai Joseph Charai
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Electoral contest as war: Press, politician and citizen interface during Zimbabwe’s 2005 elections
Sharma Sharma
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Justice for Bhopal: Crisis? Moral Panic? Political Scandal?
Leshuo Dong
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Political News Discourse Analysis on Chinese media: Investigation of Scientific Outlook on Development Coverage

David Mekelberg
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Soft Power: The Power of Civil Society
Ali Ulusoy
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Fikret Yazici
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The Cultivation of Reality in Turkish Islamic, Leftist and Liberal Press, the case of Armenian Genocide Bill which passed from French Parliamentary

Kim Alexa Johnson
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The Framing of Crime as a ‘Coloured’ Phenomenon

Mohammad Hosseini Moghaddam
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Hossein Ali Afkhami
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The ideological expectations of the government and the resistance of the oppressed: A study on the image of disfranchised groups in Iranian post-revolutionary press (1980-2010)

Amos Owen Thomas
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Would you hire this person?
Empowering Voters in Peru
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH3
Local and glocal dynamics
Chair: Helena Sousa

Joe F Khalil
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Empowering the Local: Challenges to Post-Revolution Arab Media Environment

Dal Yong Jin, Florence Chee
Simon Fraser University
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The Evolution of the Notions of Imperialism in Media Studies: from Lenin to Platform

Zanetta Lyn Jansen
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Can we still speak of a global North and South and how is this divide significant despite globalization? Playing the devil’s advocate and constructing a debatable post-Marxist framework

Ellen Strickland
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Political Economy at the Periphery: Communications and Connectivity in the Pacific Islands

Peichi Chung
Department of Cultural and Religious Studies, The Chinese University of Hong Kong
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The Regionalization Narratives of Two Asian Cities: Hybrid Cultural Policy and Creative Industry Development in Hong Kong and Singapore

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH3
Media and Financial Crisis
Chair: Peter A. Thompson

Steve Schifferes
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BBC Coverage of the Financial Crisis

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Wayne J. Hope
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Time, Crisis, Rupture; global capitalism and the communication of revolt

Peter A. Thompson
Victoria University of Wellington
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Great expectations? The role of the media in trading decisions and the generation of financial bubbles and crises

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH3
Journalism and news reporting
Chair: Janet Wasko

Fredrick Oduor Ogenga
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Is Peace Journalism Possible in the ‘war’ against terror? The Daily Nation and The Standard representation of Operation Linda Nchi in Somali

SESSION FOUR

Monday, July 16
16:00 - 17:30
Room: SH13
Participation and social media
Chair: Rodrigo Gómez

Irina Anja Turner
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Political communication about the state of the South African nation: rhetorical turning points in an evolving democracy

Stefan Hebenstreit
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Did the media miss the opportunity to shift images of Africa? Continuities of colonial ways of thinking in the German media coverage about the 2010 World Cup

Jacinta Mwende Mawe
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The Freedom to be Silent? A Case of Market Censorship Muzzling Journalistic Freedom Through Silent Policies In Corporate Media In Kenya

Shea Smock
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Joerg Becker
Marburg University
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The Misuse of Women's Issues and Women's Emancipation in War Reporting
SESSION FIVE

Tuesday, July 17
09:00 - 10:30
Room: SH3

Visions and (Di)visions: the political economy of language and memories
Chair: John Sinclair

Maria Immacolata Vassallo de Lopes
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Cultural and Political Economy
Considerations on Brazilian Telenovela

SESSION SIX

Tuesday, July 17
14:00 - 15:30
Room: SH3

Consumption and citizenship in the digital sphere
Chair: Peichi Chung

John Graham Sinclair
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The Internet as an advertising medium

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Beliefs about Democracy, Economic Powerhouses and Mediating Role of the Internet: A closer look at developing Southern Democracies, South Africa, India and Brazil since 1994

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Digital communication: the conflicts in the transmission and distribution of information in the era of knowledge economy

SESSION SEVEN

Tuesday, July 17
16:00 - 17:30
Room: SH3

Ups and Downs in Media Industries
Chair: Wayne Hope

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Gloom in the West. Boom in the East: Exploring different trajectories of the newspaper industry through an examination of the Hong Kong case.

