



# 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 to it as an American tree!

*Erythrina*s 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 form 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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# PARALLEL SESSIONS PROGRAMME

Sunday July 15		Monday July 16				Tuesday July 17			
Preliminary Meetings	Room No.	08:30 -10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	09:00 -10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30
All Preliminary meetings at Garden Court, Marine Parade, Lower Ground Floor	SH 1	Opening Ceremony & President's Roundtable		Special Session One: GMP Dialogue on South North Policy Mapping	Special Session Two: Joint IAMCR-ALAIC-ECREA Discussion on Academic Production Assessment.		Plenary: Freedom of the Media	Special Session Three: Cell phones in Africa (MTN)	
10:00 Meeting of Section & WG Heads, Garden Court, Marine Parade	SH 2		ComCom 1	ComCom 2	ComCom 3	ComCom 5		ComCom 6	ComCom 7
Meeting of Executive Board	SH 3		PolEcon 1	PolEcon 2	PolEcon 3	PolEcon 5		PolEcon 6	PolEcon 7
	SH 4		PolCom 1	PolCom 2	PolCom 3	PolCom 4		PolCom 5	PolCom 7
	SH 5		JRE 1	JRE 3	JRE 4	JRE 5		JRE 8	JRE 10
14:00 Meeting of International Council	SH 6		CPT 1	CPT 2	CPT 4	CPT 5		CPT 6	CPT 8
Busses from Hotels 17:15	SH 7		MCPO&S 1	MCPO&S 2	MCPO&S 3	MCPO&S 4		MCPO&S 5	MCPO&S 6
18:00-CityHall, Durban City - Opening Reception	SH 10 Session 8		GenCom 1	GenCom 2	GenCom 3	GenCom 4		GenCom 5	GenCom 6
	SH 11			CPT 3	ComCom 4			CPT 7	CPT 9
	SH 12		IntCom 1	IntCom 2	IntCom 3	IntCom 4		IntCom 5	IntCom 6
	SH 13			MER 1	PolEcon 4	MER 2		MER 3	MER 4
	SH 14		PCR 1	PCR 2	PCR 3	PCR 4		PCR 5	PCR 6
	SH 15			Hist 1	PCR 12	Hist 2			Hist 3
	SH 16		HIV 1	HIV 2	HIV 3	HIV 4		HIV 5	HIV 6
	SH 17		JRE 2	Task Force: Media Policy Business Mtg	JRE 5	JRE 7		JRE 9	Task Force: Ethics Business Mtg
	MTB-C1		Aud 1	Aud 2	Aud 3	Aud 4		Aud 5	Aud 6
	MTB-C2		ESN 1	ESN 2	ESN 3	ESN 4		ESN 5	ESN 6
	MTB-C3		DD 1	DD 2	Diaspora 1	DD 3		Diaspora 2	DD 4
	MTB-C4		Standing Committee: Publications	PopC 1	P-Soc & P-AC 1	PopC 2		P-Soc & P-AC 2	PopC 3
	MTB-C5				CrisCom 1	CA 1		CrisCom 2	CA 2
	MTB-C6			Islam 1	Ethics 1	Islam 2		Ethics 2	Islam 3
	MTB-C7			GMP 1	PSMP 1	GMP 2		PSMP 2	GMP 3
	MTB-C8		M&Rel 1	M&Rel2	MedProd 1	M&Rel 3		MedProd 2	M&Rel 4
	MTB 104			EnvSciR 1	EnvSciR 2	EnvSciR 3		EnvSciR 4	EnvSciR 5
	MTB 167		Law 1	Law 2		Law 3		Law 4	Law 5
	MTB 200			M&S 1	M&S 2	M&S 3		PolCom 6	PolCom 8
	MTB 311			VisualC 1	VisualC 2			VisualC 3	VisualC 4

**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 socialist & Post Authoritarian

Wednesday July 18				Thursday July 19				Friday July 20	
09:00 - 10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	09:00 - 10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:00	17:00 - 19:00	Post Con. mtgs
	Plenary Nollywood & African satellite channels (Multichoice)		Special Session Four: Global Communications BRICS and Beyond	Special Session Five: APA / SOAS Internet Governance	Special Session Six: ICA's evolving relationship to South/North conversations.	IAMCR General Assembly		Closing Ceremony (moves to Concourse after formalities)	All Post conferences meetings at Garden Court, Marine Parade, Lower Ground Floor
ComCom 8		ComCom 9 (Business mtg)	ComCom 10	ComCom 11	ComCom 12				Meeting of Executive Board
PolEcon 8		PolEcon 9 (Business mtg)	PolEcon 10	PolEcon 12	PolEcon 13				Tea - Foyer, Ground Floor, Marine Parade
PolCom 9		PolCom 10 (Business mtg)	PolCom 11	PolCom 13	PolCom 14				10:30 meeting of New International Council
JRE 11		JRE 13 (Business mtg)	JRE 14	JRE 15	JRE 17				
CPT 10		CPT 11 (Business mtg)	Law 8 & CPT 12	CPT 13	CPT 14				
MCPO&S 7		MCPO&S 8 (Business mtg)	MCPO&S 9	MCPO&S 13	MCPO&S 14				
GenCom 7 (Business mtg)		GenCom 8	GenCom 9	GenCom 10	GenCom 11				
		Standing Committee Scholarly	GenCom 12		ESN 12				
IntCom 7		IntCom 8	IntCom 9 (Business mtg)						
MER 5		MER 6	PolEcon 11	MER 8	PolEcon 14				
PCR 7		PCR 8	PCR 9	PCR 10	PCR 11				
Hist 4		Hist 5 (Business mtg)	Hist 6	Hist 7	Hist 8				
HIV 7		HIV 8 (Business mtg)	HIV 9	HIV 10	HIV 11				
JRE 12		Standing Committee: Legal	Standing Committee: Conference	JRE 16	Standing Committee: Publications				
Aud 7		Aud 8 (Business mtg)	Aud 9	Aud 10	Aud 11				
ESN 7		ESN 8 (Business mtg)	ESN 9	ESN 10	ESN 11				
Diaspora 3		DD 5 (Business mtg)	Diaspora 4	DD 6	Diaspora 5 (Business mtg)				
P-Soc & P-AC 3		PopC 4 (Business mtg)	P-Soc & P-AC 4 (Business mtg)	PopC 5	P-Soc & P-AC 5				
CrisCom 3		CA 3 (Business mtg)	CrisCom 4 (Business mtg)		Ethics (Business mtg)				
Islam 4			Islam 5 (Business mtg)	Ethics 3	Islam 6				
PSMP 4		GMP 4 (Stat. Plan mtg)	PSMP 5 (Business mtg)		Standing Committee: Membership				
M&Rel 5		M&Rel 6 (Business mtg)	MedProd 3	MedProd 4 (Business mtg)	M&Rel 7				
EnvSciR 6		EnvSciR 7 (Business mtg)	EnvSciR 8	Special Committee: Environment	ESN Mentorship Meeting				
Law 6		Law 7 (Business mtg)	MER 7 (Business mtg)						
M&S 4		M&S 5 (Business mtg)	PolCom 12	M&S 6					
		VisualC 5 (Business mtg)	VisualC 6	VisualC 7	VisualC 8				

**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 • Hcom - Health Communication and Change • MedProd - Media Production Analysis • M&Rel - Media, Religion and Culture  
**Emerging Themes** - CrisCom - Crisis Communication • VisualC - Visual Culture Working Group

# CONFERENCE THEME

## 'SOUTH-NORTH CONVERSATIONS'

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, every 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



# MESSAGE FROM THE PRESIDENT OF IAMCR



## **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  
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

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

# 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**

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**Sihawu Ngubane**,

Universty 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

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**Raewyn Connell**

University of Sydney, Australia

**Three conversations in an unequal world**

**Achille Mbembe**

University of the Witwatersrand

South Africa

**Reading the World from the South**

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**Presidential Conversation:**

**IAMCR Durban**

**In her final year as President, Annabelle Serberny'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 'globalisaton', 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.**

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Chaired 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

## PLENARY THREE

Wednesday, 18 July  
11:00-12:30

### **Nollywood and African Satellite Channels**

Sponsored by MultiChoice Africa  
Convened by

**Keyan Tomaselli**

University of KwaZulu-Natal

**Matthew Brown**

University of Wisconsin, Madison  
**Nyasha Mboti**

University of KwaZulu-Natal

**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.**

Chaired by

**Matthew H. Brown**

University of Wisconsin, Madison

**Christopher Ihidero**

Makerere University, Uganda

**Finding Nollywood:**

**An Audience Perspective to  
Understanding a Phenomenon**

**Hyginus Ekwuazi**

University of Ibadan, Ibadan, Nigeria

**The Perception/Reception of M-Net's  
Africa Magic Channels by Selected  
Nigerian Audiences.**

**M. Africanus Aveh**

University of Ghana, Legon, Ghana

**Nigerization of Ghanaian Eyes and  
the Attendant Socio-economic  
Transformations: problematic allusion**

**Solomon Waliaula**

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.**

Chaired by **Hopeton Dunn**

The University of the West Indies, Jamaica  
Global Media Policy Working Group:

**Arne Hintz**

McGill University, Canada

**Claudia Padovani**

University of Padova, Italy

**Marc Raboy**

McGill University, Canada

**GlobalMediaPolicy.net: Cartographies  
of Media Policy**

Open Society Foundation:

**Nancy Booker**

Faculty of Media and Communication,  
Multi Media University College of Kenya

**Rodrigo Gomez**

UAM-C

**Observatorio de las Industrias, las  
políticas y los consumos culturales,  
Mexico,**

**Guillermo Mastrini**

Universidad Nacional de Quilmes,  
UBA, Argentina

**Mapping Digital Media:**

**Understanding the Digital Transition  
and its Challenges**

UNESCO:

**Guy Berger**

UNESCO, Director of Freedom of  
Expression and Media Development,  
France (video message)

**Steve Buckley**

Consultant with UNESCO on MDI, UK  
**Media Development Indicators: A  
Framework for Assessing Media  
Development**

**Also featuring (video) project  
presentation by Internews and World  
Bank: Media Maps:  
The Impact of Media  
Development Worldwide**

## 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**

Convened and Chaired 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 inter-regional 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.

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**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**

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**Bart Cammaerts**

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

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**Manuel José Damásio**

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

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**Gabriel Kaplún**

UDR, Uruguay  
**Discipline and indiscipline in Latin American communication studies**

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**Aimée Vega Montiel**

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

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**Katrin Voltmer**

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

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## SPECIAL SESSION THREE

Tuesday, 17 July  
14:00-15:30

### **The Democratic Potential of Cellular Telephony**

Sponsored by MTN Cellular International  
Convened and Chaired by  
**Ruth Teer-Tomaselli**  
University of KwaZulu-Natal.  
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.**

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**Ecology of cellular (mobile) telephony in the country (service providers; penetration, scale, infrastructure; regulation; company ownership and control, interpenetration of international companies; competitive environment including landline infrastructure); Role of cellular telephony in development (business and economy; tele-education, tele-medicine, agricultural extension and small business development); Cellular telephony in developing the infrastructure of social and political stability (social interaction and cohesion; governance, electoral infrasture etc); and finally Contribution of cellular telephony to the wider infrastructural development of the country, including the provision of power networks.**

Chaired by  
**Ruth Teer-Tomaselli**  
University of KwaZulu-Natal.

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**Ayobami Ojebode**

University of Ibadan, Nigeria  
**Mobile Telephony and the Democratic Process in Nigeria**

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**Wisdom J Tettey**

University of British Columbia  
**Mobile Telephony and Democracy in Ghana: Interrogating the Changing Ecology of Citizen Engagement and Political Communication**

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**Frederick Kakembo**

Christian University, Kampala, Uganda  
**Cellular phone Communications and the Social Construction of Technology in Uganda**

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## SPECIAL SESSION FOUR

Wednesday 18 July  
16:00-17:30

### **Global Communications - BRICS and Beyond**

Convened by **Daya Thussu**

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**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, warranted by 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

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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

# ENTERTAINMENT

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.

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

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Gala Dinner, Great Elanga, Elangeni Banquet Floor, Elangeni Hotel.

Wednesday 18 July.

'The Three Tenors' - Esewu Nobela -Wayne Mkhize -  
Ndumiso Nyoka  
Manager: Selby Hlangu

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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.

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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.



# CLOSING CEREMONY AFTER PARTY

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.

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They perform across Durban with countless performances at the Jazz Lounge and the Playhouse.  
Daily lunch hour 'concerts' include:

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#### 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 it is possible to live a life of purity through Jesus Christ.

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#### 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.

# AUDIENCE

## SESSION ONE

Monday, July 16  
11:00 - 12:30

Room: MTB-C1

### AUDIENCE STUDIES AND ONLINE NEWS

Chair: **Nico Carpentier**  
Vrije Universiteit Brussel, Belgium

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#### **Diana I. Nastasia**

Southern Illinois University  
Edwardsville, USA  
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#### **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**

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#### **Roseli Fígaro**

University of Sao Paulo, Brazil  
figaro@uol.com.br

#### **Rafael Grohmann**

University of Sao Paulo, Brazil  
rafael.gr@usp.br

#### **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**

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#### **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.**

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#### **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**

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#### **Markus Schaefer**

Johannes Gutenberg-University of  
Mainz, Germany  
markus.schaefer@uni-mainz.de

#### **Oliver Quiring**

Johannes Gutenberg-University of  
Mainz, Germany  
quiring@uni-mainz.de

**Evidence for an "Enke effect"? - The  
press coverage of the suicide of the  
German football-international Robert  
Enke and the development of suicide  
rates in Germany**

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#### **Suchitra Patnaik**

The English and Foreign Languages  
University, Hyderabad, India  
suchitra.patnaik@gmail.com

**Participants in news diffusion: A study  
on online news audiences in India**

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## 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

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#### **Viola Candice Milton**

University of South Africa  
miltovc@unisa.ac.za

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

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#### **Nancy Achieng Booker**

Multi Media University College of Kenya  
(bookernancy@yahoo.com)

**Towards an appreciation of indigenous  
television programmes among the  
Kenyan audience**

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#### **Vanessa Malila**

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

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

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#### **Mbanza Charles Edga**

CNE Centre Norbert Elias (EHES)  
Marseille, France  
edgar-charles.mbanza@ehess.fr

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

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#### **Walter Chikwendu Ihejirika**

University of Port Harcourt Choba, Rivers  
State, Nigeria  
(walter.ihajirika@uniport.edu.ng)

**"Crazy Fans?": Conflicting Identities  
Of Nigerian**

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#### **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.**

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## 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-Mariño**  
University of Valladolid, Spain

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#### **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**

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#### **Hayes Mabweazara**

(University College Falmouth, UK  
hayes.mabweazara@falmouth.ac.uk  
**'Pirate' Radio, Convergence and  
Reception in Zimbabwe**

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**Matthew Hibberd**

University of Stirling, UK  
m.j.hibberd@stir.ac.uk

**Alka Tomar**

(Centre for Media Studies, New Delhi, India)  
**Understanding Different Agendas and Audience Diversity: Climate Change Research in India and the UK**

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**Anne Kaun**

Södertörn University, Sweden  
anne.kaun@sh.se

**New Media - New Methods. Online Research and the necessity to methodological innovation**

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**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

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**Manuel José Damásio**

ULHT, Portugal  
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**Inês Teixeira Botelho**

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inesbotelho@hotmail.com

**Sara Henriques**

ULHT, Portugal  
shenriques@ulusofona.pt

**Mobile Internet: Perspectives From The Stakeholders**

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**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**

---

**Nesrine Khaled Abdel-Sattar**

Oxford Internet Institute, UK  
nesrine.abdel-sattar@oii.ox.ac.uk

**Marie Gillespie**

The Open University, UK  
m.gillespie@open.ac.uk

**Nermeen Elsayed**

University of York, UK  
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**Mina Lami**

London School of Economics and Political Science, UK

minalami@yahoo.com

**Maryam Wissam**

The Open University, UK  
maryamwissam@gmail.com

**Imagining and Engaging Social Media Users at BBC Arabic**

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**Nohil Park**

Seoul Digital University, Republic of Korea  
nohilpark@gmail.com

**JiYeon Jeong**

Hongik University, Republic of Korea  
commexpert@gmail.com

**A Typological Model for Twitter Publics Segmentation**

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**Anne Kaun**

Södertörn University, Sweden  
anne.kaun@sh.se

**Fredrik Stiernstedt**

Södertörn University, Sweden  
fredrik.stiernstedt@sh.se

**Social Media Memories: The Case of Youth Radio DT64**

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**SESSION FIVE**

Tuesday, July 17

14:00 - 15:30

Room: MTB-C1

**Audience theory and cultural studies**

Chair: **Nico Carpentier**

Vrije Universiteit Brussel, Belgium

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**Nico Carpentier**

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

**Class and the Construction of Ordinary Participants in Reality Television**

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**Juntao He**

Hong Kong Baptist University  
hejuntao.hk@gmail.com

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**Yushan Wu**

Shenzhen University, China  
48669496@qq.com

**Why Literal Meaning Meaningless: Communication norms and implicit theories in audience's information processing**

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**Scott Neal Timcke**

Simon Fraser University, Canada  
snt2@sfu.ca

**What can 18th Century Philosophy Offer Cognitive Cultural Studies?**

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**Weiwen Chung**

National Chengchi University, Taiwan  
waynechuster@gmail.com

**The Cognitive Life of Media**

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**Brett Aaron Bumgarner**

University of Pennsylvania, USA  
brett.bumgarner@gmail.com

**Mobilizing the Gay Bar: Grindr and the Layering of Spatial Context**

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**Shubhda Arora**

Mudra Institute of Communications  
Ahmedabad, India

shubhdaarora@gmail.com

**Audiences At Play: An Epistemic Inquiry Into The Song 'Kolaveri Di'**

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**SESSION SIX**

Tuesday, July 17

16:00 - 17:30

Room: MTB-C1

**North-South conversations**

Chair: **Matthew Hibberd**

University of Stirling

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**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**

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**Thomas Wiedemann**

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

**The German-Turkish Film from the Perspective of the German Cinema Audience**

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## AUDIENCE ... continued

### **Anthea Henderson**

The University of the West Indies, Jamaica  
brandtracker@yahoo.com

**Logospeak" - brands and South-North conversations"**

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### **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**

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### **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**

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### **Sunny S.K. Lam**

Hong Kong Baptist University  
sunny.sk.lam@gmail.com

**Construction of Digital Cinematic  
Aesthetics from Creative Consumption**

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## SESSION SEVEN

Wednesday, July 18

09:00 - 10:30

Room: MTB-C1

### **Children, youth and media**

Chair: **Pat Brereton**

Dublin City University, Ireland

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### **Sara Pereira**

University of Minho, Portugal  
sarapereira@ics.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**

Rey Juan Carlos University Spain  
antonio.garcia@urjc.es

### **Carmen Gaona Pisonero**

Rey Juan Carlos University Spain  
carmen.gaona@urjc.es

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### **José Carlos Sendín Gutiérrez**

Rey Juan Carlos University Spain  
(josecarlos.sendin@urjc.es)

**New media: uses and communication  
by adolescents. Prospects from digital  
natives**

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### **Rahul Gadekar**

Mudra Institute of Communications  
Ahmedabad India  
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### **Pradeep Krishnatray**

Mudra Institute of Communications  
Ahmedabad India  
pradeep.micore@micamail.in

**Facebook use amongst college going  
students of India**

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### **Cathy O'Shea**

University of Fort Hare, South Africa  
coshea@imaginet.co.za

**Children's reception of fiction**

---

### **Maddalena Fedele**

Autonomous University of Barcelona, Spain  
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### **Emili Prad**

Autonomous University of Barcelona, Spain  
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### **Núria García-Muñoz**

Autonomous University of Barcelona, Spain  
nuria.garcia@uab.ca

**Adolescents' Media Habits And Leisure  
Diet In The Digital Era**

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## SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: MTB-C1

**Audience Section Business Meeting**

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## SESSION NINE

Wednesday, July 18

16:00 - 17:30

Room: MTB-C1

**Promotional cultures**

Chair: **Anne Kaun**

Södertörn University, Sweden

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### **Paulo Ferreira**

Universidade Lusófona / CICANT, Portugal  
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### **Paulo Rita**

ISCTE - IUL, Portugal  
paulo.rita@iscte.pt

### **Diogo Morais**

Universidade Lusófona, Portugal  
diogo.morais@ulusofona.pt

**The online brand ecosystem and web  
brands seduction process on new  
media audiences**

---

### **Marie Grusell**

Göteborg University, Sweden  
marie.grusell@jmg.gu.se

**New views of Advertising? An  
Explorative Study of Youth Attitudes  
Towards Commercials in Sweden 2011**

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### **Anjali Capila**

University of Delhi, India  
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### **Anu Sachdev**

University of Delhi, India  
sachdev.anu@gmail.com

**Mental imagery and response building:  
Investigating effects of radio  
advertising strategies on affective  
responses of listeners**

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### **Cheng Li**

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### **Lina Zhu**

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### **Mingxiang Dai**

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### **Yihan Wang**

The Chinese University of Hong Kong  
178354417@qq.com

### **Xiaoliang Ma**

The Chinese University of Hong Kong  
(nomanda777@gmail.com)

**Influence of Time Pressure on  
Cognitive Dissonance in Pre-decisional  
Process - Using the Case of  
Postgraduate University Promotion  
Advertisement**

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### **Luiz Peres-Neto**

ESPM, Brazil  
luiz.peres@espm.br

**Conscious consumption: eco bag's  
campaign in Sao Paulo city**

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## SESSION TEN

Thursday, July 19

09:00 - 10:30

Room: MTB-C1

### Health communication

Chair: **Miguel Vicente-Mariño**

University of Valladolid, Spain

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### 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

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### Shun-Chih KE

Chinese Culture University, Taipei, Taiwan  
scketw@gmail.com

### Science Communications in Health Knowledge for Elderly: Creating iPad Interactive Media to Promote Learning Motivation

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### Stella C. Chia

City University of Hong Kong  
cychia@cityu.edu.hk

### 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

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### 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  
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### Association of thin-ideal media exposure, body dissatisfaction and disordered eating behaviors among adolescents in Taiwan

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## SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: MTB-C1