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Creative destruction in the digital milieu

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Macro Meets Micro: Cultural Capital and the Political Economy of Video Games

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A Tale of Two Counties: Bridging the Digital Gap in Rural China?

Tara S. Nair
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Making of the Audience or Unmaking of the Citizen? Media, Market and the Middle Class in Contemporary India

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Non-Profit organizations bridging the communication divide in a complex South Africa
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Productivity and Efficiency of the Cultural and Creative Sector in Europe: North and South Divide?

Özge Özdüzen  
Istanbul Bilgi University  
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All that is Large-Format Movie Theater Melts Into Air: The Transformation of Movie Theaters in 2000s Beyo_lu, Istanbul

SESSION EIGHT

Wednesday, July 18  
09:00 - 10:30  
Room: SH3  

Identifying and exploring models  
Chair: Randall Nichols

Janet Wasko  
University of Oregon  
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Teaching the Political Economy of Media

Antonio Martins de Araujo Neto  
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The Propaganda Model and the Financial Press

Henry James Silke  
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Paschal Preston  
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NAMA : Contradictions of Neo-liberal Discourse and Policy Practices in Times of Crisis - The case of NAMA

Valério Cruz Brittios  
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Bruno Lima Rocha  
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The Economist and the so-called 2008 crisis: the ideological role generating ideological legitimacy

Satyabrata Paul  
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Anirban Mukhopadhyay  
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University of Calcutta  

Imagining the Nation: Visual spectacle and Neocolonial Narratives

Padmaja Shaw  
Osmania University  
padmajashaw@gmail.com  

Moral Economy of Public Broadcasting in Post-Liberalisation India

SESSION NINE

Wednesday, July 18  
14:00 - 15:30  
Room: SH3  

Business Meeting  
Chair: Helena Sousa

SESSION TEN

Wednesday, July 18  
16:00 - 17:30  
Room: SH3  

Media self-regulation and the state  
Chair: Helena Sousa Colin Sparks

Svetlana Kulikova  
Department of Communication Georgia State University  
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State ownership vs independent editorial policy in sovereign Russian democracy: Case of Echo of Moscow Radio

Tewodros W Workneh  
University of Oregon  
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Teasing the IMF: State Monopoly of Telecommunications in Ethiopia and the Liberalization Creed

Jane Duncan  
Rhodes University  
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The political economy of press self-regulation: the case of South Africa

Suruchi Mazumdar  
Nanyang Technological University  
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Journalists’ Trade Unions and Challenge to Media Capital - A Case Study of India

Hossein Afkhami  
Allameh Tabatab’i University, Tehran  
ahfkhami48@yahoo.co.uk  

Pattern of Contemporary Press in Iran: a Political Economy Approach

SESSION ELEVEN

Wednesday, July 18  
16:00 - 17:30  
Room: SH13  

Media regimes, media engines  
Chair: Joerg Becker

Zhuang XIONG  
City University of Hong Kong  
twobears2001@gmail.com  

"Whether the propaganda model was out of date?" Critical discourse analysis of criticism on American neoliberalism media system during China’s media reforms

Matthias Niedenführ  
University of Tuebingen, Germany, Peking University, China  
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Panel: Political Economy of Chinese Media and Communication
SESSION TWELVE

Thursday, July 19
09:00 - 10:30
Room: SH3
Communication policies and the public sphere
Chair: Helena Sousa John Downing

Rodrigo Gómez
Universidad Autonoma Metropolitana
rgomez@correo.cua.uam.mx
Digital Terrestrial Television Policies in Mexico. The Telecomm Wars

Md. Abdur Razzaque Khan
University of Chittagong and The University of Hong Kong
arkhanrizvi@gmail.com
The Political Economy of Private Television Channel Ownership in Bangladesh

José Vicente García Santamaría
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Raul Magallón Rosa - rmagallo@hum.uc3m.es
Carlos III University
The Spanish media walk to the duopoly informative

SESSION THIRTEEN

Thursday, July 19
11:00 - 12:30
Room: SH3
Media policy and regulation
Chair: Janet Wasko

Edgard Reboças
Federal University of Espirito Santo
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Rhetorical strategy of media “owners” as a shield against social debate on sector regulation

Matthias Niedenfuehr
University of Tuebingen, Germany, Peking University, China
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The Tug-of-War between Regulatory Interventions and Market Demands in the Chinese Television Industry

Guillermo Mastrini
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Martín Becerra
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Santiago Marino
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Universidad Nacional de Quilmes
The Media Law in Argentina: new democratic regulation ways for communication

Sarah Helen Chiumbo
Department of Media Studies, University of the Witswatersrand
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Knowledge and Ideas in a Context of Power: Rethinking Media Policy and Reform in Southern Africa

SESSION FOURTEEN

Thursday, July 19
11:00 - 12:30
Room: SH13
Private and Public performances
Chair: Rodrigo Gómez

Verena Kreilingler
Unified Theory of Information Group (UTI)
verena.kreilingler@gmail.com
Critique of the Political Economy of Personal Information on Social Networking Sites

Zhihua ZHANG
Communication University of China, Beijing
chiwardc@cuc.edu.cn
Whom to Speak to: from a post crisis global perspective

Mariana Martins Carvalho
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Elen Cristina Geraldes
elenger@gmail.com.br
Universidade de Brasilia (UnB)
Comunicación Pública, estatal y gubernamental: diferencias y similitudes que emergen en la Empresa Brasil de Comunicación (EBC)

Reg Rumney
Rhodes University, Grahamstown
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Interest and interest rates: a communication conundrum examined

Chang-de Liu
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National Chengchi University, Taiwan
Miao-ju Jian
National Chung-cheng University, Taiwan
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Manufacturing consent among cultural workers: The labor process of young musicians in Taiwanese live venues

Iñaki Zabaleta
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### POPULAR CULTURE

#### SESSION ONE

**Monday, July 16**
14:00 - 15:30
Room: MTB- C4
Emergent Spaces
Chair: Barry King

**Alette Jeanne Schoon**
Rhodes University, South Africa
a.schoon@ru.ac.za
**The mobile phone and the production of space: Domesticating Lefebvre in a black South African ‘township’**

**Christian Schwarzenegger**
Augsburg University, Germany
christian.schwarzenegger@phil.uni-augsburg.de
**(K)no(w) -go areas: Mediated communication, popular culture references and the construction of personal geographies**

**Innocentia Jabulisile Mhlambi Wena**
Wits University, South Africa
Innocentia.Mhlambi@wits.ac.za
**Ungubani?: Spatial and temporal restructuring of social relations through ukuthakazela in the Internet**

**Dina Ligaga**
Wits University, South Africa
dina.ligaga@wits.ac.za
**“Virtual expressions”: alternative online spaces and the staging of popular internet cultures**

#### SESSION TWO

**Tuesday, July 17**
09:00 - 10:30
Room: MTB- C4
Tracking Celebrity
Chair: John Benson

**Anuli Agina**
Pan-African University Lagos, Nigeria
aagina@smc.edu.ng
**When Nollywood looks North: History and Identity in Nollywood Collaborations**

**Barry John King**
Auckland University of Technology
New Zealand
barry.king@aut.ac.nz
**LA as a remembered and dis-membered city**

**Jia-Wei Tu**
City University, Hong Kong
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**Kate Azuka Omenugha**
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**Ike S Ndolo**
ikendo6@yahoo.com
**Celebrity culture, media and the Nigerian youth: negotiating cultural identity in a globalised world**

#### SESSION THREE

**Tuesday, July 17**
16:00 - 17:30
Room: MTB- C4
Sounding Places
Chair: Deborah Phillips

**Hongmei Li**
Georgia State University, USA
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**Orientational and Self-Orientalization in China: Negotiation between Commercial Logic and Political Logic**

**Wai Han Lo**
Hong Kong Baptist University
janettlo85@yahoo.com.hk
**Reproducing Pleasure through Rituals: The Music Culture of Older Adults in Cantonese Operatic Singing Lessons**
Juan Carlos Valencia  
Facultad de Comunicacion  
Universidad Javeriana  
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High-Culture beyond the West: The changing sonic aesthetics of a University radio station in Latin America  