### Representations and popular TV

Chair: **Nico Carpentier**

Vrije Universiteit Brussel, Belgium

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### Charu Uppal

Karlstad University, Sweden  
ucharu@gmail.com

### Understanding our Stories: How Fijians perceive representation of minorities in Shortland Street

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### Monika Unterreitmeier

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### Marlen Belafi

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marlen.belafi@mailbox.tu-dresden.de

### Katrin Etzrodt

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### Nina Haferkamp

Technical University of Dresden, Germany  
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### Reality TV - Godsend or Trojan Horse? A Theoretical Reflection on the Popularity and Impact of a Popular TV Genre

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### Iliana Ferrer

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### Vinicio Sinta

Tecnológico de Monterrey, Mexico  
vinicio.sinta@gmail.com

### Virginia Luzón

Universitat Autònoma de Barcelona, Spain  
virginia.luzon@uab.cat

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

---

### Maria T. Soto-Sanfiel

Universitat Autònoma de Barcelona, Spain  
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### Adriana Ibiti

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adriana.carvalho@campus.uab.es

### Rosa Maria Palencia

Universitat Autònoma de Barcelona, Spain  
rosamaria.palencia@uab.es

### Influence of sexual orientation in the Appreciation of lesbian narratives

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### Monika Unterreitmeier

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### Marlen Belafi

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### Katrin Etzrodt

Technical University of Dresden, Germany  
katrin.etzrodt@tu-dresden.de

### Nina Haferkamp

Technical University of Dresden, Germany  
nina.haferkamp@tu-dresden.de

### Broadcast Yourself! Examining the Influence of Watching Reality TV on Self-Disclosure on SNS

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# COMMUNICATION & HIV and HEALTH COMMUNICATION & CHANGE

## SESSION ONE

Monday, July 16

11:00 - 12:30

Room: SH16

Chair: **Cecilia Strand**

Uppsala University, Sweden

cecilia.strand@im.uu.se

**Media coverage of HIV/AIDS**

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**Perpetua Wanja Njuguna**

Polytechnic of Namibia, Namibia

wanja.njuguna@yahoo.com

**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**

University of KwaZulu-Natal, South Africa

jonesn1@ukzn.ac.za

**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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**Paul D'Angelo**

The College of New Jersey, United States

dangelo@tcnj.edu

**John Crothers Pollock**

The College of New Jersey

pollock@tcnj.edu

**Kristen Kiernicki**

University of Kentucky, United States

kristen.kiernicki@gmail.com

**Comparing the Roles of Media Systems in Coverage of HIV/AIDS Topics and Frames in Four Sub-Saharan African Newspapers, 2003-2007**

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**Robin C. Stevens**

Rutgers University-Camden, United States

robin.stevens@rutgers.edu

**The Color of AIDS: U.S. newspaper coverage of HIV/AIDS from 1992-2007**

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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**

University of the West Indies, Jamaica

marjan.debruin@uwimona.edu.jm

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**Nyasha Mboti**

University of KwaZulu Natal, South Africa

nyasha.mboti@gmail.com

**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

rkvemula@gmail.com

**Population Control and HIV/AIDS: Politics of Sexual Health in India**

---

**Colin Tinei Chasi**

University of Johannesburg, South Africa

colinc@uj.ac.za

**Communication and expressing, not speaking, on AIDS**

---

**Tania Vergnani**

**James Lees**

University of the Western Cape, South Africa

Africa

jimcapetown@mweb.co.za

**HIV prevention and re-creating communication in South Africa**

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## SESSION THREE

Monday, July 16

14:00 - 15:30

Room: SH16

**Entertainment Education**

Chair: **Liesbeth Rijdsdijk**

Windesheim University of Applied Sciences

The Netherlands

e.rijdsdijk@windesheim.nl

---

**Sarah Cardey**

University of Reading, United Kingdom

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**Eliza Govender**

University of KwaZulu-Natal, South Africa

Govendere1@ukzn.ac.za

**Lauren Dyll-Myklebust**

University of KwaZulu-Natal, South Africa

ladyll@hotmail.com

**Chris Garforth**

University of Reading, United Kingdom

c.j.garforth@reading.ac.uk

**Keyan Tomaselli**

University of KwaZulu-Natal, South Africa

tomasell@ukzn.ac.za

**Entertainment Education theory and practice in HIV and AIDS communication: a South - North Perspective**

---

**Janine Baudach**

University of Reading, United Kingdom

j.baudach@student.reading.ac.uk

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

---

**Laura E Myers**

Centre for AIDS Development, Research

and Evaluation (CADRE), South Africa

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**Helen Hajianni**

Centre for AIDS Development, Research

and Evaluation (CADRE), South Africa

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**Richard Delate**

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**Lusanda Mahlasela**

Johns Hopkins Health and Education South

Africa (JHHESA), South Africa

lusanda@jhuccp.co.za

**Interpersonal communication and self-reported behaviour change attributed to a television drama series, Intersexions**

---

**Eliza Govender**

University of KwaZulu-Natal, South Africa

govendere1@ukzn.ac.za

**Lauren Dyll-Myklebust**

ladyll@hotmail.com

**Tash Sundar**

redtash@gmail.com

### CFPD Students

redtash@gmail.com

**Social networks as a platform to discuss sexual networks: Intersections and Facebook as catalysts for social change**

## SESSION FOUR

Tuesday, July 17

9:00 - 10:30

Room: SH16

**HIV/AIDS interventions: Perspectives on education**

Chair: **Nanna Engebretsen**

Lillehammer University College/ Karlstad University, Norway

nanna.engebretsen@hil.no

### Darlington Farai Muyambwa

Students And Youth Working on reproductive Health Action Team (SAYWHAT), Zimbabwe  
fariedarlie@gmail.com

**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 Rijdsdijk

Windesheim University of Applied Sciences, The Netherlands  
e.rijdsdijk@windesheim.nl

### Rico Lie

Wageningen University, The Netherlands  
rico.lie@wur.nl

**Sexual and Reproductive Health and Rights: the view of adolescents in Uganda and implications for comprehensive sex education**

### Melissa Anne Cobbler

Concordia University, Canada  
ma.cobbler@gmail.com

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

### Joseph Muyangata

Wings Of Eagle International Bible College, Malawi  
joseph\_muyangata@yahoo.com

### Ghislaina Youmbi

Wings Of Eagle International Bible College, Malawi

youbighislaine@gmail.com

**HIV and AIDS Counseling Among Church Leaders in Charismatic Churches in Malawi**

## SESSION FIVE

Tuesday, July 17

14:00 - 15:30

Room: SH16

**Exploring mass media communication dynamics in HIV/AIDS and health**

Chair: **Kate Holland**

University of Canberra, Australia

kate.holland@canberra.edu.au

### Nanna Engebretsen

Lillehammer University College/ Karlstad University, Norway  
nanna.engebretsen@hil.no

**HIV Documentaries Interpreted: The Kenyan TV Audience discussing 'UNESCO's Young TV Producers' videos**

### Ágata Sequeira

CICANT, Centre for Research in Applied Communication, Culture and New Technologies - ULHT  
agata.sequeira@gmail.com

### André Baptista

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### Célia Quico

CICANT - ULHT  
celia.quico@gmail.com

### Manuel José Damásio

CICANT - ULHT  
mjdamasio@ulusofona.pt

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

### Patama Satawedim

Bangkok University, Thailand  
patama.s@bu.ac.th

**How Can HIV/AIDS Be Prevented? A Strategic Communication Plan for Asian Migrants in Thailand**

### Esi Eduwaa Thompson

University of Ghana, Ghana  
eduwaa@gmail.com

### Abena Animwaa Yeboa

University of Ghana, Ghana  
animwaayeboah@yahoo.com

**Health information from elite to popular media: is Ghanaian media creating more space for health information/education?**

## SESSION SIX

Tuesday, July 17

16:00 - 17:30

Room: SH16

**Construction and reception of health news**

Chair: **Vemula Ravindra Kumar**

English and Foreign Languages

University, India

rkvemula@gmail.com

### Ngoni Muwonwa

University of Zimbabwe, Zimbabwe  
nmuwonwa@gmail.com

**Typhoid outbreak, discourses of 'othering' and 'resistance': Dynamics of health reporting in Zimbabwean media**

### Kate Holland

University of Canberra, Australia  
kate.holland@canberra.edu.au

### R. Warwick Blood

University of Canberra, Australia  
warwick.blood@canberra.edu.au

**Public responses and reflexivity during the swine flu pandemic in Australia: engaging the concept of 'biocommunicability'**

### Verônica de Sousa Figueiredo

University of Brasilia, Brazil  
verodsf@yahoo.com

### Dione Oliveira Moura

University of Brasilia, Brazil  
dioneoliveiramoura@gmail.com

**Silencing and natural vulnerability - Brazilian press coverage of indigenous peoples' health**

### Kerry McCallum

University of Canberra, Australia  
kerry.mccallum@canberra.edu.au

**Distant and intimate conversations: media and Indigenous health policy in Australia**

## COMMUNICATION & HIV and HEALTH COMMUNICATION & CHANGE ... continued

### SESSION SEVEN

Wednesday, July 18

9:00 - 10:30

Room: SH16

#### **Health perceptions and behaviours**

Chair: **Kerry McCallum**

University of Canberra, Australia

kerry.mccallum@canberra.edu.au

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#### **Jyotika Ramaprasad**

University of Miami, United States

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#### **Whitney Sessa**

University of Miami, United States

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#### **Katharina Lang**

University of Miami, United States

katie.lang@umiami.edu

#### **Male Circumcision for HIV Prevention: Predicting Behavioral Intention and Attitude Using the Health Belief Model**

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#### **Yoke Lim Khor**

Universiti Sains Malaysia

ylkhor45@yahoo.com

#### **Mohd Zaidan Zulkepli**

Universiti Sains Malaysia

mohamadzaidan@hotmail.com

#### **Hasrina Mustafa**

Universiti Sains Malaysia

Hasrina@usm.my

#### **Communicating With Rural Women About Breast Cancer Screening: Factors That Affect Involvement**

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#### **Edmund Lee**

Nanyang Technological University,  
Singapore

elwj88@gmail.com

#### **Josephine K Chow**

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#### **Ying Ying Wu**

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#### **Zixin Yang**

yangzixin01@gmail.com

#### **Shirley S. Ho**

Nanyang Technological University,  
Singapore

tsyho@ntu.edu.sg

#### **Communication and Knowledge as Motivators: Understanding Singaporean Women's Perceived Risks of Breast Cancer and Intentions to Engage in Preventive Measures**

#### **Shari Hoppin**

Troy University, United States

shoppin@troy.edu

#### **Enhancing understanding when immigrants talk to medical practitioners in the North**

### SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: 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**

University of Reading, United Kingdom

s.p.cardey@reading.ac.uk

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#### **Verena Thomas**

University of Goroka, Papua New Guinea

verena.thomas@uts.edu.au

#### **Kate Britton**

University of New South Wales, Australia

katherine.britton@uts.edu.au

#### **Joys Eggins**

University of Goroka, Papua New Guinea

joyseggins@gmail.com

#### **Incorporating indigenous values in HIV and AIDS communication**

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#### **Dorothy Achieng Omollo**

Moi University, Kenya

achiengdoro@gmail.com

#### **Abraham Kiprop Mulwo**

Moi University, Kenya

abraham.mulwo@gmail.com

#### **Renegotiating Culture in the Context of HIV/AIDS: An analysis of the Influence of Communication Media on the Uptake of VMMC Messages in Western Kenya**

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#### **Inonge Nyambe**

Copperbelt College of Education, Zambia

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#### **Felesia Mulauzi**

University of Zambia, Zambia

fmulauzi@gmail.com, mzulu@unza.zm

#### **Naomi Mtanga**

University of Zambia, Zambia

naomi.mtanga@unza.zm

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

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#### **Ndeti Ndati**

Multi Media University College of  
Kenya, Kenya

ndetindati@yahoo.com

#### **The Role of Interpersonal Communication in Shaping and Influencing Behavioral Responses to HIV and AIDS among Students in Secondary Schools in Nairobi County**

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#### **Poster**

#### **Rosemary Chikafa**

University of Zimbabwe, Zimbabwe

rosasharn48@yahoo.com

#### **Pauline Mateveke**

University of Zimbabwe, Zimbabwe

paumateveke@yahoo.com

#### **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

[j.baudach@student.reading.ac.uk](mailto:j.baudach@student.reading.ac.uk)

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**Cecilia Karolina Strand**

Uppsala University, Sweden

[cecilia.strand@im.uu.se](mailto:cecilia.strand@im.uu.se)

**Local agenda building efforts on sexual minority health rights- a study of international actors' agenda setting influence on domestic coverage in Uganda**

**Julia Carter**

Kuru Family of Organizations Community

Health Programme/ Letloa Trust World

University Service of Canada, Botswana,

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**Armstrong Tingwane**

Kuru Family of Organizations Community

Health Programme/ Letloa Trust World

University Service of Canada, Botswana

[julia@kuruhealth.org.bw](mailto:julia@kuruhealth.org.bw)

**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**

University of Johannesburg, South Africa

[cdavis@uj.ac.za](mailto:cdavis@uj.ac.za)

**Antoinette Hoffman**

University of Johannesburg, South Africa

[amhoffman@uj.ac.za](mailto:amhoffman@uj.ac.za)

**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**

University of Padova - Italy

[claupad67@gmail.com](mailto:claupad67@gmail.com)

Discussant: **Jeremy Shtern**

University of Ottawa - Canada

[jshtern@uottawa.ca](mailto:jshtern@uottawa.ca)

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**Gary Gumpert**

Urban Communication Foundation - USA

[gary.gumpert@urbancomm.org](mailto:gary.gumpert@urbancomm.org)

**Susan J. Drucker**

Hofstra University, USA

[susan.j.drucker@hofstra.edu](mailto:susan.j.drucker@hofstra.edu)

**The Square Transformed: Public Space, Contemporary Protest and the Communication Perspective**

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**Katie Brown**

University of Michigan - USA

[katiebro@umich.edu](mailto:katiebro@umich.edu)

**Shahab Mobasheri**

Islamic Azad University - Iran

[shahab@gmail.com](mailto:shahab@gmail.com)

**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

[b.cammaerts@lse.ac.uk](mailto:b.cammaerts@lse.ac.uk)

**The Copyright Resistance Movement: Speaking for the Spivakean Subaltern**

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**Adelina Mbinjama**

Nelson Mandela Metropolitan University

South Africa

[adelina.mbinjama@nmmu.ac.za](mailto:adelina.mbinjama@nmmu.ac.za)

**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

Stefania.Milan@EUI.eu

Discussant: **Bart Cammaerts**

London School of Economics and Political Science - UK

b.cammaerts@lse.ac.uk

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#### **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.**

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#### **Adedayo Ladigbolu Abah**

Washington and Lee University - USA

Abahd@wlu.edu

#### **Whose Internet is it anyway?**

#### **Anonymity and personal privacy rights in online media**

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#### **Vicky Breemen**

University of Amsterdam - The Netherlands

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#### **Joris van Hoboken**

University of Amsterdam - The Netherlands

vanhoboken@ivir.nl

#### **Freedom of Expression Implications of Europe's proposed Right to be Forgotten**

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#### **Joris van Hoboken**

University of Amsterdam - The Netherlands

vanhoboken@ivir.nl

#### **Search engines and intermediary liability: A comparison of different approaches and their implications for the right to freedom of expression**

#### **Slavka Antonova**

University of North Dakota - USA

slavka.antonova@email.und.edu

#### **The Internet and the emerging global community of rights: Exploring the multistakeholder human rights debate at IGF**

### 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

jo.pierson@vub.ac.be

Keynote: **Esteve Sanz**

IPTS - Spain

Esteve.Sanz@ec.europa.eu

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#### **Hopeton Dunn**

University of the West Indies - Jamaica

hopetondunn@gmail.com

#### **Respondent on Music Report (Andra Leurdijk & Otilie Nieuwenhuis)**

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#### **Deniz Bayrakdar**

Kadir Has University - Turkey

denizb@khas.edu.tr

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

---

#### **Eno Akpabio**

University of Dar es Salaam, Tanzania

enoakpabio@gmail.com

#### **Respondent on Books Report (Giuditta de Prato & Jean Paul Simon) and Newspapers Report (Andra Leurdijk, Mijke Slot & Otilie Nieuwenhuis)**

### SESSION FOUR

Monday, July 16

16:00 - 17:30

Room: SH 6

#### **Critical Perspectives on Digital Inclusion and Policy**

CHAIR: **Wendy Willems**

University of the Witwatersrand -South

Africa wendy.willems@wits.ac.za

DISCUSSANT: **Seda Guerses**

KU Leuven - Belgium

sguerses@esat.kuleuven.be

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#### **Louis Fourie**

Department of Information Systems

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#### **Leo Van Audenhove**

Vrije Universiteit Brussel - Belgium

lvaudenh@vub.ac.be

#### **Ilse Marien**

Vrije Universiteit Brussel - Belgium

ilse.marien@vub.ac.be

#### **From Digital Divide to Digital Inclusion. The influence of theory on international collaboration in higher education.**

---

#### **Leo Van Audenhove**

Vrije Universiteit Brussel - Belgium

lvaudenh@vub.ac.be

#### **Natalie Weiss**

Vrije Universiteit Brussel - Belgium

schnativice@googlemail.com

#### **Louis Fourie**

Department of Information Systems

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#### **Living Labs in South Africa. Contextual, organizational and institutional opportunities and challenges.**

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#### **Thandi Marijke Smith**

University of the Witwatersrand

South Africa

thandismith@gmail.com

#### **Universal access or corporate gains? Researching the infrastructural implications of the South African digital migration**

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#### **Ilse Mariën**

Vrije Universiteit Brussel - Belgium

ilse.marien@vub.ac.be

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**Leo Van Audenhove**

IBBT SMIT Vrije Universiteit  
Brussel - Belgium  
lvaudenh@vub.ac.be

**Towards a multi-stakeholders approach for digital inclusion: A case study of Ghent's 'Digitaal.Talent' policy program.**

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**Lore Dupont**

KU Leuven - Belgium  
lore.dupont@soc.kuleuven.be

**Risk factors for exclusion and strategies for inclusion**

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## SESSION FIVE

Tuesday, July 17

9:00 - 10:30

Room: SH 6

**Mobile Technologies, Practices and Policy**

Chair: **Hopeton Dunn** (University of the West Indies, Jamaica)

hopetondunn@gmail.com

Discussant: **Nathalie Hyde-Clarke**

University of Johannesburg - South Africa  
nhyde-clarke@uj.ac.za

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**Deepti Chittamuru**

University of Pennsylvania - USA  
dchittamuru@asc.upenn.edu

**Mohini Bhavsar**

Dimagi Inc. - India  
mbhavsar@dimagi.com

**CommCare: Evaluation Of A Mobile Application for Maternal Health In Rural India**

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**Isaac Mutwiri Mutunga**

Multimedia University College of Kenya - Kenya

imutunga@mmu.ac.ke

**Mobilephone based information services for sustainable rural livelihoods: a case of selected rural areas in Kenya.**

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**Melanie Stilz**

Dublin City University - Ireland  
melanie.stilz2@mail.dcu.ie

**Free literacy training software for mobile phones in Afghanistan - usability, acceptance and diffusion**

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**Murendehle Mulheva Juwayeyi**

Independent Researcher - Malawi  
murejuwa@gmail.com

**The Diffusion of Mobile Telephones in Malawi: From a Status Symbol to a Common Burden**

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**Gerard Goggin**

The University of Sydney - Australia  
gerard.goggin@sydney.edu.au

**Mobile Media and Disability: Communication Policy Challenges and Opportunities**

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## 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**

University of Wisconsin-Milwaukee - USA  
braman@uwm.edu

DISCUSSANT: **Seeta Peña Gangadharan**

Yale University Open Technology Initiative - USA  
seeta.gangadharan@yale.edu

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**Seda Gurses**

KU Leuven - Belgium  
sgurses@esat.kuleuven.be

**Jo Pierson**

Vrije Universiteit Brussel - Belgium  
jo.pierson@vub.ac.be

**Requirements engineering meets social sciences: re-wiring socio-technical systems for tackling privacy and responsabilization**

---

**Ralf De Wolf**

Vrije Universiteit Brussel - Belgium  
ralf.de.wolf@vub.ac.be

**Jo Pierson**

Vrije Universiteit Brussel - Belgium  
jo.pierson@vub.ac.be

**Privacy beyond the individual: analyzing group based access control models on social network sites from a user perspective**

---

**Ellen Vanderhoven**

Ghent University - Belgium  
ellen.vanderhoven@UGent.be

**Tammy Schellens**

Ghent University - Belgium  
Tammy.schellens@ugent.be

**Martin Valcke**

Ghent University - Belgium  
Martin.Valcke@ugent.be

**The role of education in pushing back responsabilization: raising awareness about the risks on social network sites**

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**Brendan Van Alsenoy**

KU Leuven - Belgium  
brendan.vanalsenoy@law.kuleuven.be

**A hedge between keeps friendship green ... should data protection legislation apply to private individuals online?**

---

**Mathias Vermeulen**

Vrije Universiteit Brussel - Belgium  
mathias.vermeulen@gmail.com

**Mind the gap? European law vs. self-regulation efforts to protect privacy in social networks**

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## SESSION SEVEN

Tuesday, July 17

14:00 - 15:30

Room: SH 11

**Journalism and ICTs**

Chair: **Bart Cammaerts**

London School of Economics and Political Science - UK

b.cammaerts@lse.ac.ukD

Discussant: **Stefania Milan**

European University Institute - Italy  
Stefania.Milan@EUI.eu

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**Dominique Nduhura**

School of Journalism and Communication - Rwanda

dnduhura@nur.ac.rw

**Citizen journalism in the Rwandan media: real revolution or sheer hype?**

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**Elvira Garcia De torres**

University Ceu Cardenal Herrera - Spain  
egarcia@uch.ceu.es

**Concha Edo Bolós**

University Complutense of Madrid - Spain  
conchae@telefonica.net

## COMMUNICATION POLICY AND TECHNOLOGY ... continued

### **Loreto Corredoira Alfonso**

University Complutense of Madrid - Spain  
loreto.corredoira@gmail.com

**Participatory Journalism and  
Copyright: Policies that regulate User-  
Generated Content by News Media  
Companies**

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### **Stefan Geiß**

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### **Oliver Quiring**

University of Mainz - Germany  
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### **Nikolaus Jakob**