Tsan-Kuo Chang  
City University of Hong Kong  
tkchang@cityu.edu.hk  
Graffiti as Global Communication in Hong Kong: The Interplay between Public Space and Public Sphere  

Eduardo Vicente  
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Rosana Soares  
rolima@usp.br  
University of Sao Paulo, School of Communication and Arts  
Youth Cultural Center: a look at the musical diversity in Sao Paulo/Brazil  

SESSION FOUR  
Wednesday, July 18  
14:00 - 15:30  
Room: MTB- C4  
Business Meeting  

John Joseph Benson  
La Trobe University, Australia  
j.benson@latrobe.edu.au  
Transforming personal and national anxieties into popular entertainment television: the emotional public sphere as popular narrative therapy  

Deborah Philips  
Brighton University, UK  
D.Philips@brighton.ac.uk  
Making Do and Mending - Domestic television in the age of austerity: Kirstie Allsopp’s Homemade Homes  

Yuval Gozansky  
Yu.valg@media.sapir.ac.il  
Gabriela Jonas Aharoni  
aharonib@zahav.net.il  
School of Communication, Sapir College, Israel  
The transformation of the concept of childhood in the Israeli television for children: From local to global issues and trends  

Eva Bakoy  
Lillehammer University College, Norway  
eva.bakoy@hhi.no  
Travel programs in a cosmopolitan perspective
SESSION ONE

Monday July 16
16:00 - 17:30
Room: MTB-C4
South-North and East-West: Broadcasting, Democracy and the Public Good Today and Tomorrow
Chair: Georgina Born

Corinna Arndt
University of Oxford, United Kingdom
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The Politicisation of Newsrooms and Consequences for Organisational Culture: Lessons from the South African Broadcasting Corporation Post-Apartheid

Laura Ranca
University of Loughborough
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Broadcasting Against the Current. Challenges to Media Professionalization in Democratic Republic of the Congo

Floriana Fossato
University College of London
ffossato@gmail.com
Anna Kachkaeva
Higher School of Economics (Russia)
kachkaeva@rambler.ru
Public Broadcasting in Russia – Utopia or Real Possibility?

Lucas Sierra
University of Chile, Chile
lsierra@cepchile.cl
The development of law governing television broadcasting in Chile 1958-2000

Saba ElGhul-Bebawi
Swinburne University of Technology, Australia
sbebawi@swin.edu.au
Domination and Resistance: a Study of Al Jazeera English within the Global Public Sphere

SESSION TWO

Tuesday, July 17
14:00 - 15:30
Room MTB-C4
Media Coverage and Media Discourse: Regional Practices
Chair: Natalia Ikonnikova

Gulnura Toralieva
American University of Central Asia, Kyrgyzstan
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Environmental Reporting in Kyrgyzstan

Jia-Wei Tu
City University of Hong Kong
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How News Media Use Affects Political Discussion in a Transitional Society: Evidence from the China Survey

Annie Szilagyi
City University of Hong Kong
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The Art of Producing Consumers: A Critical Textual Analysis of Post-Communist Polish Advertising

Michael Meyen
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Anke Fiedler
fiedler@ifkw.lmu.de
Universität München
Institut für Kommunikationswissenschaft und Medienforschung, Germany
Mass media and collective memory: The communist GDR in today's communicative and cultural memory

SESSION THREE

Wednesday, July 18
9:00 - 10:30
Room: MTB-C4
Consumerism versus social media: communicative aspects
Chair: Kaarle Nordenstreng

Nataliya Ikonnikova
Higher School of Economics, Russia
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Social communications spaces: transnational, local, public interpersonal

JING YAN
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Michael Serazio
Fairfield University, United States
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The Art of Producing Consumers: A Critical Textual Analysis of Post-Communist Polish Advertising

Michael Meyen
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Universität München
Institut für Kommunikationswissenschaft und Medienforschung, Germany
Mass media and collective memory: The communist GDR in today's communicative and cultural memory