University of Mainz - Germany  
nikolaus.jakob@uni-mainz.de

**The future of information technology,  
ICT media, and society: Trends spotted  
by ICT journalists in Germany**

---

### **Elizabeth Farisai Hove**

Great Zimbabwe University - Zimbabwe  
farisaihove@gmail.com

**Of Pandora and Pandora's Box? The  
internet as an avenue of Hope: A  
Zimbabwean Perspective**

---

### **Joan Ramon Rodriguez-Amat**

University of Vienna - Austria  
mon.rodriguez@univie.ac.at

### **Katherine Sarikakis**

University of Vienna - Austria  
katharine.sarikakis@univie.ac.at

**I am your father: crossmedia  
authorship and intellectual property**

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## SESSION EIGHT

Tuesday, July 17

16:00 - 17:30

Room: SH 6

Panel 2: **Talking politics - Young people  
and political participation in mobile  
and social media in Southern Africa**

Chair: **Milagros Rivera**

National University of Singapore - Singapore  
mrivera@nus.edu.sg

Discussants: **Sarah Chiumbu**

University of the Witwatersrand  
South Africa

sarah.chiumbu@wits.ac.za

### **Herman Wasserman**

University of Rhodes - South Africa  
h.wasserman@ru.ac.za

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### **Wendy Willems**

University of the Witwatersrand -South  
Africa wendy.willems@wits.ac.za

**From the street to Facebook: mobile  
publics, urban sociability and civic  
engagement during Zambia's 2011  
elections**

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### **Marion Walton**

Centre for Film and Media Studies University  
of Cape Town - South Africa  
marion.walton@uct.ac.za

### **Pierinne Leukes**

Centre for Film and Media Studies University  
of Cape Town - South Africa  
pierrinne.leukes@uct.ac.za

**Prepaid social media and the mobile  
internet in South Africa: Patterns in  
young people's mobile discourse**

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### **Nathalie Hyde-Clarke**

University of Johannesburg - South Africa  
nhyde-clarke@uj.ac.za

**Perceptions about Mobilising the  
Youth for Political Purposes through  
Mobile Technology: A South African  
study**

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### **Tanja Bosch**

Centre for Film and Media Studies University  
of Cape Town - South Africa  
tanja.bosch@uct.ac.za

**Facebook and youth political  
participation in South Africa**

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### **Musa Ndlovu**

Centre for Film and Media Studies University  
of Cape Town - South Africa  
musa.ndlovu@uct.ac.za

### **Chilombo Mbenga**

Centre for Film and Media Studies University  
of Cape Town - South Africa  
chilombo23@gmail.com

**Exploring the Relationship between  
South African Youth, News Media and  
Online Political Participation**

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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**

The University of Sydney - Australia  
gerard.goggin@sydney.edu.au

DISCUSSANT: **Leo Van Audenhove**

Vrije Universiteit Brussel - Belgium  
lvaudenh@vub.ac.be

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### **Seeta Peña Gangadharan**

Yale University Open Technology  
Initiative - USA

seeta.gangadharan@yale.edu

**Digital Inclusion and Online  
Surveillance**

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### **Amit M Schejter**

Penn State University and Ben-Gurion  
University of the Negev - USA

schejter@gmail.com

**The role of media and  
telecommunications in the life of  
teachers in Bedouin schools  
in Israel**

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### **Manuel José Damásio**

**Sara Henriques**

**Inês Teixeira Botelho**

ULHT - Portugal

mjdamasio@ulusofona.pt

**Social interaction with technologies:  
the role of access**

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### **Antwuan Wallace**

Milano, The New School for Management  
and Urban Policy, New York - USA  
antwuanwallace@gmail.com

**Broadband Adoption and The Working  
Poor: Towards understanding  
amplification, reinforcement and  
embeddedness in Greater Silicon  
Valley and Greater San Francisco  
Bay Area**

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## SESSION TEN

Wednesday, July 18

9:00 - 10:30

Room: SH 6

### **Dark Side of the Information Society**

Chair: **Divina Frau-Meigs**

Université Paris 3-Sorbonne, France

divina.meigs@orange.fr

Discussant: **Maria Michalis**

University of Westminster - UK

m.michalis@westminster.ac.uk

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### **Faheem Hussain**

Asian University for Women - Bangladesh

faheem.hussain@gmail.com

### **Mohammad Sahid Ullah**

University of Chittagong - Bangladesh

focus\_bangladesh@yahoo.com

### **Youth in Cyberspace and Vulnerability: Experience from Bangladesh**

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### **Ellen Vanderhoven**

Ghent University - Belgium

ellen.vanderhoven@ugent.be

### **Tammy Schellens**

Ghent University - Belgium

Tammy.schellens@ugent.be

### **Martin Valcke**

Ghent University - Belgium

Martin.Valcke@ugent.be

### **How Safe do Teenagers Behave on Facebook? An Observational Study.**

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### **Qiaolei Jiang**

Nanyang Technological

University - Singapore

### **Exploring the Internet Nest Phenomenon in China**

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### **Meghdad Mehrabi**

WKWSCI - NTU - Singapore

megh0004@e.ntu.edu.sg

### **Vivian Hsueh-hua Chen**

Wee Kim Wee School of Communication

& Information - Singapore

chenhh@ntu.edu.sg

### **Interactive Affordances and Problematic Online Game Playing: A Qualitative Investigation of MMOG Players' Addictive Behavior**

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### **Meryem Marzouki**

UPMC Univ. Paris 06 & CNRS - France

meryem.marzouki@lip6.fr

### **Migrants under Control: Foreign bodies on the (Smart) Border**

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## SESSION ELEVEN

Wednesday, July 18

14:00 - 15:30

Room: SH 6

### **Business Meeting**

Chair: **Jo Pierson**

Vrije Universiteit Brussel - Belgium

jo.pierson@vub.ac.be

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## 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**

London School of Economics and Political  
Science - UK

r.e.mansell@lse.ac.uk

Discussant: **Maria Michalis**

University of Westminster - UK

m.michalis@westminster.ac.uk

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### **Dong-Hee Shin**

Sungkyunkwan University - Korea

dshin1030@gmail.com

### **Network Neutrality in Korea**

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### **Sandra Braman**

University of Wisconsin-Milwaukee - USA

braman@uwm.edu

### **Developing Country Participation in the Internet Design Process**

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### **Luke J Heemsbergen**

University of Melbourne - Australia

lukej@unimelb.edu.au

### **'Past' Radical Transparency to Future Openness: An Empirical Critique of Past Present and Future Governing**

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### **Fabio B. Josgrilberg**

Universidade Metodista de São

Paulo - Brazil

fabio.josgrilberg@metodista.br

### **Leandro Carrera**

London School of Economics and Political

Science - UK

l.n.carrera@lse.ac.uk

### **Camila Franciscon**

Universidade Metodista de São

Paulo - Brazil

urbetic@metodista.br

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### **Jamile Bittar**

Universidade Metodista de São

Paulo - Brazil

urbetic@metodista.br

### **Communications, Internet and Open Government: a comparative analysis of municipalities in Brazil**

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## SESSION THIRTEEN

Tuesday, July 19

9:00 - 10:30

Room: SH 6

### **Current Challenges for Media Policy**

Chair: **Paschal Preston**

Dublin City University, Ireland

paschal.preston@dcu.ie

Discussant: **Eno Akpabio**

University of Dar es Salaam, Tanzania

enoakpabio@gmail.com

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### **Gwang James Han**

Chung Buk National University, Republic

of Korea gwang.han@gmail.com

### **Media transformation in Korea and the US: Implications to Public Policy**

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### **Jeremy Shtern**

University of Ottawa - Canada

jshtern@uottawa.ca

### **Charles H. Davis**

Ryerson University - Canada

c5davis@ryerson.ca

### **Creative Labour and the Mediation of Cultural Diversity in Canada's Independent Screen Media Production Sector**

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### **Mohammadu Careem Rasmin**

Sri Lankan Development Journalist Forum

Sri Lanka

mcrazmin@gmail.com

### **How the media policy has become a matter in conflict and post conflict periods - Experience of Sri Lanka**

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### **Kate Coyer**

Central European University - Hungary

coyerc@ceu.hu

### **Policy, Politics and Academic Research: the contested environment for studying Hungary's new media laws**

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## COMMUNICATION POLICY AND TECHNOLOGY ... continued

### **Minzheong Song**

Korea Telecom Economics & Management  
Research Lab - Republic of Korea  
mzsong1@paran.com

**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**

Vrije Universiteit Brussel, Belgium

jo.pierson@vub.ac.be

Discussant: **Sheena Johnson**

University of Technology, Jamaica

sheena.johnsonbrown@yahoo.com

### **Lela Mosemghvdlshvili**

Erasmus University Rotterdam - The  
Netherlands

lelamos@gmail.com

### **Jeroen Jansz**

Erasmus University Rotterdam - The  
Netherlands jansz@eshcc.eur.nl

**An analytical model for analyzing  
software development: linking  
negotiability of technology with user-  
participation**

### **Francesca Musiani**

CSI Mines ParisTech -France

francesca.musiani@mines-paristech.fr

**What's in a server? Decentralization  
and Internet-based services**

### **Hongzhe Wang**

The Chinese University of

Hong Kong, China

Whz0909@gmail.com

**The Politics of Digital Technology and  
Labor: The Installation Process of PC  
in the Post-Mao (1980s) China**

### **Shu-Chu Sarrina Li**

National Chiao Tung University - Taiwan  
Province of China

shuchu@mail.nctu.edu.tw

**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

whitesaut@yahoo.com

### **Zac Chiliswa**

University of Nairobi

zacchiliswa@yahoo.com

### **Marceline Nyambala**

University of Nairobi

marceline.nyambala@yahoo.com

**Community radio in Kenya in the light  
of African theory of community radio**

### **Innocent Paschal Ihechu**

Abia State University

madinopas@yahoo.com

### **Onwuka Okereke**

Abia State University

oz\_onwuka@yahoo.com

**The Limits of Community Broadcasting  
in Nigeria: Connotations for South-  
North Conversations**

### **Last Moyo**

University of Witwatersrand

last.moyo@wits.ac.za

**Radio Islam and the Muslim Ethnic  
Minorities: Critical Reflections on  
Community Radio and Cultural  
Citizenship in Post-Apartheid South  
Africa**

### **Elikana Shoko**

Midlands State University

shokoed@msu.ac.zw

### **Tariro Ndawana**

Midlands State University

tndawana@gmail.com

### **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

bsigabadem@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

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### **Txema Ramirez de la Piscina**

University of the Basque Country

txema.ramirezdelapiscina@ehu.es

### **Lipdubs, social movements and social influence. A study of four paradigmatic case**

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### **Dominique Meunier**

Université de Montréal

dominique.meunier@umontreal.ca

### **Rayén Condeza**

Universidad Católica de Chile

rcondeza@uc.cl

### **Social Movements and Protest Tactics: Analysing Communications Technologies Mobilized by Young People in Chile**

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### **Stefania Milan**

University of Toronto

stefania.milan@utoronto.ca

### **Cloud Protesting. Mobilization and Dissent in Times of Social Media**

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### **Kate Coyer**

Central European University

coyerk@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

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### **Anasa D. Sinegal**

University of North Carolina

anasasinegal@gmail.com

### **The Southern Street: A Qualitative Case Study of Resistance in the Homeless Press**

### **Sarah Chiumbu**

University of the Witwatersrand

sarah.chiumbu@wits.ac.za

### **Janeske Botes**

University of the Witwatersrand

janeske.botes@wits.ac.za

### **Social Movements, Alternative Media and Radical Democracy in South Africa**

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### **Jose Fernando Benitez**

Universidad Bolivariana de Venezuela

nanditomijares@gmail.com

### **Radios para la Comunidad?. Estudio de tres radioemisoras comunitarias de Caracas, Venezuela**

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### **Fei Jiang**

Chinese Academy of Social Sciences

fjiangmedia@yahoo.com

### **Kuo Huang**

China International Publishing Group

misshuangkuo@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**

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### **Ruth Kunz**

University of Zurich

r.kunz@ipmz.uzh.ch

### **Timon Schmidt**

University of Zurich

timon.schmidt@uzh.ch

### **The Autonome Schule Zurich: A unique educational community space**

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### **Birgitte Jallov**

Empowerhouse

birgitte.jallov@mail.dk

### **Empowerment Radio - Voices building a community Book presentation by Prof. Cees Hamelink, Honorary President of the IAMCR ... and further projects, publication and organizations.**

## SESSION FIVE

Tuesday, July 17

9:00 - 10:30

Room: SH 2

### **How can Researchers Support and Use World Radio Day?**

Chair: **Pradip Thomas**, University of Queensland

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### **Bruce Girard**

Fondacion Comunica

bgirard@comunica.org

### **The History and Significance of World Radio Day**

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### **Birgitte Jallov**

Empowerhouse

birgitte.jallov@mail.dk

### **How Can World Radio Day Strengthen Community Radio?**

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### **Ruth Teer-Tomaselli**

University of KwaZulu-Natal

teertoma@ukzn.ac.za

### **How Can Researchers Support and Use World Radio Day to Improve the Quality and Diversity of Radio Programming?**

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### **Hezekiel Dlamini**

UNESCO

h.dlamini@unesco.org

### **UNESCO's role in Supporting a Research Agenda on Radio**

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### **Helge Ronning**

University of Oslo

helge.ronning@media.uio.no

### **Public Service Radio and World Radio Day**

## 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

## COMMUNITY COMMUNICATION ... continued

### Richard Potter

University of Illinois at Urbana-Champaign  
rpotter2@illinois.edu

**Toward a Heterarchic Public Sphere  
Model of Community Communications:  
Lessons from Venezuela's Bolivarian  
Republic (video Presentation)**

---

### Chiara Saez Baeza

Universidad de Chile  
chiara.saez.baeza@uchile.cl

**Alejandro Barranquero**  
Universidad Carlos III Madrid  
abarranq@hum.uc3m.es

**Community communication and  
communication for social change in  
Spanish University: academic  
programs, journals & doctoral thesis**

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### Tanja Dreher

University of Wollongong  
tanjad@uow.edu.au

**Communities and Publics: a spectrum  
of 'listening' for citizens' media**

---

### Heather Anderson

Griffith University  
h.anderson@griffith.edu.au

**Putting the 'community' into  
community radio: Testing experiences  
against theory in Brisbane, Australia**

---

### Arne Hintz

McGill University  
arne.hintz@mcgill.ca

**Stefania Milan**  
University of Toronto  
stefania.milan@utoronto.ca  
**Notions of Community in Times of  
Social Media**

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## SESSION SEVEN

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

**Community Media: Ongoing South-  
North Conversations**  
Chair: **Steve Buckley**  
CM Solutions/AMARC

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### Nico Carpentier

Vrije Universiteit Brussel  
carpent@uia.ua.ac.be

**Multi-theoretical Approaches to  
Community Media: Capturing  
Specificity and Diversity**

---

### Linda K. Fuller

Worcester State University  
LFuller@worcester.edu

**Top-Down Community Media:  
A Participant Observation  
from Singapore**

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### Parichart Sthapitanonda

Chulalongkorn University  
Parichart.S@Chula.ac.th

**The Power of Participatory Community:  
Lessons Learned from the  
Bangkokian Experience**

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### Hillel Nossek

College of Media Studies  
hnossek@colman.ac.il

**Vox Populi or Lonely Voices in the  
Wasteland of the Ionosphere: The Case  
of Israeli Community Television**

Respondent: **Dee Dee Halleck**  
Deep Dish Network / University of California  
dhalleck@dssmail.ucsd.edu

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## SESSION EIGHT

Wednesday, July 18  
9:00 - 10:30  
Room: SH2

**Social Movements, Communicative  
Action and the Ecological Crisis**  
Chair: **Tanja Dreher**

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### Gabriele Hadl

Kwansei Gakuin University  
mediactivejp@mac.com

**'Saving civilization is not a spectator  
sport' - Climate change  
communication and alternative media  
studies (video Presentation)**

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### Dorothy Kidd

University of San Francisco  
kidd@usfca.edu

**Tar sands, pipelines and  
environmental justice**

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### Wei-Ching Wang

National Taiwan Normal University  
weiching@ntnu.edu.tw

### Ma Chi-Han

National Taiwan Normal University  
apple\_3532@hotmail.com

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### 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**

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### Frederick Kakembo

Uganda Christian University  
fredkakembo@gmail.com

**New Wine in Old Skins: Blending ICT  
with Indigenous Knowledge for Climate  
Change Disasters in Uganda**

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## SESSION NINE

Wednesday, July 18  
14:00 - 15:30

Room: SH2

**Community Communications Section  
Business Meeting**  
Chair: **Arne Hintz**

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## SESSION TEN

Wednesday, July 18  
16:00 - 17:30

Room: SH2

**Community Media Policy: Innovations,  
Challenges and Activism**  
Chair: **Kate Coyer**  
Central European University

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### Francisco Juan Godíenz Galay

Centro de Producciones Radiofónicas  
francisco@cpr.org.ar

**Argentina Law of Communication  
Services and community media**

---

### Gabriel Kaplun

Universidad de la República  
gabriel.kaplun@comunicacion.edu.uy

**Medios comunitarios, legalizacion y  
participacion 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 policymakin**

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**Chris Armstrong**

University of the Witwatersrand  
c.g.armstrong@gmail.com

**Policy Gaps Confuse South Africa's  
Community TV Sector**

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**Catherine Edwards**

Canadian Association of Community  
Television Users and Stations  
cedwards@timescape.ca

**Models for Public and Community  
Media Partnerships**

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**SESSION ELEVEN**

Thursday, July 19

9:00 - 10:30

Room: SH2

**Critical Resources for Community and  
Citizen Media**

Chair: **Lisa Jane Waller**

University of Canberra

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**Jessica Gustafsson**

Stockholm University  
gustafsson@jmk.su.se

**The Political Economy of  
Community Media**

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**Harry Livingstone Dugmore**

Rhodes University  
h.dugmore@ru.ac.za

**Communities of Practice and the  
sustainability of Citizen Journalism:  
lessons from a South  
African experiment**

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**Amparo Cadavid**

acadavid@consultingecho.com

**The use of EGov platforms in  
marginalized communities**

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**Timon Schmidt**

University of Zurich  
timon.schmidt@uzh.ch

**How can actors with low financial  
resources benefit from social networks**

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**Ruth Kunz**

University of Zurich  
r.kunz@ipmz.uzh.ch

**Mobilising for marginalised migrant's  
media production: A case study of the  
Autonome Schule Zurich (Autonomous  
School Zurich, ASZ)**

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**SESSION TWELVE**

Thursday, July 19

11:00 - 12:30

Room: SH2

**Digital Cultures, Networked Publics  
and Virtual Communities**

Chair: **Stefania Milan**

University of Toronto

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**Diana Nastasia**

Southern Illinois University  
dinastasia@yahoo.co.uk

**Sorin Nastasia**

Southern Illinois University  
snastas@siue.edu

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**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**

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**Junghyun Lim**

Sungkyunkwan University  
limjh00@hotmail.com

**How Public Are Empowered in Social  
Media: Using Social Network Analysis**

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# CRISIS COMMUNICATION

**SESSION ONE**

Monday, July 16

16:00 - 17:30

Room: MTB C5

**Theme: War, Terror and Crisis  
Communication**

Moderator: **Ester Pollack**

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**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**

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**Piotr M Szipnar**

The Annenberg School For Communication  
University of Pennsylvania, US  
pszipnar@asc.upenn.edu

**Homegrown Terrorism as a  
Communication Problematic**

Discussant: **Suchita Paitnak**

---

# 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**

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## 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**

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## SESSION TWO

Tuesday, July 17

14:00 - 15:30

Room: MTB C5

Theme: **Theoretical and Strategic Perspectives on Crisis Communication**

Moderator: **Ester Pollack**

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## 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 apology on out of wedlock daughter**

Discussant: **Friederike Schulz**

---

## Eva-Karin Olsson

CRISMA/Smart/Swedish National Defence College and Lund University, Sweden  
eva-karin.olsson@fhs.se

**Communicative logics in crisis: Information, coordination emotional communication**

Discussant: **Stijn Joye**

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## Friederike Schulz

VU University Amsterdam, The Netherlands  
f.schultz@vu.nl

## Christian Baden

VU University Amsterdam, The Netherlands  
c.baden@lmu.de

**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**

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## SESSION THREE

Wednesday, July 18

9:00 - 10:30

Room: MTB C5

Theme: **Applied Crisis Communication**

Moderator: **Sigurd Allern**

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## Na Liu

City University of Hong Kong, Hong Kong  
naliu33@gmail.com

**One Crisis, three transcripts: Public, media and official discourses in Wenzhou Train accident in China**

Discussant: **Lilian Kwok**

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## 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**

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## 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**

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## 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**

---

## 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**

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## SESSION FOUR

Wednesday, July 18

16:00 - 17:30

Room: MTB C5

**Business meeting**

Moderator: **Ester Pollack**

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# DIASPORAS AND THE MEDIA

## SESSION ONE

Monday, July 16

16:00 - 17:30

Room: MTB C-3

**Multiculturalism, public sphere and civil society**

Chair: **Roza Tsagarousianou**

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**Omar Alghazzi**

University of Pennsylvania, US

oalghazzi@asc.upenn.edu

**Imagining Diasporas: Birthright-Israel and the Narratives of Sexuality and Reproduction**

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**Elisabeth Eide**

Oslo University College C, Norway

elisabeth.eide@jbi.hio.no

**The Norwegian massacre and the media responses: 22. July, Multiculturalism and Freedom of Expression**

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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**

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## SESSION TWO

Tuesday, July 17

14:00 - 15:30

Room: MTB C-3

**Social and Mobile Media**

Chair: **Annabelle Sreberny**

---

**Rajalakshmi Kanagavel**

kanagave@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**

---

**R ajiv George Aricat**

Nanyang Technological University

Singapore

aric0001@e.ntu.edu.sg

---

**Arul Chib**

Nanyang Technological University

Singapore

arulchib@ntu.edu.sg

**Migrant Workers' Shift to Mobile Media: A Case Study from Singapore**

---

**Roza Tsagarousianou**

CAMRI, University of Westminster, UK

tsagarr@westminster.ac.uk

**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**

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## 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

henry.mainsah@aho.no

**Diaspora, literacy, and identity in digitally mediated contexts**

---

**Lurdes Macedo**

Communication and Society Research

Centre University of Minho, Portugal

mimacedo71@gmail.com

**Moisés de Lemos Martins**

Communication and Society Research

Centre University of Minho, Portugal

moisesm@ics.uminho.pt

**Rosa Cabecinhas**

Communication and Society Research

Centre, University of Minho, Portugal

cabecinhas@gmail.com

**Is the lusophone cyberspace a better place to communicate in Portuguese language? Some results of a multimethod case studies research in Brazil, Mozambique and Portugal**