SESSION FOUR

Wednesday, July 18
16:00 - 17:30
Room: MTB-C4
Business meeting

Anthea Garman
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Speaking out as citizens: voice, agency and participation in post-apartheid South Africa

Svetlana Kulikova
Georgia State University, United States
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Elira Turdubaeva
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Farida Hafizova
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South-North newspaper coverage of June 2010 ethnic conflict in Kyrgyzstan

Herman Wasserman
Rhodes University, South Africa
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PUBLIC SERVICE MEDIA POLICIES

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB-C7
The Reconstruction and Revision of Public Service Media
Chair: Leen d’Haenens

Murej Mak’Ochieng
mmakochieng@mmu.ac.ke
Arguments for a public service broadcaster in Kenya

Wilson Ombeva Ugangu
ugangu@yahoo.com
Pieter Fourie
Linking normative theory to media policy making: The Kenyan case

Lenin Rafael Martell
leninmartell@yahoo.com
The construction of public radio service in Mexico within neoliberalism: The problematization of a case study

René Alicia Smith
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Public media in developing countries: ‘Revisioning’ public service broadcasting in South Africa

Tuesday, July 17
14:00 - 15:30
Room: MTB-C7
Public Service Media: Principles of Access and Participation, from Discourse to Practice
Chair: Jo Bardoel

Inta Brikse
Inta.brikse@lu.lv
Ilva Beitika
Rolands Tjarve
Sense of national identity: discourse analysis of national public service regulation acts

Maria Michalis
m.michalis@westminster.ac.uk
The challenges and opportunities of internet-delivered TV for public service broadcasters: The BBC and projects Kanagroo and Canvas/YouView

Bouziane Zaid
Contact: b.zaid@uia.ma
The principles of access and participation in Moroccan public service television

Winston Mano
Contact: w.mano@wmin.ac.uk
Public service broadcast scheduling in Africa in the digital age: Continuity and change

Wednesday, July 18
09:00-10:30
Room: MTB-C7
Partnerships of Public, Commercial and Civil Actors
Chair: Leen d’Haenens

Esteve Ollé Sanz
esteve.olle@gmail.com
Maria Luengo
Public, commercial and civil television in the new media landscape

Neeraj Khattri
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Ganesh Sethi
A paradigm for media intervention in conflict

Karen Arriaza Ibarra
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Defining the scope and intensity of partnerships as a means of fulfilling public service media (PSM) mission in Southern Europe: Have all the policies been positive?

SESSION TWO

SESSION THREE

SESSION FOUR

VISUAL CULTURE

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MTB 311
Gender, Sexuality and Visual Image
Chair: Sunny Yoon
Hanyang University, South Korea

Myounghye Kim
KR (Korea, Republic Of) Dong-Eui University
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“Changing beautyscape in Korea: From pre-modern to postmodern global era”

Edwin Culp
Mexico Universidad Iberoamericana
edwin.culp@uia.mx
“Reframing the obscene: Affect, Potentiality and Representation in Contemporary Mexican Cinema”
SESSION TWO

Monday, July 16
16:00-17:30
Room: MTB 311
Visual Technology and Visual Art
Chair: Fernando do Nascimento Gonçalves
State U Rio de Janeiro, Brazil

Nien Wei Ling
Province of China, Taiwan
kristylog2@hotmail.com
“The Media Representation of iPod in Taiwan 2001-2010, Discourse Analysis”

Ana Serrano Tellería
anaserranotelleria@gmail.com
ES (Spain) Basque Country University (Journalism) and Cantabria University (Economics and Business)
“Online Magazines Design: A Methodological Proposal”

José Gomes Pinto
PT (Portugal) Lusófona University
jgomespinto@gmail.com
“Looking South to see North: African art as Model for European painting. Revisiting Carl Einstein Negro Sculpture (1915)”

SESSION THREE

Tuesday, July 17
14:00 - 15:30
Room: MTB 311
Cinema and representation of reality
Chair: Denize Araujo
UTP, Brazil

Ruchi Subhash Joshi
IN (India)
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“CINEMA NOVO - WHEN FILMMAKERS AWOKE TO REALITY”