---

**Hrishikesh Ingle**

The English and Foreign Languages

University, Hyderabad, India

hrishikeshingle@gmail.com

**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**

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## 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

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**

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## SESSION FIVE

Thursday, July 19

11:00 - 12:30

Room: MTB C-3

**Working Group business meeting**

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# DIGITAL DIVIDE

## 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

Faculty of Journalism

smirnovaorama@gmail.com

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**Pranab Kumar Chakravarty**

Computer Centre, Banaras Hindu

University, Varanasi, India

pranabchakr@gmail.com

**Dipak De**

Department of Extension Education

Banaras Hindu University, Varanasi, India

dipakde1953@gmail.com

**Improving North-South Conversations by enhancing unity through ICT applications**

---

**Yoonwhan "Miles" Cho**

Hankuk University of Foreign Studies

Korea, Republic

milescho@gmail.com

**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

indra@delanerolle.net

**The Network is the Message: north-south dialogues in a small world**

---

**Nik Andre Harvey**

World Bank

nharvey@worldbank.org

**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,

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**

---

**Fred Okoth Mudhai**

Media Department, Coventry University

f.mudhai@coventry.ac.uk

**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

smirnovaorama@gmail.com

**Digital Divide and Gender: Case of Russia**

---

**Bamezai, G**

Indian Institute of Mass Communication

gitabamezai@gmail.com

**Kesharvani, P**

**Yumnam, B**

**Bhatia, G**

**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**

moya5045@webmail.co.za

**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**

---

**Zarqa S. Ali**

University of Auckland, New Zealand

zsha016@aucklanduni.ac.nz

**Perception of Pakistani Students about Use of the Internet in their studies**

## SESSION THREE

Tuesday, July 17

9:00-10:30

Room: MTB C3

**Conceptualizing the Digital Divide**

Chair: **Liangwen Kuo**

---

**Shulin Chiang**

CShulin@googlemail.com

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

---

**Weiyu Zhang**

Communications and New Media, National

University of Singapore

cnmzw@nus.edu.sg

**Redefining activism through ICTs in an authoritarian democracy, Singapore**

---

**Sandhya Rao**

Texas State University, USA

sr02@txstate.edu

**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

uarklan@hotmail.com

**Mustafa Akdag**

makdag@erciyes.edu.tr

**Social media of daily life, daily life of social media: an applied study from relational and interactive perspective**

**Zhang Zheng**

School of Journalism and Communication  
Tsinghua University, Beijing, China  
zhangzheng@tsinghua.edu.cn

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**From Access Poverty to Relation  
Poverty: the Changing Mapping of  
Digital Divide in Social Media Age**


---

**Luis M Martinez**

Universidad Iberoamericana Ciudad  
de México  
luism.martinez@uia.mx

**Monica Luengas**

Universidad Iberoamericana Ciudad  
de México  
monica.luengas@uia.mx

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**News in mass media as a measure of  
the digital divide**


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**SESSION FOUR**

Tuesday, July 17

16:00-17:30

Room: MTB C3

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**Digital Divide: Experiences and  
Parallels**


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Chair: **Zarqa Ali**

University of Auckland, New Zealand  
zsha016@aucklanduni.ac.nz

---

**Niall McNulty**

Digital Resource Officer at the Centre for  
Critical Research on Race and Identity  
University of KwaZulu-Natal  
niall.mcnulty@gmail.com

---

**Local users, local language and local  
content: the case of the eThekweni  
Municipality's Ulwazi Programme**


---

**Janey Gordon**

University of Bedfordshire, UK  
janey.gordon@beds.ac.uk

**Umar Lawal**

University of Bedfordshire, UK  
umar.lawal@study.beds.ac.uk

---

**Mobile phone usage in Sub Saharan  
Africa: crossing the digital divide?**


---

**Maxwell Mthembu**

mmthembu@uniswa.sz

---

**The digital divide post-WSIS: the case  
of Swaziland**


---

**Liangwen Kuo**

Graduate Institute of Communication  
Studies National Chiao Tung University  
TAIWAN, lwkuo@mail.nctu.edu.t

**Chen Wang**

wangchen0755@126.com

---

**Encountering Digital Divide:  
Consuming Piracy Mobile Phones in a  
Miao Ethnic Village in China**


---

**Periyasamy Govindaraju**

p\_govindaraju@yahoo.com

**Maani Mabel**

Department of Communication  
Manonmaniam Sundaranar University  
Tirunelveli, India,  
maanimabel@gmail.com

---

**ICTs in Rural India: Prospects and  
Challenges**


---

**Ismail Adegboyega Ibraheem**

drismail.ibrahim@gmail.com

**Osman Bakur Gazzaz**

drgazzaz@gmail.com

---

**Social Media and the Disappearing  
Digital Boundaries: A Study of Nigeria  
and Saudi Arabia**


---

**Cosette Castro**

cosettecastro@hotmail.com

---

**The Digital Content Industry in Latino  
America: a different propose to social  
and digital inclusion**


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**SESSION FIVE**

Wednesday, July 18

14:00-15:30

Room: MTB C3

**Business meeting**

Chair: **Elena Vartanova**

Lomonosov Moscow State University,  
Faculty of Journalism  
eva@smi.msu.ru

**SESSION SIX**

Thursday, July 19

9:00 -10:30

Room: MTB C3

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**Youth, ICTs, And Civil Engagement in  
Asia: a Comparative Approach**


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Chair: **Ullah Sahid**

University of Chittagong, Bangladesh  
ullah\_sahid@yahoo.co.uk

---

**Vigneswara Ilavarasan**

evignesh@gmail.com

---

**Community Work & Limited Online  
Activism ICTs, Youth & Civic  
Engagement in India**


---

**Joanne Lim**

University of Nottingham Malaysia Campus  
joannebylim@gmail.com

---

**Videoblogging and youth activism in  
Malaysia**


---

**Mohammad Sahid Ullah**

University of Chittagong, Bangladesh  
ullah\_sahid@yahoo.co.uk

**Weiyu Zhang**

cnmzw@nus.edu.sg

---

**ICT Intervention, Political Engagement  
and Changing the Youths' Attitudes  
in Bangladesh**


---

**Clarissa David**

University of the Philippines, College of  
Mass Communications  
clarissa.david@gmail.com

---

**Engaging the disengaged: Youth  
activism strategies through ICTs in the  
Philippines**


---

**Weiyu Zhang**

cnmzw@nus.edu.sg

---

**Youth, ICTs, and Civic Engagement in  
Asia: A Comparative Approach**


---

**Caja C. Thimm**

University of Bonn  
thimm@uni-bonn.de

---

**Mobile Youth: Global Perspectives on  
Mobile Media for Development**


---

# EMERGING SCHOLARS NETWORK

## 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

francesca.musiani@mines-paristech.fr

**Valerie Schafer**

Institut des sciences de la

communication, CNRS

alerie.schafer@iscc.cnrs.fr

**The Internet model on trial (1970s-2010s)**

---

**Carlos Garcia**

UNAM México

carlinpt@yahoo.com.mx

**Contradicciones comunicológicas o armonías forzadas en los procesos de Globalización Cultural**

---

**Mrinmoy Majumder**

Mudra Institute of Communications

Ahmedabad(MICA)

mrinmoy\_fpm11@micamail.in

**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**

**protestors' strategies in South Africa**

---

**Kgalalelo Lebogang Morwe**

University of the Witwatersrand

janeske.botes@wits.ac.za

**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

anjaventer@gmail.com

**Mobile Games in a Networked Society: a case study amongst children in Ocean View**



**Neeraj Khattri**

Mangalayatan University  
neeraj.khattri@mangalayatan.edu.in

**Motivation behind the use of Social Networking Sites among Youth in India.**

---

**Christine Singer**

University of London  
christine\_singer@soas.ac.uk

**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 SIX**

Tuesday, July 17

16:00 - 17:30

Room: MTB-C2

**Nation State/Locality/  
Political Communication**

Chair: **Isaac Mguni**

University of the Witwatersrand  
South Africa

0618124n@students.wits.ac.za

Respondent: **Julio Juarez Gamiz**

juliojuarezgamiz@yahoo.com

---

**Aneesa Hoosen**

Wits University  
aneestar@gmail.com

**"The World See's Our shame":  
Representations of the World Cup in  
The Star and The Times UK**

---

**Mabogoshi Sylvia Matlala**

University of the Witwatersrand  
mabogoshi.matlala@students.wits.ac.za

**'The days of our mornings':  
Reconceptualising the 5FM Morning  
Show as popular public sphere**

---

**Carole Phiri Chibbonta**

University of Zambia  
carole.chibbonta@unza.zm

**Citizen Journalism's influence on  
Zambia's 2011 election results**

---

**Basil Nchimunya Hamusokwe**

MISA

basil.hamusokwe@unza.zm **Political**

**Advertising: A Challenge  
to Democracy**

---

**Michael Dick**

University of Toronto  
michaelh.dick@utoronto.ca

**Elizabeth Godo**

Independent Researcher  
elizabeth.godo@gmail.com

**Online Video and E-Communities: The  
Present and Future of a Web-based  
Approach to Canadian Identity**

**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

---

**Sheena Johnson-Brown**

University of Technology, Jamaica  
sheena.johnsonbrown@yahoo.com

**Students, thinking about their learning?  
The experience of using blogs as a  
reflective tool by communications arts  
and technology students in Jamaica**

---

**Tamsin van Tonder**

University of Johannesburg

**Beyond the Digital Divide: South  
African youth and the virtual sphere**

---

**Rene Alicia Smith**

Durban University of Technology  
rene@renealicia.com

**Media Consumption and Lifestyles  
Amongst Youths Living in Peri-urban  
and Urban Sites in South Africa**

---

**Zvenyika Eckson Mugari**

University of Witwatersrand  
zmugari@yahoo.co.uk

**Conversation between Past/Present  
amidst interjections from "an  
Inconvenient Youth": A Postcolonial  
reading of the Julius Malema story in  
the media**

**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

---

**Christine Nesbitt Hills**

Emerging independent scholar  
christine@mediapix.za.net

**Documentary Photography as a Tool  
of Social Change: Exploring the  
middle ground**

---

**Alexandra Parker**

University of the Witwatersrand,  
alexandramaryparker@gmail.com

**The Masculine City: Johannesburg and  
mobility represented in film**

---

**Cheryll Ruth Reyes Soriano**

National University of Singapore  
cheryllsoriano@nus.edu.sg

**The dialectics of minority online  
political mobilisation: Online  
mediations of ethnic, religious, and  
sexual minorities in the Philippines**

## EMERGING SCHOLARS NETWORK ... continued

### 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  
mvicentem@yahoo.es

---

**Sylvia Blake**

sylviamayblake@gmail.com

**Jeremy Shtern**

University of Ottawa

jshtern@uottawa.ca

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

---

**Lienkie Du Plessis**

, University of South Africa

dplesl1@unisa.ac.za

**The use of social media for  
organizational crisis communication:  
a theoretical framework**

---

**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**

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### SESSION TWELVE

Thursday, July 19

11:00 - 12:30

Room: SH 11

**Journalism, Media, and Media Policies**

Chair: **Olawale Oni**

Osun State University

olawaleoni@gmail.com

Respondent: **Ibrahim Saleh**

University of Cape Town

jre09is@hotmail.co.za

---

**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)

simon.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

South Africa

0618124n@students.wits.ac.za

**The Making of Media Policy in South  
Africa Prior and Post Independence :  
A Critical Analysis of Information Bill**

---

**Elastus J Mambwe**

University of Zambia

elastus@gmail.com

**Investigating the Use and Impact of  
Social Media in Zambian Newsrooms**

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# 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

ash@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**

---

### **Miguel Vicente-Mariño**

Universidad de Valladolid

mvicentem@yahoo.es

### **Juan Carlos Águila-Coghlan**

Universidad Complutense de Madrid

juancarlos.aguilacoghlan@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

juancarlos.aguilacoghlan@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**

---

### **Ibrahim Saleh**

University of Cape Town

jre09is@gmail.com

**Fatal Attraction Between Poverty and Climate Change: More Than A Billion Lives in the Balance**

---

### **Arul Aram**

Anna University

arulram@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 Maesele**

University of Antwerp

pieter.maesele@gmail.com

---

### **Pat Breerton**

pat.breerton@dcu.ie

Dublin City University

**Eco-cinema, Sustainability and Africa: A reading of Out of Africa (1985), The Constant Gardiner (2005) and District 9 (2010)**

---

### **Sangita Shrestha**

University of Surrey

S.Shrestha@surrey.ac.uk

**Constructions of the Environment in Nepal: Environmental Discourses in the Media and Everyday Lives**

---

### **Cindy T. Christen**

Colorado State University

cindy.christen@colostate.edu

**Opinion Polarization: The asymmetric effects of hostile media perceptions on opinions regarding environmental policies**

---

### **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**

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### **Alka Tomar**

University of Stirling

alka@cms.org

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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

ash@leicester.ac.uk

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### **Pieter Maesele**

University of Antwerp

Pieter.Maesele@gmail.com

### **Yves Pepermans**

University of Antwerp

yves.pepermans@ua.ac.be

### **Laurens Van der Steen**

University of Antwerp

laurens.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

irpo@asb.dk

**Corporate Environmentalism: The Evolution of Corporate Environmental and Social Reporting**

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## ENVIRONMENT, SCIENCE AND RISK COMMUNICATION ... continued

### SESSION FOUR

Tuesday, July 17

14:00 - 15:30

Room: MTB 104

#### **Environmental Communication and Climate Justice**

Chair: **Pieter Maesele**

University of Antwerp

pieter.maesele@gmail.com

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#### **Gabriele Hadl**

Kwansei Gakuin University

mediactivejp@mac.com

#### **Science under threat - Climate Change Denialism, Climate Justice and Communication**

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#### **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?**

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#### **Jill Johannessen**

University of Bergen

jill.johannessen@infomedia.uib.no

#### **Climate justice: An essential mediated dialog between the North and the South**

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#### **Usha Sundar Harris**

Macquarie University

usha.harris@mq.edu.au

#### **Karen McNamara**

University of the South Pacific

karen.mcnamara@usp.ac.fj

#### **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

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#### **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**

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#### **Shu-Chu Sarrina Li**

National Chiao Tung University

shuchu@mail.nctu.edu.tw

#### **Lin-Mei Stella Huang**

Shih Hsin University

lmhuang@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

llgdd@naver.com

#### **Kyung Rag Lee**

Sungkyunkwan University

ragie77@naver.com

#### **Sigi Lee**

Sungkyunkwan University

missydl@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**

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#### **Miki Kawabata**

Mejiro University

kawabata@mejiro.ac.jp

#### **Environmental Disaster and Anxiety: The role of media communication during the crisis of the Tohoku Earthquake and Tsunami in Japan**

#### **Arul Aram**

Anna University

arulram@yahoo.com

#### **Media fallout in Tamil Nadu after Fukushima disaster**

### 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

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#### **Isaltina Maria de Azevedo Mello Gomes**

Universidade Federal de Pernambuco

isaltina@gmail.com

#### **Anthrax and panic: a spectacle created by the media**

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#### **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**

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#### **Maria T. Soto-Sanfiel**

Universitat Autònoma de Barcelona

maria.teresita.soto@uab.es

#### **Science and media. Exploring the attitudes of of Audiovisual Communication professionals to Science, Scientists and Popular science**

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#### **Corinna Lüthje**

University of Hamburg

corinna.luethje@uni-hamburg.de

#### **Field specific mediatization: changing media and science communication**

## 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 Maesele**

University of Antwerp

pieter.maesele@gmail.com

## SESSION EIGHT

Wednesday, July 18

16:00 - 17:30

Room: MTB 104

### Science and Public Understanding/Engagement

Chair: **Pieter Maesele**

University of Antwerp

pieter.maesele@gmail.com

### Chienyi Hsiang

Tsinghua University

qianyi09@126.com

### Public Perceptions Toward Science In China

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### Andrew Ong

Nanyang Technological University

ON0001EW@e.ntu.edu.sg

### Andrew Yee

Nanyang Technological University

azyee1@e.ntu.edu.sg

### Regina Koh

Nanyang Technological University

koha0003@e.ntu.edu.sg

### Jeremy Sng

Nanyang Technological University

sng0001@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

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### 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: **Maria T. Nicolas**

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### 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 (anti)democratic press tradition

### Chen Ni

City University of Hong Kong

nichen@cityu.edu.hk

### A Comparative Study of Public Relations Ethics: China vs. US

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### 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

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### Maria Teresa Nicolas

Universidad Panamericana, México

mnicolas@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: **Maria T. Nicolas**

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### Maria Madalena Oliveira

Brasil and Portugal

madalena.oliveira@ics.uminho.pt

### Fernando Oliveira Paulino

Brasil and Portugal

paulino@unb.br

## ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION ... continued

### Joaquim Fidalgo

Brasil and Portugal  
jfidalgo@ics.uminho.pt

**News ombudsmen besides the North-South boundary: the Portuguese and the Brazilian experience**

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### Bibi Ayesha Mall

Durban University of Technology  
ayesham@dut.ac.za

**Legacy Media and social media nexus: Ethical considerations for South African newsrooms**

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### Paula Marla Jullian

Pontificia Universidad Católica de Chile  
pjullian@uc.cl

**The same news event around the world: what remains, what differs.**

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### Yoonwhan Miles" Cho"

Hankuk University of Foreign Studies  
Korea, Republic  
milescho@gmail.com

**Disregarding South-North Cultural Differences: A Content Analysis**

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**of Unifying Cultural Imperative for Teenagers from Mobile Industry**

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## SESSION THREE

Thursday, July 19

9:00-10:30

Room: MTB-C6

Chair: **Maria T. Nicolas**

**The global word and the global communication. Ethics for all.**

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### Rod Carveth

Central Connecticut State University, USA  
rodcarveth@gmail.com

**Facebook and Ethics Challenges to internal ombuds: some lessons learnt from the WikiLeaks experience**

---

### Johannes D. Froneman

University of Pretoria, Sud Africa  
jd.froneman@nwu.ac.za

### Cornia Pretorius

University of Pretoria, Sud Africa  
cornis.pretorius@nwu.ac.za

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**The role of global elite media in interfaith dialog**

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### Scott Neal Timcke

Simon Fraser University, Canada  
snt2@sfu.ca

**Communication Studies, Justice and Dialectics**

---

### Estelle de Beer|Benita Steyn

University of Pretoria, Sud Africa  
estelle.debeer@up.ac.za|b.steyn@lantic.net

**Conceptualising strategic communication management in the context of sustainability and governance**

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## SESSION FOUR

Thursday, July 19

9:00-10:30

Room: MTB-C5

**ETHICS BUSINESS MEETING**

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# GENDER AND COMMUNICATION

## SESSION ONE

Monday, July 16

11:00 -12:30

Room: SH10

**Gender and Media Representation**

Chair: **Janelle Leigh Vermaak**

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### Hsiu-hui Sun

National Chengchi University, Taiwan

### I-fen Chen

National Chengchi University, Taiwan

**A Pictorial Semiotic Analysis of The Women in Taiwan 1968-1978**

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### Jin Young Chung

SungKyunKwan University, South Korea

**Has the Status of Women Improved on TV drama like Reality?**

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### Mehita Iqani

University of the Witwatersrand  
South Africa

**Model citizen or contested consumer? Media representations of the lifestyle and consumption of Winnie Mandela in early post-apartheid**

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### Wanjiru Mbure

Stonehill College, Kenya

**Weighted Views: An audience analysis of the reality show Slim Possible**

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### Carolina Spataro

Universidad de Buenos Aires, Argentina

**Esas canciones son para todas: procesos de generización en el consumo de música romántica"**

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## SESSION TWO

Monday, July 16

14:00 -15:30

Room: SH10

**Gender, Communication and Global Power**

Chair: **Aimée Vega Montiel**

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Presentation by

**Professor Raewyn Connell**

University of Sydney, Australia

Commentary:

**Andrea Press**

University of Virginia, United States

## SESSION THREE

Monday, July 16

16:00 -17:30

Room: SH10

**Gender and Theory**

Chair: **Andrea Press**

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**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**

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**Victoria Pereyra**

University of Warwick, United Kingdom

**What makes their lives grievable? Incarcerated women and printed news in Argentina (2001-2011)**

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**Jeanne Prinsloo**

Rhodes University and University of KwaZulu-Natal, South Africa

**Reviewing research: the sexualisation of girls**

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**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**

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**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**

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**Venus Upadhayaya**

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.**

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**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**

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**Janet D. Kwami**

Furman University, United States

**Gender, Marginality and ICTs in the Global South: Ghanaian Market Women and Digital Tools**

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**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**

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**Anne Fairchild Peacock**

University of Essex, United Kingdom

**Empowering Women through ICT4D projects: Lessons Learned from a Digital Inclusion Initiative in Jalisco, Mexico**

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**Xiao Han**

University of Westminster, United Kingdom

**Women's Cyber-Empowerment in Mainland China: Characteristics, Potentialities and Constraints**

**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 SIX

Tuesday, July 17

16:00 -17:30

Room: SH10

**Gender, Culture and ICTs - Part 2**

Chair: **Anne Fairchild Peacock**

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**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**

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**Shubhda Arora**

Mudra Institute of Communications

Ahmedabad, India

**Virtual Gender Identity: A study of self exploration among Indian Adolescents**

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**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**

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**Caroline Tagny**

University of the Witwatersrand 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

## GENDER AND COMMUNICATION ... continued

### **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**

## 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**

### **Einat 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 Sundaranara  
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

### **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**

## 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)**

**Saumya Pant**

Mudra Institute of Communications  
Ahmedabad, India

**Narratives of Resistance: Doing Feminist Research in India**

---

**Amalia Beatriz Gómez**

Universitat Autònoma de Barcelona, Spain

**María Victoria Gómez**

Universidad de Montevideo, Uruguay

**María Josefina Gatica**

Independent researcher, Mexico

**Northern discourses on Female Genital Mutilation: Spanish health care professionals and mainstream media interpreting a southern women issue.**

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**SESSION TWELVE**

Thursday, July 19

16:00 - 17:30

Room: SH 11

**Panel 11. Gender, News and Newsmakers**

Chair: **María Josefina Gatica**

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**Ranu Tomar**

Almuni Centre for Jawahar Lal Nehru  
Studies, India

**Status of Women Journalist in Hindi Print Media in India**

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**Nkem T Fab-Ukozor**

Imo State University Owerri, Nigeria

**Gender and communication rights in nigeria: implications for journalistic practice**

---

**Claudia Ivette Pedraza Bucio**

Universidad Nacional Autónoma de México

**De la redacción a la cancha: reflexiones sobre el acceso y participación de las mujeres en el periodismo deportivo.**

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**Irene Dorothy Awino**

Nation Media Group, Kenya

**Can women editors please stand up! Female journalists in a male dominated industry**

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**Nainan Wen**

Nanyang Technological

University Singapore

**Cherian George**

Nanyang Technological

University Singapore

**Xiaoming Hao**

Nanyang Technological

University Singapore

**SingaporeGender and Political Communication: News Consumption, Sense of Civic Duty, Political Knowledge and Efficacy**

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**POSTERS:****Gladys Ortiz Henderson**

Universidad Autónoma Metropolitana  
México, Mexico

**Gabriel Zaldívar**

Tecnológico de Monterrey, Campus Estado  
de México, México

**“¡La televisión sí discrimina!” Las y los jóvenes mexicanos y sus representaciones sociales sobre la discriminación de género en los medios de comunicación**

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**Anneke Denobili**

University of the Free State, South Africa

**Dalm Mulder**

University of the Free State, South Africa

**The impact of LSM categories on packaging preference**

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**Norsiah Abdul Hamid**

Universiti Utara Malaysia, Malaysia

**Empowerment of women and girls through social media**

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**Xiana Gomez-Diaz**

Autonomous University of Barcelona, Spain

**Nuria Garcia-Munoz**

Universitat Automoma de Barcelona

Edifici, Spain

**Emili Prado**

Universitat Automoma de Barcelona

Edifici, Spain

**Gender in culture magazines: the case of news speakers**

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# GLOBAL MEDIA POLICY

**SPECIAL SESSION**

Monday, July 16

16:00-17:30

Room: SH 1

**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 one word 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**

**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

## GLOBAL MEDIA POLICY ... continued

Discussant: **Arne Hintz**  
McGill University, Canada  
arne.hintz@mcgill.ca

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### **Guillermo Mastrini**

Universidad Nacional de Quilmes  
UBA, Argentina  
gmastrini@yahoo.com.ar

### **Martín Becerra**

Universidad Nacional de Quilmes  
UBA, Argentina  
mbecerra68@yahoo.com.ar

### **Ana Bizberge**

Universidad Buenos Aires UBA, Argentina  
anabizberge@gmail.com

### **Digital Terrestrial Television in Argentina: between regional geopolitics and state initiative**

### **Gerard Goggin**

Department of Media and Communications  
The University of Sydney, Australia  
gerard.goggin@sydney.edu.au

### **Fiona Martin**

Department of Media and Communications  
The University of Sydney, Australia  
fiona.martin@sydney.edu.au

### **Tim Dwyer**

Department of Media and Communications  
The University of Sydney, Australia  
timothy.dwyer@sydney.edu.au

### **South of the West: Mobile Internet and New Modes of Governance**

### **Daeho Kim**

Inha University, South Korea  
jinseon@inha.ac.kr

### **In-Hee Kim**

Inha University, South Korea  
inniis.kim@gmail.com

### **Digital TV Transition in the perspective of Public Private Partnership**

### **Can Bilgili**

Yeditepe University, Faculty of  
Communication, Turkey  
canbilgili@yahoo.com

### **Deniz Sezgin**

Ankara University Faculty of  
Communication, Turkey  
dsezgin@media.ankara.edu.tr

### **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**

## SESSION TWO

Tuesday, July 17

9:00-10:30

Room: MTB C-7

Chair: **Arne Hintz**

McGill University, Canada  
arne.hintz@mcgill.ca

Discussant: **Claudia Padovani**

University of Padova, Italy  
claudia.padovani@unipd.it

### **South-North Conversations around Global Media Policy, Normative Standards, Strategies and Narratives**

### **Katharine Sarikakis**

University of Vienna, Department of  
Communication  
katharine.sarikakis@univie.ac.at

### **Sarah Anne Ganter**

University of Vienna, Department of  
Communication  
sarah.ganter@univie.ac.at

### **The policy transfer approach and its place in Media Governance studies**

### **Julie Reid**

Department of Communication Science  
University of South Africa  
reidjbj@unisa.ac.za

### **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**

McGill University, Canada  
arne.hintz@mcgill.ca

### **Claudia Padovani**

University of Padova, Italy  
claudia.padovani@unipd.it

### **Gerard Goggin**

Department of Media and Communications  
University of Sydney, Australia  
gerard.goggin@sydney.edu.au

### **Daeho Kim**

Inha University, South Korea  
jinseon@inha.ac.kr  
McGill University, Canada  
arne.hintz@mcgill.ca



## SESSION FOUR

Thursday, July 19

9:00 - 10:30

Room: MTB C-7

**Strategic planning session  
jointly organized with: IAMCR Task  
Force Communication Policy  
& Technology section Law section**

Chair: **Claudia Padovani**

University of Padova, Italy

claudia.padovani@unipd.it

Vice-chair: **Arne Hintz**

McGill University, Canada

arne.hintz@mcgill.ca

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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.

# HISTORY

## SESSION ONE

Monday, July 16

14:00 - 15:30

Room: SH 15

**Tabloids and tabloidization across  
media history**

Chair: **Carlos Barrera**

University of Navarra, Spain

**Jürgen Wilke**

Johannes Gutenberg Universität

Mainz, Germany

juergen.wilke@uni-mainz.de

**A Leap into Modernity. The BZ am  
Mittag as the first German tabloid  
(1904-1943)**

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**Melanie Leidecker**

Johannes Gutenberg Universität

Mainz, Germany

melanie.leidecker@uni-mainz.de

**The evolution of the lead story in  
German newspapers as an example  
of formal tabloidization**

---

**Jan Cebe**

Charles University Prague, Czech Republic

cebe@fsv.cuni.cz

**Brief history of the tabloid press in the  
Czech Republic - From contempt  
to adoration**

---

**Svennik Hoyer**

University of Oslo, Norway

svennik.hoyer@media.uio.no

**Hedda Nossen**

University of Oslo, Norway

hedda.nossen@jbu.no

**Traces of a metamorphosis in  
print journalism**

---

## SESSION TWO

Tuesday, July 17

9:00 - 10:30

Room: SH 15

**Historical research on foreign  
correspondents**

Chair: **Jürgen Wilke**

Johannes Gutenberg Universität

Mainz, Germany

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**Thomas Birkner**

University of Münster, Germany

thomas.birkner@uni-muenster.de

**German chancellor Helmut Schmidt  
and foreign correspondents - a  
special relationship**

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**Christopher David Tulloch**

Pompeu Fabra University Barcelona, Spain

christopher.tulloch@upf.edu

**Marcel Mauri**

Pompeu Fabra University Barcelona, Spain

marcel.mauri@upf.edu

**Tobias Reckling**

University of Portsmouth, UK

Tobias.Reckling@port.ac.uk

**Foreign Correspondents Coverage of  
the Spanish Transition to Democracy**

---

**Lotta Lounasmeri**

University of Helsinki, Finland

lotta.lounasmeri@helsinki.fi

**Through rosy or bluewhite glasses?  
Decades of news about Soviet Union  
in the Finnish press**

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## HISTORY... continued

### SESSION THREE

Tuesday, July 17

16:00 - 17:30

Room: SH 15

**Methodological approaches to media history**

Chair: **Thomas Birkner**

University of Münster, Germany

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**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

cbarrera@unav.es

**Antonio Herrero and the reasons of his unfinished autobiography**

---

**Marcel Mauri**

**Ruth Rodríguez-Martínez**

**Jaume Guillamet**

Pompeu Fabra University, Barcelona, Spain

marcel.mauri@upf.edu

ruth.rodriiguez@upf.edu

jaume.guillamet@upf.edu

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

---

**Viktor Chagas**

Fluminense Federal University

viktor@midia.uff.br

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

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### 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

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**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**

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**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

ahreumit@gmail.com

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

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### SESSION FIVE

Wednesday, July 18

14:00 - 15:30

Room: SH 15

**BUSINESS MEETING**

Chair: **Carlos Barrera**

History Section Chair

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### 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-Tomaselli**

University of KwaZulu-Natal, Durban

South Africa

teertoma@ukzn.ac.za

**A rippled image: South African Public Radio viewed through the lens of Language, Race and Money.**

---

**Kate Zambon**

University of Pennsylvania, USA

kzambon@asc.upenn.edu

**Shifting privilege: The transcontinental struggle for representation of race and power during Holocaust and the rise of Apartheid**

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**Hina Ayaz**

Albert-Ludwigs University

Freiberg, Germany

hina.ayaz5@gmail.com

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

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### 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

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**Gideon Kouts**

Université Paris 8, France

gkouts@wanadoo.fr

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

---

**Jaume Guillamet**

Pompeu Fabra University

Barcelona, Spain

jaume.guillamet@upf.edu

**Ruth Rodríguez-Martínez**

Pompeu Fabra University

Barcelona, Spain

ruth.rodriiguez@upf.edu

**Francesc Salgado**

Pompeu Fabra University

Barcelona, Spain

francesc.salgado@upf.edu

**The role of the international press in the Spanish transition to democracy**

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**Chris Paterson**

University of Leeds  
c.paterson@leeds.ac.uk

**Vanessa Malila**

University of Rhodes, South Africa  
v.malila@ru.ac.za

**The South African government and the international media: the case of UPITN**

---

**Birgit Kreykenbohm**

University of Aruba  
kreykenbohm@gmail.com

**Eduard Dresscher**

University of Aruba  
dresscher@gmail.com

**Representation of Aruba's Status Aparte. The portrayal of (post-colonial) relations in the Kingdom of the Netherlands in the Aruban press, 1954-2011**

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Thursday, July 19

11:00 - 12:30

Room: SH 15

**Media changes in Asia and Africa**

Chair: **Carlos Barrera**

University of Navarra, Spain

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**Bixiao He**

Sun-Yat University  
hebixiao@hotmail.com

**Zhuang Xiong**

City University of Kong Kong  
twobears2001@gmail.com

**Paradigms Shifts under Radical Political Change: The process of remolding two private newspapers in Shanghai China (1949-1952)**

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**Wai Han Lo**

Hong Kong Baptist University, Hong Kong  
janetlo85@yahoo.com.hk

**The Development of Investigative Reporting in Hong Kong**

---

**Lihyun Lin**

National Taiwan University, Taiwan  
lihyunlin@gmail.com

**Cheng-ling Hung**

National Taiwan University, Taiwan  
clhung.ntu@gmail.com

**Toward a Conceptual History of Public Television in Taiwan**

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**Victor Ayedun-Aluma**

University of Lagos, Nigeria  
victor.ayedunaluma@gmail.com

**Ganiyat Oluwabukola Adenle**

Lagos State University, Nigeria  
ganiya2@yahoo.com

**Being "international": a critique of contemporary philosophies and practices of Yoruba language journalism in Nigeria**

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# 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

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**Ian Richards**

University of South Australia, Australia  
ian.richards@unisa.edu.au

**Journal Editing and Contextual Influences: Views From Editors Around the World**

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**Barbie Zelizer**

University of Pennsylvania, USA  
bzelizer@asc.upenn.edu

**Is a Global Field of Authors Possible?**

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**Keyan Tomaselli**

University of Kwazulu-Natal, South Africa  
tomasell@ukzn.ac.za

**Scholarly Publishing - South-North Issues**

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**Daya Thussu**

University of Westminster, UK  
d.k.thussu@westminster.ac.uk

**The Role of Academic Journals in Internationalizing Media Studies**

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**Pieter Fourie**

University of South Africa, South Africa  
fouripj@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**

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## INTERNATIONAL COMMUNICATION ... continued

### **Anthea Garman**

Rhodes University, South Africa  
a.garman@ru.ac.za

#### **Peer Review and the Creation of Truly Collegial North-South Conversations**

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  
mujoo@hotmail.com

### **Chan Eang Teng**

Tunku Abdul Rahman College, Malaysia  
chanet@mail.tarc.edu.my

#### **Web Credibility for The Development of An E-Government: Malaysia**

### **Lauren Roig**

Texas Tech University, USA  
lr1187@txstate.edu

### **Sandhya Rao**

Texas Tech University, USA  
sr02@txstate.edu

#### **A Silent Revolution: Glimpses of a Cause via Twitter and New Media**

### **Cheryll Ruth Reyes Soriano**

National University of Singapore, Singapore  
cheryllsoriano@nus.edu.sg

### **Milagros Rivera**

National University of Singapore, Singapore  
mrivera@nus.edu.sg

### **T.T. Sreekumar**

National University of Singapore, Singapore  
sreekumar@nus.edu.sg

### **Nanditha Raman**

National University of Singapore, Singapore  
cnmnd@nus.edu.sg

#### **The Social Embeddedness of Technology: An Analysis of Mobile Advertisements in the Philippines**

### **Md. Abu Naser**

Oakland University, USA  
naser@oakland.edu

### **Debashis Aikat**

University of North Carolina-Chapel  
Hill USA  
da@unc.edu

#### **A Paradigm Shift in Global News: The Internet and Mobile Media Transform Journalism in Bangladesh**

### **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**

### **Dong-Hee Shin**

Sungkyunkwan University, Korea  
dshin1030@gmail.com

#### **Exploring Cross-Cultural Value Structure with Smartphone**

Monday, July 16

16:00 - 17:30

Room: SH 12

#### **Information Technologies, Media, and International Development**

Chair: **Matt Ebonye Moge kwu**

Ithaca College, USA  
mmogekwu@ithaca.edu

### **Matt Ebonye Moge kwu**

Ithaca College, USA  
mmogekwu@ithaca.edu

#### **Social Media and the Democratization Process: Challenges for Sub Saharan Africa**

### **Sujatha Sosal**

University of Iowa, USA  
sosaleui@gmail.com

#### **Modernizing Communication in French Madagascar: Beginnings of a Networked Society**

### **Deepti Chittamuru**

University of Pennsylvania, USA  
dchittamuru@asc.upenn.edu

#### **Issues Influencing Maternal Healthcare Behaviors In Rural India: A Needs- Assessment Study**

### **Tara Susman-Peña**

Independent Consultant  
tarasusmanpena@gmail.com

#### **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  
janet.kwami@furman.edu

#### **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  
tkchang@cityu.edu.hk

#### **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  
chinchuan.lee@cityu.edu.hk

#### **The Implications of Chinese Media Studies to Global Communication**

**Limin Liang**

City University of Hong Kong, Hong Kong  
limliang@cityu.edu.hk

**From “the Wolves are Coming” to “the Wolves are Incubating the Sheepfold”?  
- Sociology of News in China's Quest for Soft Power**

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**Fen Jennifer Lin**

City University of Hong Kong, Hong Kong  
fenlin@cityu.edu.hk

**The Moon over the Eastern Hill: The Chinese Imagination and Cultural Consumption of Tibet**

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Tuesday, July 17

14:00 - 15:30

Room: SH 12

**Research on Contemporary Global Media Issues**

Chair: **Karen Arriaza Ibarra**

Computense University of Madrid, Spain  
arriazaibarra@ccinf.ucm.es

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**Iñaki Zabaleta**

Basque Country University, Spain  
inaki.zabaleta@ehu.es

**Arantza Gutierrez**

Basque Country University, Spain  
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**Carme Ferre Pavia**

Autonomous University of Barcelona, Spain  
Carme.Ferre@uab.cat

**Nikolas Xamardo**

Basque Country University, Spain  
nicolas.xamardo@ehu.es

**Itxaso Fernandez**

Basque Country University, Spain  
itxaso.fernandez@ehu.es

**Santi Urrutia**

Basque Country University, Spain  
cipurizs@lg.ehu.es

**The Funding Systems of European Minority Language Media: Differences and Commonalities Crossed by Permanent Uncertainty and Current Crisis**

---

**Karen Arriaza Ibarra**

Computense University of Madrid, Spain  
arriazaibarra@ccinf.ucm.es

**The Evolution of Public Broadcasters in Europe, From Public Service Media Institutions to Public Value Structure Organizations: The Analysis of Six European Countries**

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**Anastasia Kononova**

American University of Kuwait, Kuwait  
akononova@auk.edu.kw

**Saleem Alhabash**

Michigan State University, USA  
sa@msu.edu

**Tatyana Zazorina**

Southern Federal University  
Russian Federation  
zazorina@gmail.com

**Natalia Diveeva**

Southern Federal University  
Russian Federation  
diveeva@mail.ru

**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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**Arul Indrasen Chib**

Nanyang Technological University, Singapore  
arulchib@ntu.edu.sg

**Qiaolei Jiang**

Nanyang Technological University, China  
qljiang@ntu.edu.sg

**Qinxin Aw**

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**Li Lin Beatrice Mok**

Nanyang Technological University, Singapore  
070573K10@ntu.edu.sg

**Sarah Amnah Bte Zaihan**

Nanyang Technological University, Singapore  
070680L10@ntu.edu.sg

**Zulkifli Sharifah Nadzirah binte****Syed Zulkifli**

Nanyang Technological University, Singapore  
070554F10@ntu.edu.sg

**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**

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Tuesday, July 17

16:00 - 17:30

Room: SH 12

**International Broadcast News Research: Disasters, Divisions, Conflicts and Integrations**

Chair: **Seon Gi Baek**

Sungkyunkwan University, Korea  
baek99@skku.edu

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**Seon Gi Baek**

Sungkyunkwan University, Korea  
baek99@skku.edu

**Sae Rom Yu**

Sungkyunkwan University, Korea  
saeromryu@naver.com

**Differences of Media Coverage on the Japanese Earthquake and Tsunami Among Korea, Japan and China: A Comparative Study on Contents and Formats of Their Coverage Among TV News Coverage of Korea, Japan and China**

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**Stijn Joye**

Ghent University, Belgium  
stijn.joye@ugent.be

**Domesticating Global Suffering. A Critical Discourse Analysis of Television News Reporting on Distant Suffering**

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**Marcus Assis Lima**

Universidade Estadual do Sudoeste da Bahia, Brazil, malima@uesb.edu.br

**Dannilo Duarte Oliveira**

Universidade Estadual do Sudoeste da Bahia, Brazil, dannilonet@yhoo.com.br

**Portraits of Crisis: The Addressing Mode In Brazilian Television Journalism on European Crisis**

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**Johannes von Engelhardt**

Erasmus Research Center for Media, Culture and Communication, The Netherlands  
vonengelhardt@eshcc.eur.nl

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## INTERNATIONAL COMMUNICATION ... continued

### **Julia Hoffmann**

University for Peace, Costa Rica  
jhoffmann@upeace.org

**Proximate and Distant Suffering:  
A Comparative Content Analysis of the  
Coverage of the 2011 Horn of Africa  
Crisis in Western and East  
African Media**

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### **Sweta Singh**

Indraprastha University, India  
swetasingh2000@gmail.com

**Coverage of International Conflicts by  
Television Channels in India**

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### **Mohammed Musa**

University of Canterbury, New Zealand  
mohammed.musa@canterbury.ac.nz

**BBC World Service and Counter  
Hegemonic Practices in Africa**

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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  
baek99@skku.edu

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### **Wanjiku Dorothy Njoroge**

Daystar University, Kenya  
dnjoroge@daystar.ac.ke

**Empowering Discourse? Tracing UK  
Press Coverage of an Anti-poverty  
Campaign for Africa**

---

### **Leshuo Dong**

Tsinghua University, China  
dongleshuo@gmail.com

### **Naren Chitty**

Macquarie University  
Australia, naren.chitty@gmail.com

**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**

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### **Johannes Gerstner**

University of Leipzig, Germany  
jgerst@uni-leipzig.de

### **Markus Beiler**

University of Leipzig, German  
beiler@uni-leipzig.de

**The Work of International News Agency  
Journalists in Germany**

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### **Elijah Chiwota**

South African Labour Bulletin, South Africa  
elijahchiwota@gmail.com

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

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### **Nikhil Moro**

University of North Texas, USA  
nmoro@unt.edu

**Becoming Minority: How News  
Coverage Has Produced and Un-  
produced Minorities in South Asia**

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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**

Sungkyunkwan University, Korea  
baek99@skku.edu

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### **Okugo Chukwuemeka Uzoma**

African Council for Communication  
Education, uzomaokugo@yahoo.com

### **Innocent Pascal Ihechu**

Nigeria  
madinopas@yahoo.com

### **Onwukwe Chima Dike**

ACCE, Nigeria  
dreaan2p@yahoo.com

**Nollywood Movies as Derivatives of  
Western Culture: Implications for  
Symmetrical Communication**

---

### **Anu Masso**

University of Tartu, Estonia  
esanum@ut.ee

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

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### **Eric Kit-Wai Ma**

The Chinese University of Hong Kong  
Hong Kong  
ericma@cuhk.edu.hk

**The Compressed Modernity in  
South China**

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### **Wajiha Raza Rizvi**

University of Punjab, Pakistan  
wajiharaza@yahoo.com

**BeDevil, Colonialism and the Children  
of Miscegenation**

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Wednesday, July 18

16:00 - 17:30

Room: SH 12

**International Communication Section  
Business Meeting**

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Convenor: **Tania Cantrell Rosas-Moreno**  
Loyola University, USA

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### **Weerapong Polnigongit**

Suranaree University of Technology  
Thailand  
weerap@sut.ac.th

**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**

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# ISLAM AND MEDIA

Monday, July 16

14:00 - 15:30

Room: MTB-C6

**Social Networks and Arab Spring**

Chair: **Prof. Basyouni Hamada**

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**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**

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**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**

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Tuesday, July 17

9:00 - 10:30

Room: MTB-C6

**Revolutions and Media Transformation**

Chair: **Basyouni Hamada**

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**Prof. Basyouni Ibrahim Hamada**