Beatriz Morgado de Queiroz
BR (Brazil) Universidade Federal do Rio de Janeiro UFRJ
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“Hélio Oiticica and thedeny of the cinema”

Inês Gil
ines.gil@ulusofona.pt
PT (Portugal) Universidade Lusófona de Humanidades e Tecnologias
“Atmosphere: a filmic element”

Thalita Bastos
thatacbastos@yahoo.com.br
BR (Brazil) Federal Fluminense University
“The strategies of reality in horror cinema”

SESSION FOUR

Tuesday, July 17
16:00 - 17:30
Room: MTB 311
Psyche and Identity in Visual Communication
Chair: Anton van der Hoven
University of Kwazulu-Natal, South Africa

SESSION FIVE

Wednesday, July 18
14:00 - 15:30
Room: MTB 311
Business Meeting

SESSION SIX

Wednesday, July 18
16:00 - 17:30
Room: MTB 311
South-North dialogue and visual communication
Chair: Myounghye Kim
Dongeui U. South Korea

Jose Mauricio C M Silva
BR (Brazil) Mackenzie Presbyterian University
zemauricio@gmail.com
“Cultural circuits between North and South: post colonialist and visual language of Brazilian samba schools in Portugal”
VISUAL CULTURE ... continued

Jill Arnott
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ZA (South Africa) University of KwaZulu-Natal
“Material Cinema and the “Global South”

Hrishikesh Ingle
hrishikeshingle@gmail.com
IN (India) The English and Foreign Languages University
“Bridging the South-North Divide: Iconicity in Popular Hindi Cinema”

Denize Correa Araujo
BR (Brazil) UTP
denizearaujo@hotmail.com
“North-South visual imagery and imaginary borders”

Peyi Soyinka-Airewele
pairewele@ithaca.edu
US (United States), Department of Politics Ithaca College Ithaca
“Mutiny of the Margins and Tensions of Globalism: Negotiating Culture and Independence in the Nollywood Cinematic Landscape”

Elisenda Ardevol
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ES (Spain) Universitat Oberta de Catalunya
“Studying visual culture beyond representation; an ethnographic approach to image as practice”

Handan Vicdan
US (United States) Eastern Kentucky University
handan.vicdan@eku.edu
“Consumption Trap by Means of Television Series”

Seçkin Özmen
TR (Turkey) Istanbul University
sozmen@istanbul.edu.tr

Sandra Ristovska
US (United States), Annenberg School for Communication, University of Pennsylvania srstovska@asc.upenn.edu
“Documentary Film Reception and the Voice of the Visual”

Tanja Sakota-Kokot
ZA (South Africa) University of the Witwatersrand Wits Film and Television School of Arts
tanja.sakota-kokot@wits.ac.za
“Understanding Community, Culture and Identity within a Modern World in Craig Freimond’s Material the Movie”

Fernando do Nascimento Gonçalves
azert46@yahoo.com
BR (Brazil) State University of Rio de Janeiro
“The last picture: “death and life” of photography in Rosângela Rennó”

Alvaro Mailhos
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Carolina Morquito
carolina.morquito@gmail.com
UY (Uruguay) Universidad Católica del Uruguay
“Assessing the Affective Impact of Newspaper Images - Contributions from experimental psychology”

Hossein -- Afkhami
hafkhami48@yahoo.co.uk
IR (Iran) Allameh Tabatab’a’ University
“Representation of Death Images of Friends and Foes in Iranian Newspapers”

SESSION SEVEN

Thursday, July 19
09:00-10:30
Room: MTB 311
Visual Praxis
Chair: Ana Serrano Tellería
Basque country U. Spain

Edgar Gómez
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SESSION EIGHT

Thursday, July 19
11:00 - 12:30
Room: MTB 311
Still and Silence in Image
Chair: Tanja Sakota-Kokot
University of Witwatersrand, South Africa

POSTER SESSION

Roberta Simon
betasimon@gmail.com BR (Brazil)
University of Brasília (Brazil).
“Reading images from fiction and poetics: a sacred experience of communication”
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