Cairo University, Faculty of Mass Communication, Egypt

**Current and Future Trends of Journalism in Post- Egyptian Revolution**

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**Muhammed Haron**

University of Botswana, Botswana

**South Africa's Muslim Community Radio Stations**

---

**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**

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**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**

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Tuesday, July 17

16:00 - 17:30

Room: MTB-C6

**Media and the Stereotyping Image of Muslims**

Chair: **Prof. Awatef Abdel Rahman**

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**Prof. Awatef Abdelrahman**

Cairo University, Faculty of Mass Communication, Journalism Department, Egypt

**The Reciprocal Media Images between Arab, Islam and the West**

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**Prof. Ashiya Osman Abdool-Satar**

University of South Africa, South Africa

**Challenging Stereotypes Sensitizing the Media to Fair Depiction of Muslims**

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**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**

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**Sudeshna Roy**

Stephen F. Austin State University United State

**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**

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Wednesday, July 18

9:00 - 10:30

Room: MTB-C6

**Media, Dialogue and Conflict Resolution**

Chair: **Bushra Hameedur Rahman**

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**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**

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**Shazia Saeed**

University of the Punjab, Lahore Pakistan

**Role of Religion & Media Consumption in Identity Formation Experience of Youth in Pakistan**

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**Shazia Saeed**

University of the Punjab, Lahore Pakistan

**Role of Journalists in Managing Conflict between the North & South: A Case of Representing each other as "Other"**

---

**Anke Fiedler**

University of Munich

**Political Newspapers in Sudan. Fig leaves or Real Alternatives to the State-run Media**

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Wednesday, July 18

16:00 - 17:30

Room: MTB-C6

**Business Meeting**

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Thursday, July 19

11:00 - 12:30

Room: MTB-C6

**Media, Muslims and Others**

Chair: **Fernando Resedde**

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**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**

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**Muhamad Zaki Mustafa**

USIM-Islamic Science University of Malaysia  
**A Communication Analysis on University's Choice: A Study on Islamic School in Malaysia"**

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**Zulkiple Abdul Ghani**

Islamic Science University Malaysia (USIM) Malaysia

**Islam and Entertainment: Al-Ghazal's Theoretical Perspectives of Baba Al-Sama's Entertainment and its Application in Television Programmes**

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# JOURNALISM RESEARCH AND EDUCATION

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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**Nathalie Hyde-Clarke**

University of Johannesburg  
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**Peace journalism in South Africa: A theoretical discussion**

---

**Pieter Fourie**

University of South Africa  
fouripj@unisa.ac.za

**Peace journalism as a world and life view and the practice of journalism as a semiotic act**

---

**Wadim Schreiner**

Media Tenor  
wn.schreiner@mediatenor.co.za

**Global and local perspectives of Peace Journalism**

---

**Wellington Samuel Radu**

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**Kgalalelo Lebogang Morwe**

**William Robert Bird**

williamrb@mma.org.za

**Is it the role of the media to offer alternatives to violence?**

---

**Last Moyo**

University of Witwatersrand  
last.moyo@wits.ac.za

**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**

Porto University, Portugal  
zamith@gmail.com

**Online news: Where is the promised context?**

---

**Meghdad Mehrabi**

Nanyang Technological University, Singapore  
megh0004@e.ntu.edu.sg

**Vivian Hsueh-hua Chen**

Nanyang Technological University, Singapore  
chenhh@ntu.edu.sg

**Convergence in Online News Media: An Exploration of Organizational Convergence and Cross-media Production in Iranian News Websites**

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**Elisabeth Guenther**

University of Hohenheim, Germany  
 elisabeth.guenther@uni-hohenheim.de

**Michael Scharkow**

University of Hohenheim, Germany  
 michael.scharkow@uni-hohenheim.de

**Online Sophistication of News Websites****Claire Scott**

University of KwaZulu- Natal, South Africa  
 Scottc@ukzn.ac.za

**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**

University of Perth, Australia  
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**Beate Josephi**

University of Perth, Australia  
 b.josephi@ecu.edu.au

**David Robie**

Auckland University of Technology  
 New Zealand  
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**The visibility of conflicts as an ethical necessity: A West Papua case study****Barbie Zelizer**

University of Pennsylvania  
 Communications, USA  
 bzelizer@asc.upenn.edu

**Conflict as a Mindset for Journalists****Rune Ottosen**

Oslo University College & Sigurd  
 Øfsti, Norway  
 rune.ottosen@hioa.no

**Tore Slaatta**

tore.slaatta@media.uio.no  
 Oslo University College & Sigurd  
 Øfsti, Norway

**Norwegian news media as arena for support and critique of Norwegian participation in the Nato-led military engagements in Libya****Zhengrong Hu**

Communication University of China, China  
 huzhr@cuc.edu.cn

**Lei Zhang**

Communication University of China, China  
 ray@cuc.edu.cn

**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**

U Complutense de Madrid, Spain  
 tanya.vaskivska@email.und.edu

**Kyle Conway**

kyle.conway@email.und.edu  
 University of North Dakota, USA

**Richard Shafer**

University of North Dakota, USA  
 unprof1@gmail.com

**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**

Stellenbosch University, South Africa  
 gbotma@sun.ac.za

**Complexity between North and South: In search of a cultural approach to South African journalism****Rui Alexandre Novais**

University of Porto, Portugal  
 ran@icicom.up.pt

**Luísa Silva**

University of Porto, Portugal  
 silva.luisamc@gmail.com

**Dimitra Dimitrakopoulou**

Aristotle University of Thessaloniki, Greece  
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**Rosa Berganza**

University Rey Juan Carlos, Spain  
 rosa.berganza@urjc.es

**Martín Oller**

University Rey Juan Carlos, Spain  
 martin.olleralonso@gmail.com

**Mapping journalism culture in the European South: Portuguese, Spanish and Greek compared****Shenid Bhayroo**

Temple University, USA  
 shenid@temple.edu

**Study Away: Creating Critical Consciousness in the Global South****Gideon Mumeson Tebid**

Tshwane University of Technology  
 South Africa  
 tebidgm@tut.ac.za

**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  
 billysarwono@gmail.com

**Kerry Philip Green**

University of South Australia, Australia  
 kerry.green@unisa.edu.au

**Jolyon Sykes**

University of Canberra, Australia  
 jolyonsykes@bigpond.com

**Perception versus Reality: How the vulnerable see themselves portrayed in the media****Jin Young Chung**

SungKyunkwan University, South Korea  
 wlsdud5935@naver.com

**SUN-HEE LEE**

SungKyunkwan University, South Korea  
 armani\_sun@naver.com

**The Study on Media Coverage for Foreign Worker's Crime since the Introduction of the Foreigner Employment Permit System**

## JOURNALISM RESEARCH AND EDUCATION ... continued

### **Pradeep Nishantha weerasinghe**

University of Colombo, Sri Lanka  
pnweera@yahoo.com

### **Rathambalage Hasitha Mihirani**

University of Colombo, Sri Lanka  
hasithamihirani@yahoo.com

### **Press Narratives on War against Terror in Sri Lanka**

---

### **Lee Bernard Becker**

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lbbecker@uga.edu

### **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

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### **Yao SUN**

11466774@hkbu.edu.hk

### **Fan YANG**

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Hong Kong Baptist University, Hong Kong

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

---

### **Azmat Rasul**

Punjab University, Pakistan  
azmatrasul@gmail.com

### **Arthur A Rane**

Florida State University, USA  
art.raney@cci.fsu.edu

### **One World, Two Voices: Framing of Friendly Attacks in the Elite English Press of the United States and Pakistan**

---

### **Lisa Jane Waller**

Deakin University, Australia  
isa.waller@deakin.edu.au

### **De-colonizing Indigenous affairs reporting: A new mode of information gathering and storytelling in journalism**

---

### **Tsai Chiung-ching**

National Taiwan Normal University, Taiwan  
t15001@ntnu.edu.tw

### **Analyzing the news about Taiwan's Fourth Nuclear Power Plant: What has the public been informed by the media?**

---

### **Eno Akpabio**

University of Botswana, Botswana  
enoakpabio@gmail.com

### **Children and crime/abuse frame: The view from Botswana**

---

### **Iliana Ferrer**

Universidad Autónoma de Barcelona, Spain  
iliferrer@hotmail.com

### **Luisa Martínez**

Universidad Autónoma de Barcelona, Spain  
luisa.martinez@uab.cat

### **Vinicio Sinta**

Universidad Autónoma de Barcelona, Spain  
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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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Tuesday, July 17

09:00 - 10:30

Room: SH 17

### **Theme I: Innovations in Journalism New Spaces, New Refuge & Different Practices**

Chair: **Irene Neverla**

University of Hamburg, Germany  
irene.neverla@uni-hamburg.de

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### **CHUJIE CHEN**

City University of Hong Kong  
gdpcj007@gmail.com

### **Citizen Journalism as Ritual Practices: A study of PeoPo Citizen News Platform in Taiwan**

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### **Debao xiang**

Tsinghua University, China  
xiangdebao@gmail.com

### **Citizen Journalism in China and Reflections on Future Journalism Education**

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### **Anette Forsberg**

Linnaeus University, Sweden  
anette.forsberg@lnu.se

### **Participation as mourner in journalism and social media**

---

### **Mohammad Memarian**

University of Toronto, Canada  
memarian1981@gmail.com

### **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**

---

### **Lynette Naidoo**

University of South Africa, South Africa  
lnaidoo@unisa.ac.za

### **Blessing Mbatha**

University of South Africa, South Africa  
mbathbt@unisa.ac.za

### **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**

University of Santiago, Chile  
claudia.mellado@usach.cl

### **Federico Subervi**

University of Santiago, Chile  
subervif@gmail.com

### **Mapping educational role dimensions among Chilean journalism educators**

---

**Assya Yassin El-Shokairy**

University of Modern Arts and Sciences (MSA), Egypt

**Validating British Degrees in the Arab Region: Prospects and Concerns**

---

**Rene Alicia Smith**

Durban University of Technology  
South Africa  
rene@renealicia.com

**New Media Technologies and Journalism Training: A case study of the Durban University of Technology**

---

**Oddgeir Tveiten**

The University of Agder (UiA), Norway  
oddgeir.tveiten@uia.no

**New models of journalism - investigating news media's capacity for adaptation, with a focus on education, training and learning**

---

**Willemien Marais**

University of Free State, South Africa  
maraisw@ufs.ac.za

**Margaret Linström**

University of Free State, South Africa  
linstromme@ufs.ac.za

**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

**Theme III:**

**Professional Journalism Broadcasting Between Present & Future**

Chair: **Abiodun Salawu**

Fort Hare University, South Africa  
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---

**Marcus Assis Lima**

Faculdade de Ciências Humanas  
ESUDA, Brazil  
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**Alana Souza**

Faculdade de Ciências Humanas  
ESUDA, Brazil  
alanasouz@gmail.com

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

---

**Belén Monclús**

Universitat Autònoma de Barcelona, Spain  
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**Miguel Vicente-Mariño**

Universidad Complutense de Madrid Spain  
mvicentem@yahoo.es

**Changing patterns in journalism production: How online worlds are forcing the TV newsrooms' adaptation**

---

**Kyung Rag Lee**

Sungkyunkwan University, South Korea  
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**Sae Rom Yu**

Sungkyunkwan University, South Korea  
saeromyu@naver.com

**Hani Lee**

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mrgrieves@naver.com

**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**

---

**Beatriz Becker**

Universidade Federal do Rio de Janeiro, Brazil  
beatrizbecker@uol.com.br

**Convergence x Diversity: rethinking the quality of TV News**

---

**Constanza Mujica**

mujicaholley@gmail.com

**Ingrid Bachmann**

ibachman@uc.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

**Theme II**

**Innovations in Journalism Winners and Losers of Convergence**

Chair: **Tsai Chiung-ching**

t15001@ntnu.edu.tw

National Taiwan Normal University, Taiwan

---

**Vaia Doudaki**

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**Lia-Paschalia Spyridou**

paschalia.spyridou@cut.ac.cy

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

du@unc.edu

**Journalism in the trend toward convergence: A 15 years longitudinal study**

---

**Elizabeth Saad Correia**

University of São Paulo, Brazil

bethsaad@gmail.com

**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'**

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## JOURNALISM RESEARCH AND EDUCATION ... continued

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

---

**Yiva Rodny-Gumede**

yrodny-gumede@uj.ac.za

University of Johannesburg, South Africa

**The local and the global: Challenges  
of teaching global journalism**

---

**Wei-Ching Wang**

weiching@ntnu.edu.tw

**Hsu Nien-Tzu**

monday00362@hotmail.com

National Taiwan Normal University, Taiwan

**The pauperization phenomenon among  
young journalists: A case study of  
Taiwan**

---

**Cherian George**

CHERIAN@ntu.edu.sg

**Xiaoming Hao**

TXMHAO@ntu.edu.sg

**Nainan Wen**

w080001@e.ntu.edu.sg

Nanyang Technological  
University, Singapore

**News Consumption as a Predictor of  
Young People's Political and  
Civic Engagement**

---

**Kristoffer Holt**

Mild Sweden University Sundsvall, Sweden

kristoffer.holt@miun.se

**New Media, New Participants -  
New Ethics?**

---

**Akin Miami**

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**Viper Kola**

Khosla.Vipul@abc.net.au

**Isabel Popal**

isabel.popal@gmail.com

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

k.voltmer@leeds.ac.uk

**Domesticating press freedom:  
Journalists' interpretations of press  
freedom in eight new democracies**

---

**Eric Freedman**

Michigan State University, USA

freedma5@msu.edu

**Richard Shafer**

University of North Dakota, USA

undprof@hotmail.com

**Challenges Facing Press Freedom in  
the Baltics: Two Decades  
after Independence**

---

**Markus Beiler**

beiler@uni-leipzig.de

**Johannes Gerstne**

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University of Leipzig, Germany

**Reporting from Germany: A  
quantitative survey of foreign  
correspondents on their role and their  
criteria for news selection**

---

**Jyotika Ramaprasad**

University of Miami, USA

jyotika@miami.edu

**Pakistani Journalists: Ethics  
and Values**

---

**Suruchi Mazumdar**

Nanyang Technological

University, Singapore

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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

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**Ibrahim Saleh**

University of Cape Town, South Africa

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---

**Tim Mitchell**

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**Daniel Perrin**

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a contributor, Zurich University, Switzerland.

**Nico Dork**

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Windesheim University of Applied  
Science, Netherlands.

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Wednesday July 18

16:00-17:30

Room: SH 5

**Theme III:**

**Professional Journalism  
Language, Discourses &  
News Coverage**

Chair: **Debao xiang**

Tsinghua University, China

xiangdebao@gmail.com

---

**Nookaraju Bendukurthi**

University of Hyderabad, Andhra

Pradesh, India

nookarajub@gmail.com

**Your Morning cuppa and the Language  
of Disability: A Study of usage,  
Metaphors and Attitudes in Telugu  
News Reporting**

---

**Abiodun Salawu**

Fort Hare University, South Africa

salawuabiodun@gmail.com

**Indigenous language media, language  
politics and democracy in Africa**

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---

**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

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---

**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 Marjawa**

Free Lance Journalist

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**Changing Perceptions' government PR in a Developing Country: A Case of Kenya's First Office of Public Communications**

---

**Annina Stoffel**

Zurich University of Applied Sciences, Switzerland

annina.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**

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**Nobel Laureates: Nelson Mandela and Frederik Willem de Klerk Between East and West - Nordic media in the Second Cold War, 1980-1985**

---

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

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---

**Irene Neverla**

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**Stefanie Truemper**

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University of Hamburg, Germany

**News of Today? The Interplay of Past and Future References in Journalism**

---

**Alvaro Enrique Duque**

Universidad Simón Bolívar, Venezuela

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**Danghelly Zuñiga**

Universidad del Rosario, Colombia

danghelly.zuniga@urosario.edu.co

**Transformations in Colombian newsrooms**

---

**Roseli Fígaro**

figaro@uol.com.br

**Rafael Grohmann**

rafael.gr@usp.br

**Cláudia Nonato**

claudia.nonato@uol.com.br

Universidade de São Paulo, Brasil

**Speech of Brazilian Journalists: the profile and new professional practices**

---

**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

ernanerabelo2@gmail.com

**La formation professionnelle pour un "nouveau journaliste"**

---

Thursday, July 19

11:00-12:30

Room: SH 5

**Theme III:**

**Professional Journalism Climate Change & Journalism Domestication**

Chair: **Halliki Harro-Loit**

Tartu University, Estonia

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---

**Jaquelyne Crystal Kwenda**

University of Cape Town, South

Africakwnjac002@myuct.ac.za

**Communicating Climate Change: The Role of Political Economy in the Communication Practices, Strategies and Tactics of Environmental Non-Governmental Organizations**

---

**Matthew Jonathan Hibberd**

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**Audiences, Impartiality and the Climate Change Debate**

---

**Alet Janse van Rensburg**

University of Cape Town, South Africa

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**Local journalism practices for COP17: The case of the Afrikaans media**

---

**Billy Sarwono**

University of Jakarta, Indonesia

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**Voicing the people Interest Within Global Perspective (A Study on REDD+ Scheme on Global Warming News in Media)**

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# LAW

## 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

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### **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

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---

### **Dimitris Tsapogas**

University of Vienna, Austria

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### **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**

### **Vicky Breemen**

University of Amsterdam, The Netherlands

v.e.breemen@gmail.com

### **Joris van Hoboken**

University of Amsterdam, The Netherlands

vanhoboken@ivir.nl

### **Freedom of Expression Implications of Europe's Proposed Right to be Forgotten**

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### **Joris van Hoboken**

University of Amsterdam, The Netherlands

vanhoboken@ivir.nl

### **Search Engines and Intermediary Liability: A Comparison of Different Approaches and their Implications for the Right to Freedom of Expression**

---

### **Slavka Antonova**

University of North Dakota, United States,

slavka.antonova@email.und.edu

### **The Internet and the Emerging Community of Rights: Exploring the Multistakeholder Human Rights Debate at IGF**

Discussant: **Bart Cammaerts**

London School of Economics

United Kingdom,

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## SESSION THREE

Tuesday, July 17

9:00 - 10:30

Room: MBT 167

### **Challenges to Freedom of Expression**

Chair: **Karen Arriazza Ibarra**

The Complutense University, Spain

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---

### **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**

### **Silvio Henrique Vieira Barbosa**

Faculty of Casper Libero, Brazil

shbarbosa@hotmail.com

### **Brazilian Press and Judicial Censorship**

## 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

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---

### **Amit Schejter**

Pennsylvania State University, United

States, & Ben Gurion University, Israel

schejter@gmail.com

### **"A Time to Scatter Stones and a Time to Gather Them": Media and Telecommunications Ownership Trends in Israel 1984-2008**

---

### **Sara Bannerman**

McMaster University, Canada

sara.bannerman@gmail.com

### **WIPO and African Countries in Historical Context**

---

### **Nikhil Moro**

University of North Texas, United States

nmoro@unt.edu

### **Debashis "Deb" Aikat**

University of North Carolina-Chapel Hill

United States

da@unc.edu

### **Digital Rights Management and Corporate Hegemony: A Legal Analysis**

## SESSION FIVE

Tuesday, July 17

16:00 - 17:30

Room: MBT 167

### **Law-Society Interactions**

Chair: **Peter Lunt**

University of Leicester, United Kingdom

pl108@le.ac.uk

**Peter Lunt**

University of Leicester, United Kingdom  
pl108@le.ac.uk

**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**

College of Management Studies, Israel  
aravdan@gmail.com

**David Gurevitz**

College of Management Studies, Israel  
davidg51@netvision.net.il

**Judicial Procedure in "State of Exception TV"**

---

**Murej Mak'Ochieng**

Multimedia University College of Kenya, Kenya  
murejm@yahoo.com

**Media Self-Regulation in Kenya: Lessons from the Work of the Complaints Commission of the Media Council of Kenya**

---

**Kaarle Nordenstreng**

University of Tampere, Finland  
kaarle.nordenstreng@uta.fi

**What has the Information Society Done to the Law?****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@ifkw.lmu.de

**Catholic Journalism in the Third Reich: The Case of Walter Hagemann**

---

**Fernando Oliveira Paulino**

University of Brasilia, Brazil  
fopaulino@gmail.com

**Pedro Henrique Ramalho Gomes**

University of Brasilia, Brazil  
pedrogomes182@gmail.com

**Law and the Right to Communicate: The History of Normative Judicial Standards in Brazil**

---

**Lyombe Eko**

University of Iowa, United States  
leo-eko@uiowa.edu

**The Regulatory and Cultural Media History of the Arab Spring****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

**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

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**Dong-Hee Shin**

Sungkyunkwan University, Korea  
dshin1030@gmail.com

**Network Neutrality in Korea**

---

**Sandra Braman**

University of Wisconsin-Milwaukee  
United States  
braman@uwm.edu

**Developing Countries in the Internet Design Process**

---

**Luke J. Heemsbergen**

University of Melbourne, Australia  
lukej@unimelb.edu.au

**"Past" Radical Transparency to Future Openness: An Empirical Critique of Past, Present and Future Governing**

---

**Fabio B. Josgrilberg**

Methodist University of Sao Paulo, Brazil  
fabio.josgrilberg@metodista.br

**Leandro Carrera**

London School of Economics  
United Kingdom  
L.N.Carrera@lse.ac.uk

**Camilar Franciscón**

Methodist University of Sao Paulo, Brazil  
camilarfranciscón@hotmail.com

**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  
nhyde-clarke@uj.ac.za

---

### **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 Novais**

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

### **Proffitt M Jennifer**

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

### **Rune Ottosen**

Oslo and Akershus University College of Applied Sciences, Norway  
Rune.Ottosen@hioa.no

### **Toby Miller**

University of California, Riverside, USA.  
toby.miller@ucr.edu

**The Prevailing Discourse of Nation-Building and the FIFA World Cup, South Africa (2010)**

---

## 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  
qjjiang@ntu.edu.sg

**What kind of celebrities? Newspaper representation of Beijing Olympic gold medallists and discursive construction of Hong Kong identities**

---

### **Hongmei Li**

Georgia State University, USA  
hli@gsu.edu

**The South Fights Back: Li Ning as a Challenger to Global Sports Brands**

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## 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  
Linda.Fuller@worcester.edu

---

### **Misun Bong**

misun51@skku.edu

### **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**

---



**Ilan Tamir**

Ariel University Centre and Bar Ilan University, Israel  
ilantamir@biu.013.net.il

**Yehiel Hilik Limor**

Tel Aviv University, Israel  
hilik43@013.net

**sPoRts: Faster, higher, stronger and... PR: The intensive involvement of PR in sports**

---

**Kate Taeuber**

University of South Australia  
taek1001@mymail.unisa.edu.au

**Kerry Philip Green**

University of South Australia  
kerry.green@unisa.edu.au

**Full-time score: Sensationalism v Fair Go 1-0**

---

**Pam Creedon**

School of Journalism and Mass Communication, University of Iowa, USA  
pam-creedon@uiowa.edu

**May Al-Khaja**

Mass Communication Department, United Arab Emirates University  
mai@uaeu.ac.ae

**Arab Women's Sports: An Historical and Descriptive Overview**

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**SESSION FIVE**

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  
alinabernstein@gmail.com

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**SESSION SIX**

Thursday, July 19

09:00 - 10:30

Room: MBT 200

**Media and Sport: Men's Football**

Chair: **Alina Bernstein**  
section head, School of Media Studies, Academic College of Management (COMAS), Israel  
alinabernstein@gmail.com

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**Michael Meyen**

Institut für Kommunikationswissenschaft und Medienforschung, Universität München

**Anke Fiedler**

Institut für Kommunikationswissenschaft und Medienforschung, Universität München  
michael.meyen@ifkw.lmu.de

**Medialization of soccer: How TV changed our favourite sport**

---

**Mohammed Musa**

University of Canterbury, New Zealand  
mohammed.musa@canterbury.ac.nz

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

---

**Gerard Akindes**

Ohio University, USA  
akindesg@ohio.edu

**Transnational television broadcasting of sport in Africa and electronic Colonialism**

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# 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

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**Slavka Antonova**

DCSD-University of North Dakota, USA  
slavka.antonova@email.und.edu

**Global expertise in the classroom: Evaluating the learning potential of teaching videoconferencing**

---

**Mehita Iqani**

Wits University, South Africa  
Mehita.Iqani@wits.ac.za

**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  
Anton@afda.co.za

**Standardising the assessment of creative projects: the challenge of the assessor's subjectivity**

---

**Maddalena Fedele**

GRISS - Universitat Autònoma de Barcelona

**Maddalena.Fedele@uab.cat Laura Aymerich-Franch - Social media as teaching resources in traditional university: the students' perspective**

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**Charmaine Annmarie Henry**

charmainehenry@cwjamaica.com

**Creative Teaching in Media and Communication at the Tertiary Level: A Case in Jamaica**

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## 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 modelsthrough Media Practice in High School: A Teaching Experience in Taiwan's Compulsory Education**

---

##### **Manuel Pinto**

University of Minho, Portugal

mjspinto@gmail.com

##### **Social inclusion through media education (best) practices**

---

##### **Claudia Lago**

Universidade Anhembi Morumbi, Brazil

claudia.lago07@gmail.com

##### **Richard Romancini**

**Patrícia Horta Alves**

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

---

##### **Lai Oso**

Lagos State University, Lagos, Nigeria

laioso@gmail.com

##### **Olujimi Kayode**

jimikayode@gmail.com

##### **Agboola Odesanya**

agboolaodesanya@yahoo.com

##### **Ganiyat Adenle**

ganiya2@yahoo.com

##### **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, Brazils

---

##### **Sirkku Kotilainen**

University of Tampere, Finland

sirkku.kotilainen@uta.fi

##### **Annikka Suoninen**

annikka.suoninen@jyu.fi

##### **Cultures of Media and Information Literacies among the Young: South-North Viewpoints**

---

##### **Dorothee M. Meister**

University of Paderborn, Germany

dm@upb.de

##### **Henrike Friedrichs**

henrike.friedrichs@uni-bielefeld.de

##### **Sonja Kroeger**

s.kroeger@uni-hohenheim.de

##### **Uwe Sander**

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

---

##### **Catherine Nasambu Kafu**

Moi University, Kenya

catekafu@yahoo.com

##### **Abraham Kiprop Mulwo**

abraham.mulwo@gmail.com

##### **Charles Ochieng Ongondo**

coongondo@yahoo.co.uk

##### **Significance of Parental Guidance Ratings in Determining What Children Watch on Television among Families in Western Kenya**

---

##### **Ellen Vanderhoven**

University of Gent, Belgium

ellen.vanderhoven@ugent.be

##### **Tammy Schellens**

Tammy.schellens@ugent.be

##### **Martin Valcke**

Martin.Valcke@ugent.be

##### **Educating our kids about the risks of social network sites: useful or pointless?**

#### SESSION FOUR

Tuesday, July 17

16:00-17:30

Room: SH 13

##### **Media Literacy Studies as Social Practice**

Moderator: **Manuel Pinto**

Minho University, Portugal

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##### **Irina Zhilavskaya**

Moscow State Humanitarian Universit

Russia, zhiv3@yandex.ru

##### **New Approaches to the Media and Information Theory**

---

##### **Robert Bruce Spenser**

University of Waseda, Japan

rbsjapan@gol.com

##### **The Challenges for Media Education in 2012 Japan**

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##### **Hakan Aydin**

Erciyes University Turkey

haydin@erciyes.edu.tr

##### **Hamza Çakır**

hcakir@erciyes.edu.tr

##### **Ali Ulusoy**

jalinos76@hotmail.com

##### **New approaches to fight against gender discrimination in the media: critical media literacy**

---

##### **Anna Katharina Schnauber**

University of Mainz, Germany

anna.schnauber@uni-mainz.de

##### **Mathias Weber**

mathias.weber@uni-mainz.de

##### **Marc Ziegele**

ziegele@uni-mainz.de

##### **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

sarapereira@ics.uminho.pt

##### **Ana Melro**

anismelro@gmail.com

##### **The (non)place of digital literacy in the technological policies for primary school in Portugal - the voices of public and private agents**

---

##### **Marlen Belafi**

Technische Universität Dresden, Germany

marlen.belafi@mailbox.tu-dresden.de

**Monika Unterreitmeier**

monika.unterreitmeier@tu-dresden.de

**Katrin Etzrodt**

Katrin.Etzrodt@tu-dresden.de

**Nina Haferkamp**

nina.haferkamp@tu-dresden.de

**I can Facebook!? - A Theoretical Reflection on the Impact of Social Media Literacy on the Handling of Private Information**

---

**Denize Correa Araújo**

Universidade Tuiuti do Paraná, Brazil

denizearaujo@hotmail.com

**Wikipedia: a transcultural encyclopedia**

---

**Miriam Herrera-Aguilar**

Universidad Autónoma de

Querétaro, Mexico

comunicacion.educacion@yahoo.com.mx

**Los usos de las tecnologías digitales de la información y la comunicación en la educación básica: Estudio comparativo Francia-México.**

---

**David Tuwei**

Kenya, dtuwei@gmail.com

**Samuel Chege Mwangi**

scmwangi@ksu.edu

**Nancy Muturi**

nmuturi@k-state.edu

**Information Communication**

**Technologies and education: News**

**Media representations of e-learning**

**in Kenya**

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**SESSION SIX**

Wednesday, July 18

14:00 - 15:30

Room: SH13

**Theoretical Stakes in Local and Regional Perspective**

Moderator: **Manuel Pinto**

Minho University, Portugal

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**Phyllis Denise Dannhauser**

University of Johannesburg, South Africa

phyllisd@uj.ac.za

**Elizabeth Louw**

Lieza.Louw@wits.ac.za

**South meets North: The Ecological Broadcasting documentary film exchange programme (NSSE) as a platform for cross-cultural media education**

---

**Rosane Silva Borges**

Universidade Estadual de Londrina, Brazil

rosanedasb@uol.com.br

**Education for the media and race relations in Brazil**

---

**Gerda Dullaart**

AFDA film school, South Africa

gerda@afda.co.za

**Creolising Academic Support for Media Students**

---

**Paschal Baylon Atengdem**

Ghana

pbatengdem@gmail.com

**Benedicta Adiita**

bendiita@yahoo.co.uk

**Literacy for Development: A Discourse between Mother Tongue, National Language and English in Ghana**

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**SESSION SEVEN**

Wednesday, July 18

16:00 - 17:30

Room: MTB 104

**Business meeting**

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**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**

najmaa@uj.ac.za

**Developing Film Literacy through online dialogue: enhancing collaborative knowledge building in teaching Film and Television Studies to multicultural undergraduates.**

---

**Phyza Jameel**

UN, Pakistan, p.jameel@unesco.org

**Mobile Technologies Changing Lives of Female Rural Teachers in Pakistan**

---

**Amna Ashraf**

Kinnaird College for Women, Pakistan

amna.kinnaird@gmail.com

**Naveed Iqbal Ch**

naveed.ics@gmail.com

**Media Education in Pakistan; Curricula, Facilities and Practices in Public Sector Universities**

---

**Sholain Govender-Bateman**

Tshwane University of Technology

South Africa

sholain.work@gmail.com

**Closing the digital divide: Training journalism students to produce online packages using a single Blackberry device**

---

**Business meeting: Wednesday July 18th, 16:00- 17 :30, room to be announced**

# 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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**Johannes Gerstner**

University of Leipzig

jgerst@uni-leipzig.de

**Felix Gerstner**

Zeppelin University

f.gerstner@zeppelin-university.net

**Markus Beiler**

University of Leipzig

beiler@uni-leipzig.de

**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**

Nation Media Group, Kenya

iredawino@gmail.com

**Challenges Day 2 journalism poses for The Daily Nation and the Standard Newspapers**

---

**Helder Bastos**

University of Porto

bastos.helder@gmail.com

**Helena Lima**

University of Port

hldlima@gmail.com

**Nuno Moutinho**

University of Porto moutinho@fep.up.pt

**Isabel Reis**

University of Porto

aisabelreis@gmail.com

**The influence of the Internet on Portuguese journalism**

---

**Ana Serrano Tellería**

Basque Country University and

Cantabria University

anaserranotelleria@gmail.com

**Elias Said Hung**

Universidad del Norte,

saide@uninorte.edu.co

**Elvira García De Torres**

Universidad CEU Cardenal

Herrera/Universidad

Internacional Valenciana

egarcia@uch.ceu.es

**Lyudmyla Yezers'ka**

Universidad de Piura

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**Concha Edo Bolós**

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**Miladys Rojano**

Universidad Católica Andrés Bello

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**Mabel Calderin**

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**Alejandro Rost**

Universidad Nacional del Comahue

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**Pedro Jeronimo**

Universidad de Oporto

pedrojeronimo.phd@gmail.com

**Jorge Sanchez Badillo**

Universidad Autónoma de México

jsbadillo@gmail.com

**The Management of Social Media by Iberoamerican Online News Outlets**

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## SESSION TWO

Tuesday, July 17

14.00 - 15.30

Room: MTB-C8

**Media production and management**

Chair: **TBA**

---

**Sonja Kröger**

University of Hohenheim

s.kroeger@uni-hohenheim.de

**Emese Domahidi**

University of Hohenheim,

emese.domahidi@uni-hohenheim.de

**Thorsten Quandt**

University of Hohenheim

thorsten.quandt@uni-hohenheim.de

**Managerial Career Pathways in the Games Industry**

---

**Lynette Steenveld**

Rhodes University

l.steenveld@ru.ac.za

**Editors' impact on a news organisation:**

**a South African case study**

---

**Jing Liu**

City University of Hong Kong

echocityu86@gmail.com

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

---

**Uma Shankar Pandey**

University of Calcutta

mailusp@gmail.com

**Constructing Media Events: Framing the 'India Against Corruption' Demonstrations**

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## SESSION THREE

Wednesday, July 18

16.00 - 17.30

Room: MTB-C8

**Ethnography and methods**

Chair: **Chris Paterson**

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**Esteve Ollé Sanz**

European Commission Joint

Research Center

esteve.sanz@gmail.com

**The Production of Televisual Post-Consensus Format**

---

**Brian Ekdale**

University of Iowa

brian-ekdale@uiowa.edu

**Negotiating Competing Identities and Becoming "Friends": Methodological Entanglements in Global, Urban Production Ethnographies**

---

**Amira Firdaus**

University of Melbourne

amira.firdaus@gmail.com

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

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## SESSION FOUR

Thursday, July 19

09:00 - 10:30

Room: MTB-C8

**Business meeting**

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# MEDIA RELIGION & CULTURE

## SESSION ONE

Monday, July 16

11:00 - 12:30

Room: MTB-C8

**Visual images, cinema, and spirituality**

Chair: **Yoel Cohen**

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**Prof. Ines Gil**

Universidade Lusofona of Lisbon, Portugal

**'The expression of the sacred in contemporary cinema'**

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**Prof. Dominica Dipio**

Makerere University

**Uganda: 'Religion, Spirituality and Female Agency in Haile Gerima's Sankofa (1993)'**

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**Prof. Tania Cantrell Rosas Moreno**

Loyola University

**Maryland: 'News and Novela Versions of Syncretism can Indicate Brazil's degree of Media Freedom'**

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## SESSION TWO

Monday, July 16

14:00 - 15:30

Room: MTB-C8

**Religion communication**

Chair: **Frank Coffey**

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**Dr. Maria Way**

University of Westminster, England

**'Divide and/or Conquer'**

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**Mr Franxcis 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

**Ghislaine Youmbi**

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'**

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## SESSION THREE

Tuesday, July 17

09:00 - 10:30

Room: MTB-C8

**Religious dissent: the Media's role**

Chair: **Francis Ngatigwa**

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**Mr Savera 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)'**

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**Prof. Cherian George**

Nanyang Technological

University, Singapore

**'Hate Spin: Taking Offence as a Political Strategy'**

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## SESSION FOUR

Tuesday, July 17

16:00 - 17:30

Room: MTB-C8

**Consumerism and religious goods**

Chair: **Dominica Dipio**

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**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'**

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**Prof. Yoel Cohen**

Ariel University Center, Israel

**'Jewish Religious Holiday Advertising in Israel'**

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## SESSION FIVE

Wednesday, July 18

09:00 - 10:30

Room: MTB-C8

**Media, the public, and Sacred text**

Chair: **Walter Ihejirika**

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**Amir Abdolreza Sepanji**

**Public Opinion and its Influencing Factors in the Qur'an discourse"**

---

**Frank Coffey**

David Bauer Quest Program

Stratford, Canada

**'Mass Media as Site of Confirmation in History and Culture for Meaning of Sacred Text: Relations Media Religion and Culture'**

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**Dr Walter Chikwendu Ihejirika**

Federal University of Port Harcourt, and

Catholic Institute of West Africa, Nigeria

**'Missionaries or Migrants?'**

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## SESSION SIX

Wednesday, July 18

14:00 - 15:30

Room: MTB-C8

**Business meeting**

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## SESSION SEVEN

Thursday, July 19

11:00 - 12:30

Room: MTB-C8

**Crime & conflict reporting**

Chair: **Ines Gil**

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**Dr Aliyu Musa**

Liverpool Hope University, England

**'Citizen Journalism, principle of neutrality and the reporting of violent conflict in Nigeria'**

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**Professor Priscilla Ann Boshoff**

Grahamstown University, South Africa

**'The truth about witchcraft: reading witchcraft crime narratives in the Daily Sun'**

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**Irfan Raja**

University of Huddersfield, England

**'Will Pakistan Survive? Framing Pakistanis in the Western & American Media'**

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# MEDIATED COMMUNICATION PUBLIC OPINION & SOCIETY

## 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

lmandelzis@gmail.com

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### **Ibrahim Saleh**

University of Cape Town, South Africa

jre09is@gmail.com

### **When the sweet "Arab Spring" turns sour: The ties that bind**

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### **Katie Brown**

katiebro@umich.edu

### **Diana Betz**

dibetz@umich.edu

### **The University of Michigan, USA**

### **Anti-Arab Humor and Support for Arab and Minority Rights**

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### **Kevin Gotkin**

University of Pennsylvania USA

kgotkin@asc.upenn.edu

### **Internet Relay Chat and the Vicissitudes of the Global Protest Meme**

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### **Sara Mourad**

University of Pennsylvania, USA

smourad@asc.upenn.edu

### **"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**

University of Oslo, Norway

knut.lundby@media.uio.no

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### **Friedrich Krotz**

University of Bremen, Germany

krotz@uni-bremen.de

### **A critical concept of Mediatization**

### **Christian Schwarzenegger**

c.schwarzenegger@isk.rwth-aachen.de

### **Susanne Kinnebrock**

susanne.kinnebrock@phil.uni-augsburg.de

University Augsburg, Germany

### **The Mediatization of Belonging and Proximity. An Empirical Approach to Transnational Lifeworlds**

---

### **Knut Lundby**

University of Oslo Norway

knut.lundby@media.uio.no

### **Mediatization of terror. The 7/22 case in Norway**

## SESSION THREE

Monday, July 16

16:00 - 17:30

Room: SH7

### **Family and Media**

Chair & Discussant: **Hillel Nosssek**

College of Management Academic

Studies, Israel

hnosssek@colman.ac.il

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### **Rousiley Celi Moreira Maia**

rousiley@fafich.ufmg.br

### **Danila Gentil Rodriguez Cal**

Federal University of Minas Gerais, Brazil

danilagentilcal@gmail.com

### **Ideology, Recognition and Mediated Communication: the case of child domestic labor**

---

### **Nuno Moutinho**

moutinho@fep.up.pt

### **Rute Verdade**

University of Porto, Portugal

ruteverdade@gmail.com

### **Family and Mediatization: How to Communicate Christmas Events**

---

### **Sonja May Narunsky-Laden**

University of Johannesburg South Africa

sonjan@uj.ac.za

### **Materializing Parenthood through Consumption: Cross-Cultural Constructions of Parenting and Childhood in Post-apartheid South Africa**

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### **Walter Hermann Peters**

University of the Free State South Africa

peterswh@ufs.ac.za

### **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 Lüthje**

University of Hamburg, Germany

corinna.luethje@googlemail.com

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### **Yanshuang Zhang**

University of Queensland, Australia

yanshuang.zhang@uqconnect.edu.au

### **Microblogging: Evolution and Revolution in Public Sphere of Urban China**

---

### **Anne Kaun**

Soedertoern University, Sweden

anne.kaun@sh.se

### **Media-related Civic Experiences of Young People in Estonia**

---

### **Inta Brikse**

University of Latvia

inta.brikse@lu.lv

### **Ingus Berzins**

University of Latvia

ingus.berzins@delfi.lv

### **Beyond East and West: Case study of public sphere development in online discussions in Latvia**

---

### **Keyi Xu**

The Chinese University of Hong Kong

shirkylauth@gmail.com

### **Yang Liu**

The Chinese University of Hong Kong

hammerlet@163.com

### **The Usage of Sina Weibo in China: A Study on Civic Engagement and Psychological Empowerment**

---

### **Yunxia Pang**

Tsinghua University, China

pangyx06@gmail.com

### **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**

College of Management Academic Studies, Israel

hnossek@colman.ac.il

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### Jacques Alkalai Wainberg

Catholic University, Brazil

jacqalwa@puhrs.br

### The utopian discourse and memory of the revolutionaries of the 60's

---

### Kamal R Sigde

Subaltern Forum, WACC member

Kathmandu Post daily, Nepal

kamal.sigdel@gmail.com

### Media constructs in the post-2006 peace deal in Nepal

---

### Corinna Lüthje

University of Hamburg, Germany

corinna.luehje@uni-hamburg.de

### Irene Neverla

University of Hamburg, Germany

irene.neverla@uni-hamburg.de

### 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

SOAS, University Of London

United Kingdom

shalini.soas@gmail.com

### Justice for Bhopal: Contending Histories, Communication Challenge

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## 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

krotz@uni-bremen.de

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### Lea Mandelzis

Netanya Academic College, Israel

lmandelzis@gmail.com

### Alina Bernstein

alinabernstein@gmail.com

College of Management Academic Studies, Israel

### Talkbacks as a meeting point between national-political attitudes and sport

---

### Nohil Park

Seoul Digital University, Korea

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### JiYeon Jeong

Seoul Digital University, Korea

commexpert@gmail.com

### Dialoguing and Socially Being Together Online: The Social Presence-mediated Communication Model in organization-public Relationships

---

### Katrin Etzrodt

TU Dresden, Germany

Katrin.Etzrodt@tu-dresden.de

### Mediated Identities in Social Network Sites - More Than Just Self-Presentation

---

### Florence Chee

Simon Fraser University, Canada

fchee@sfu.ca

### Stuart Poyntz

Simon Fraser University, Canada

spoyntz@sfu.ca

### Sociotechnical transformation between paradigms: Togetherness in the liminal spaces of Korea's Information Society

---

### Nidhya Balasubramaniam

India

nidhyasv@gmail.com

### Periyasamy Govindaraju

India

p\_govindaraju@yahoo.com

### 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**

Catholic University, Brazil

jacqalwa@puhrs.br

---

### Yunbo Chen

Jinan University, PRC, China

chenyunbo1230@gmail.com

### Yin Zhang

The Chinese University of Hong Kong

zhangyin@cuhk.edu.hk

### Application of Social Networking Services (SNS) by Greenpeace in Mainland China: An Empirical Study

---

### Alper Altunay

Anadolu University, Turkey

aaltunay@anadolu.edu.tr

### Tamer Engin Sen

Anadolu University, Turkey

etsen@anadolu.edu.tr

### A Study on Video Sharing Sides of Turkey

---

### Chiung-ching Tsai

National Taiwan Normal University

t15001@ntnu.edu.tw

### Exposing the Process of Internet Political Communication: A Case Study of the Taiwan Wild Strawberries Movement

---

### Janina Wozniak

Nelson Mandela Metropolitan University, South Africa

janina.wozniak@nmmu.ac.za

### An analysis of video activism against fracking in the Karoo, as posted on Youtube

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## 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**

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## MEDIATED COMMUNICATION PUBLIC OPINION & SOCIETY ... continued

### Andreas Ytterstad

Oslo and Akershus University of Applied Sciences, Norway  
andreas.ytterstad@hioa.no

**What could good sense do to Gramscian media studies?**

---

### Anat First

Netanya Academic College, Israel  
d\_first@netvision.net.il

**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**

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## SESSION NINE

Wednesday, July 18

16:00 - 17:30

Room: SH7

### Panel 9: Media and Nation Building

Chair & Discussant:

#### Corinna Lüthje

University of Hamburg, Germany  
corinna.luethje@googlemail.com

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#### Tutku Akter

Girne American University, Northern Cyprus  
takter@gau.edu.tr

#### Salise Kocak

Girne American University, Northern Cyprus  
salisekocak@gau.edu.tr

#### Nazif Fuat

Girne American University, Northern Cyprus  
naziffuat@gau.edu.tr

**Isolation from boundaries of South and North: Reunification of identities and necessity for redefinition of national identity**

---

#### Huailin Chen

University of Macau  
hlchen@umac.mo

**Impact of Media Use on National Pride of Chinese Residents after Beijing Olympic**

---

### Pianpian Wang

City University of Hong Kong  
pianpian.wang@gmail.com

**Media As A Leverage Of Hybridized Identity: Hong Kongers' Consumption Of Mainland China's Media and Influence on Social Identity Formation**

---

### Lesley Cowling

University of the Witwatersrand, South Africa

ljc@icon.co.za

**Building a nation: The Sowetan and the creation of a black public**

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## SESSION TEN

Thursday, July 19

09:00 - 10:30

Room: SH7

### Media Research Methodologies

Chair & Discussant:

#### Irene Neverla Neverla

University of Hamburg, Germany  
irene.neverla@uni-hamburg.de

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#### Anna Katharina Schnauber

University of Mainz, Germany  
anna.schnauber@uni-mainz.de

#### Christine Elena Meltzer

University of Mainz, Germany  
meltzer@uni-mainz.de

**Online vs. memory-based - moderating and mediating variables in second-order cultivation**

---

#### Shahab Mobasheri

Islamic Azad University, Jahrom Branch, Iran

shahab@gmail.com

#### Ghazal Shoulizadeh

ghazal.shoulizadeh@gmail.com

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

University of Bremen, Germany  
katharina.lobinger@uni-bremen.de

**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

cibelevez@gmail.com

### Regina Gloria Nunes Andrade

State University of Rio de Janeiro, Brazil  
reginagna@terra.com.br

**Notes about Participative Research in Social Psychology**

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## SESSION ELEVEN

Thursday, July 19

11:00 - 12:30

Room: SH7

### Theoretical and Conceptual Questions

Chair & Discussant: **Friedrich Krotz**

University of Bremen, Germany

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---

### Wilhelmina Johanna Greeff

University of South Africa (Unisa)

greefwj@unisa.ac.za

**Communicating for survival in the mining and construction industries: Northern conversations and Southern contextualisations**

---

### Christine E. Meltzer

meltzer@uni-mainz.de

### Anna K. Schnauber

a.schnauber@uni-mainz.de

### Gregor Daschmann

Gutenberg - University Mainz, Germany

gregor.daschmann@uni-mainz.de

**Need for Cognition - an Elite Concept**

---

### Anthony A. Olorunnisola

The Pennsylvania State University, USA

anthony.olorunnisola@gmail.com

### Ayo Ojebode

The University of Ibadan, Nigeria

ayo.ojebode@gmail.com

**Public trust and non-trust of Governance in Nigeria and Elsewhere: Is there need for theoretical reconceptualization**

---

### Tatiana Alekseeva

tatiana.alekseeva@yale.edu

Yale University (USA), Spain

**Time and acceleration in the information society**

---

### Vasupradha Srikrishna

vas.v1985@gmail.com

Mudra Institute of Communications, India

**A study exploring concepts and complexities emerging from a discourse on capital punishment**

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# 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**

[jkhalil@northwestern.edu](mailto:jkhalil@northwestern.edu)

### **Youth Generated media & Cultural Globalisation**

#### **Antonio Jose Rosas**

[anjoserosas@gmail.com](mailto:anjoserosas@gmail.com)

#### **Paula Espirito Santo**

[espsanto@iscsp.utl.pt](mailto:espsanto@iscsp.utl.pt)

#### **Sergio Felgueiras**

[sfelgueiras@gmail.com](mailto:sfelgueiras@gmail.com)

**Protesting in a cultural frame: How social media is being interpreted and used by Portuguese 'Geração á Rasca' activists**

#### **Henry Mainsah**

[henry.mainsah@aho.no](mailto:henry.mainsah@aho.no)

### **SOCIAL MEDIA AND DESIGN FOR YOUTH CITIZENSHIP**

#### **Ana Duarte Melo**

[anamelo@ics.uminho.pt](mailto:anamelo@ics.uminho.pt)

#### **Helena Sousa**

[hsousa@ics.uminho.pt](mailto:hsousa@ics.uminho.pt)

**Subvertising as participation: reflections on digital consumer-citizen activism**

#### **Pradip Ninan Thomas**

[pradip.thomas@uq.edu.au](mailto:pradip.thomas@uq.edu.au)

**Participatory Communication and Communication Rights: Learnings from Social Movements**

## SESSION TWO

Monday, July 16  
14:00 - 15:30  
Room: SH14

### **Participation, Journalism and Digital Journalism**

Chair: **Pradip Ninan Thomas**  
Discussant: **Vipul Mudgal**

#### **Leonardo Menezes**

[leonardomenezes@globo.com](mailto:leonardomenezes@globo.com)

**Another Look? Authorship's slip on audiovisual participatory journalism**

#### **Ullamaija Kivikuru**

[ullamaija.kivikuru@helsinki.fi](mailto:ullamaija.kivikuru@helsinki.fi)

**Newsification: Journalism in the service of promotional culture**

#### **Harry Livingstone Dugmore**

[h.dugmore@ru.ac.za](mailto:h.dugmore@ru.ac.za)

#### **Stanley Tsarwe**

[tsarwe@yahoo.co.uk](mailto:tsarwe@yahoo.co.uk)

**"Too tired to speak": alienation and unheard voices in a small town's public sphere**

#### **Saba ElGhul-Bebawi**

#### **Diana Bossio**

**Local news, Global Impacts: New Perspectives on relations between mainstream news organisations and participatory journalism**

#### **Suruchi Mazumdar**

[suruchimazumdar08@gmail.com](mailto:suruchimazumdar08@gmail.com)

**Alternative Press and Counter-hegemonic Vision of Development: A Case Study of Little Magazines in India's West Bengal**

## SESSION THREE

Monday, July 16  
16:00 - 17:30  
Room: SH14

### **'Old' Media, 'New' Media & Social Change**

Chair: **Chris Paterson**

Discussant: **Suchi Gaur**

#### **Abul Kashem**

[makashem53@gmail.com](mailto:makashem53@gmail.com)

**Effectiveness of Mobile Phones as Communication Media**

#### **Pragati Bhalla**

[pragatibhalla@gmail.com](mailto:pragatibhalla@gmail.com)

#### **Dr. Anjali Capila**

[Capila.anjali@gmail.com](mailto:Capila.anjali@gmail.com)

**Street Theatre for Social Change: A Participatory Research**

#### **Emmanuel Prem Kant Das**

[dasepk2009@gmail.com](mailto:dasepk2009@gmail.com)

**Effectiveness of Information Sources in Adoption of selected Farm Innovations.**

#### **Gerry Bloustien**

#### **Denise L Wood**

[denise.wood@unisa.edu.au](mailto: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](mailto: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](mailto:buwei@public3.bta.net.cn)

**Empowering Migrant Workers through Participatory Communication in China**

#### **Anjali Capila**

[capila.anjali@gmail.com](mailto:capila.anjali@gmail.com)

#### **Nilanksha Sachdev**

[nilanksha.sachdev@yahoo.com](mailto:nilanksha.sachdev@yahoo.com)

**VIDEO A TOOL FOR PARTICIPATORY COMMUNICATION" A STUDY CONDUCTED WITH VIDEO SEWA COOPERATIVE**

#### **Vered Malka**

[malka.vered@gmail.com](mailto:malka.vered@gmail.com)

**Deliberation Forum as an Empowerment Agent: The Case Study of Israeli Communication Students**

## PARTICIPATORY COMMUNICATIONS RESEARCH ... CONTINUED

### Chiara Saez Baeza

chiara.saez.baeza@uchile.cl

**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: **Mariekie Burger**

### Ogu Sunday Enemaku

ogusen@yahoo.com

**Application of Participatory Communication Principles for Promotion of Biosecurity and Prevention of Conflict by the FAO in Nigeria, 2009-2010**

### Patience Priscilla Mushuku

patiencepriscilla@gmail.com

**The Fallacy of Participation in Behaviour Change Programming: The case of GWAPA**

### Helene Maree Thomas

kusikiliza@gmail.com

**Recovering the African Voice from Eurocentric Storytelling: A Collaborative and Collective Journalism Project**

### Bheki Khumbula Sibanda

bsibanda@ufh.ac.za

**Sipopoma community project: mind the gaps, 1991 - 2012: Twenty one years of project tribulations. A participatory communication for development case study.**

### 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**

### Jasson Kalugendo

jassonk@empowermentafrica.org

**Villagers-Policy Makers Discussions: Creating Participatory Communication to Engage local Communities for Development Effectiveness in Tanzania**

### Chris Paterson

c.paterson@leeds.ac.uk

### Simone Doctors

simone.doctors@btinternet.com

**SMS-based Participatory Journalism in Mozambique**

### Simon Burton

burton@ukzn.ac.za

**Balancing participation and public goods: Thusong Centres in South Africa**

### Mariekie Burger

mburger@uj.ac.za

**Celebrity and public participation: the case of South African hip-hop artists' charity work**  
**Participatory Communication, Corporate Business and Social Responsibility**

### 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**

vdykli@unisa.ac.za

### Lauren Eve Dyll-Mykleburst

dyll@ukzn.ac.za

**'Lodge-ical Thinking: A public-private-community partnership model for Participatory Lodge (Tourism) Development**

### Elbé Kloppers

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### Lynnette Fourie

lynnette.fourie@nwu.ac.za

**Participatory Communications in Africa: CSR in the South**

**Giles Robert Dodson**

gdodson@unitec.ac.nz

**Effective bi-cultural partnership? Local community development and marine conservation at Mimiwhangata**

### Karin Wilkins

kwilkins@mail.utexas.edu

**Structured Participation in Corporate Social Responsibility**

### SESSION EIGHT

Wednesday, July 18

14:00 - 15:30

Room: SH14

**Theorising Participatory Communication**

Chair: **Suchi Gaur**

Discussant: **Sarah Cardey**

### Musara Lubombo

mlubombo@yahoo.com

**Participatory communication for social change: Normative validity and descriptive accuracy of stakeholder theory**

### Vipul Mudgal

vipulmudgal@gmail.com

**Participatory policy and pre-legislative transparency as processes of communication: A strong case for North-South dialogue for deepening democracy**

### Temba Siphosilele

tmasilele@hsr.ac.za

**"Between anguished silences of pretence, protest and conversations of principled planning"**

### Patrick William Cockayne

patrick@sibambenedev.co.za

**Janine Joy Simon-Meyer**

janine@sibambenedev.co.za

**"It's my turn to talk": the transformation of meaning and value through an alternative local communication matrix**

### Venu Arora

varora@ideosyncmedia.org

**Through the Looking Glass:**

**Participatory Communication - From Ideology to Practice**

### Thomas Leigh Jacobson

tj@temple.edu

**Tom Webler**

twebler@seri-us.org

**Lingling Pan**

lpan@temple.edu

**Communicative Action and Democratic Legitimacy: The North Coast Case of California's Marine Life Protection Act**

---

**Gabriel Alejandro Medina-Aguilar**

medinaguilar@hotmail.com

**Miriam Herrera-Aguilar**

miriam\_herrera@yahoo.com

**"La Comunidad" como etiqueta. Una revisión del discurso Norte-Sur**

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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**

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**Nico Carpentier**

nico.carpentier@vub.ac.be

**Vaia Doudaki**

vagia.doudaki@cut.ac.cy

**Community Media for Reconciliation in Cyprus**

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**Usharani Rathinam**

ushavet@gmail.com

**Chris Garforth**

.j.garforth@reading.ac.uk

**Sarah Cardey**

s.p.cardey@reading.ac.uk

**The challenge of mobile phones in addressing the gendered nature of poverty through dialogue promotion of the economically disadvantaged in India**

---

**Suchi Gaur**

suchigaur14@gmail.com

**Dr. Sarita Anand**

sa\_anand2007@yahoo.com

**Catalyzing The Pace of Development: Case Study of a Community Radio in Orissa**

---

**Tanja Estella Bosch**

tanja.bosch@gmail.com

**Community radio and the democratic public sphere in South Africa**

---

**Shanthini Sarah**

shanthini.sarah@gmail.com

**Govindaraju Periyasamy**

pgraju1961@gmail.com

**Is the voice truly 'the voice of the voiceless'? - An exploratory study on the participation of the community in their community radio projects**

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**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**

Temple University

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**Florencia Enghel**

Karlstad University

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**Arne Hinz**

McGill University

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**Pradip Thomas**

University of Queensland

pradip.thomas@uq.edu.au

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**SESSION ELEVEN**

Thursday, July 19

11:00 - 12:30

Room: SH14

**Participatory Communication in International Development Research**

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**Tessa Lewin**

T.Lewin@ids.ac.uk

**Andrea Cornwall**

A.Cornwall@sussex.ac.uk

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**Jenny Edwards**

J.Edwards@ids.ac.uk

**"Communicating Women's Empowerment" through film: Reflecting on the Pathways of Women's Empowerment 'Real World' Documentary Scheme**

---

**Nicholas Peter Benequista**

n.p.benequista@lse.ac.uk

**Participatory communication in international development research**

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**Nicholas Peter Benequista****Joanna Wheeler**

j.wheeler@ids.ac.uk

**Cartographers, Conciliators and Catalysts: A Praxis for Research Communication**

---

**Blane Harvey**

B.Harvey@ids.ac.uk

**Zachary Patterson**

Z.Patterson@ids.ac.uk)

**"Understanding context" in developing new approaches to communication: Making sense of a crowded field**

---

**Patricia Curmi**

p.curmi@ids.ac.uk

**Research communications in multi-organisational partnerships**

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# POLITICAL COMMUNICATION RESEARCH

## SESSION ONE

Monday, July 16  
11:00 - 12:30  
Room: SH4

### **SOCIAL MEDIA AND THE "ARAB SPRING"**

Chair: **Philippe J. Maarek**  
University Paris East, Section Chair,  
maarek@univ-paris12.fr  
Discussant: **Ibrahim Saleh**  
University of Cape Town  
jre09is@gmail.com

---

#### **Gadi Wolfsfeld**

The Hebrew University of Jerusalem  
msgadi@huji.ac.il

#### **Elad Segev**

Tel Aviv University  
eladseg@gmail.com

#### **Tamir Sheafer**

The Hebrew University of Jerusalem  
msstamir@mscc.huji.ac.il

### **The Social Media and the Arab Spring: Politics Always Comes First**

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#### **Thabo Ramphobole**

Nelson Mandela Metropolitan University  
s206043604@live.nmmu.ac.za

### **An Investigation into the Role of Social Media in the Political Protests in Egypt (2011)**

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#### **Zizi Papacharissi**

University of Illinois at Chicago  
zizi@uic.edu

#### **Sharon Meraz**

University of Illinois at Chicago  
smeraz@uic.edu

### **Broadcasting and listening practices on #Egypt: How was a revolution framed on Twitter?**

---

#### **Anthony A. Olorunnisola**

The Pennsylvania State University,  
anthony.olorunnisola@gmail.com

#### **Ayo Ojebode**

University of Ibadan, NG  
ayo.ojebode@gmail.com

### **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**  
The Hebrew University of Jerusalem  
msgadi@huji.ac.il

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#### **Nora A Draper**

University of Pennsylvania  
ndraper@asc.upenn.edu

#### **Rowan Howard-Williams**

University of Pennsylvania  
rhowardwilliams@asc.upenn.edu

### **Manufacturing the citizen-consumer: political advertising in the age of digital surveillance**

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#### **Melanie Leidecker**

Johannes Gutenberg-University Mainz  
melanie.leidecker@uni-mainz.de

### **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**

---

#### **Ricardo Fabrino Mendonça**

Federal University of Minas Gerais (Brazil)  
ricardofabrino@fafich.ufmg.br

#### **Ana Carolina Ogando**

Federal University of Minas Gerais (Brazil)  
anacarolinaogando@gmail.com

### **Discourses about the "feminine": Ethics of Care and Strategic Essentialism in Dilma's presidential campaign**

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**Ricardo Fabrino Mendonça**  
Federal University of Minas Gerais (Brazil)  
ricardofabrino@fafich.ufmg.br

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#### **Mafalda Lobo Pereira**

Institute of Social and Political Sciences de Portugal  
mafalobopereira@gmail.com

### **Portuguese presidential election of 2011: analysis of the communication strategy of political candidates on the web**

#### **Julio Juárez-Gámiz**

UNAM  
jjuarez@unam.mx

#### **Marcin Gruszka**

Poland  
marcin\_gruszka@hotmail.com

### **"The media love me, don't they?": building a media index for presidential candidates in the 2012 Mexican presidential election**

## SESSION THREE

Monday, July 16  
16:00 - 17:30  
Room: SH4

### **VISUAL AND TELEVISUAL POLITICS**

Chair: **Philippe J. Maarek**  
University Paris East, Section Chair  
maarek@univ-paris12.fr  
Discussant: **Julio Juárez-Gámiz**  
UNAM  
jjuarez@unam.mx

---

#### **Katharina Lobinger**

University of Bremen  
katharina.lobinger@uni-bremen.de

#### **Cornelia Brantner**

University of Vienna  
cornelia.brantner@univie.ac.at

### **Different Views on Political Imagery? Examining Audience Perception of Visual Portrayals of Politicians**

---

#### **Lilia Raycheva**

St. Kliment Okhridsky University of Sofia  
lraycheva@yahoo.com

### **The dynamics of the audiovisual political messages**

---

#### **Nuno Goulart Brandão**

Instituto Superior de Novas Profissões de Portugal, c/o  
Mariabarbosa@cigest.ensinus.pt

#### **Maria João Barbosa**

Instituto Superior de Gestão de Portugal  
mariabarbosa@cigest.ensinus.pt

### **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

jjuarez@unam.mx

Discussant: **Lars Nord**

Mid-Sweden University of Sweden

lars.nord@miun.se

---

### **Vanessa Cruz**

University of Michigan

vcj@umich.edu

### **Racialized Scapegoats: Counter-Mobilizing Allies and Targeted Immigrants in Spanish Through English Media**

---

### **Ivor Gaber**

University of Bedfordshire /City University of London

ivorgaber@gmail.com

### **Rupert and the 'three card trope' - what you see ain't necessarily what you get**

---

### **Rod Tiffen**

University of Sydney

rod.tiffen@sydney.edu.au

### **Rupert Murdoch and the Commercial Uses of Political Partisanship in News**

---

### **Keval Joseph Kumar**

Mudra Institute of Communicationin

Ahmedabad

kevalkumar@hotmail.com

### **Electoral Law and Political Communication in India: Confronting 'Corrupt' Practices in the Indian News Media**

## SESSION FIVE

Tuesday, July 17

14:00 -15:30

Room: SH4

### **PRESS, MEDIA AND POLITICS: NEW MODELS OF RELATIONSHIP?**

Chair: **Lars Nord**

Mid-Sweden University of Sweden

lars.nord@miun.se

Discussant: **Rod Tiffen**

University of Sydney

rod.tiffen@sydney.edu.au

### **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**

---

### **Azmat Rasul**

University of the Punjab in Pakistan

azmatrasul@gmail.com

### **Stephen D McDowell**

College of Communication & Information of Florida

steve.mcdowell@cci.fsu.edu

### **Barbara Robinson**

College of Communication & Information of Florida

barbara.robinson@cci.fsu.edu

### **Assassinating objectivity: Framing of the political murders in the elite press**

---

### **Shaima'a Zoelfakar Zoghaib**

Cairo University

szoghaib@syr.edu

### **Presumed media influence and strategic voting in the Egyptian parliamentary elections 2011**

---

### **Enas Mohamed Abou-Youssef**

Cairo University

iabouyoussef@yahoo.com

### **Media and Political reform in Egypt The role of media coverage of the transition period in forming audience attitudes towards political reform in Egypt**

---

### **Ibrahim Saleh**

University of Cape Town

jre09is@gmail.com

### **Eric Louw**

The University of Queensland

e.louw@uq.edu.au

### **Elite Newspapers and Political Transformations From Cape To Cairo**

## 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

kevalkumar@hotmail.com

Discussant: **Jens Tenscher**

Austrian Academy of Sciences,

Commission for Comparative Media and

Communication Studies

jens.tenscher@oeaw.ac.at

---

### **Aasim Khan**

New Delhi

aasimagine@gmail.com

### **Trending in India: The rise of online social media in Indian politics and its implications for the world's largest democracy**

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### **Seon Gi Baek**

Sungkyunkwan University of Seoul

baek99@skku.edu

### **Sigi Lee**

Sungkyunkwan University of Seoul

missyjdj@naver.com

### **Social Network Service (SNS) and its Political Power: A Semiotic and discourse analysis on contents of Twitters in the Mayoral Election of Seoul City in Korea**

---

### **Rui Alexandre Novais**

University of Porto/University of

Minho/University of Liverpool

ran@icicom.up.pt

### **Álvaro Cúria**

University of Porto

alvarocuria@gmail.com

### **The partisan press revival? Party websites as the new information providers**

---

### **Steven Bosch**

North-West University of South Africa

admin@stevenbosch.co.za

### **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**  
UNAM  
jjuarez@unam.mx  
Discussant: **Rod Tiffen**  
University of Sydney  
rod.tiffen@sydney.edu.au

### Felicity Duncan

Annenberg School for Communication at  
the University of Pennsylvania  
fduncan@asc.upenn.edu  
**Old, new, mainstream, alternative or  
none of the above: The blurring of  
media boundaries in the Tea Party  
movement**

### Caja C. Thimm

University of Bonn  
thimm@uni-bonn.de  
**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**  
Austrian Academy of Sciences,  
Commission for Comparative Media and  
Communication Studies  
jens.tenscher@oeaw.ac.at  
Discussant: **Keval Joseph Kumar**  
Mudra Institute of Communication  
Ahmedabad  
kevalkumar@hotmail.comX

### Helge Ronning

University of Oslo  
helge.ronning@media.uio.no  
**The Media and African Dominant Party  
States - Legitimacy of Power and the  
Possibilities for Opposition in Africa**

### Chika Anyanwu

University of Adelaide  
chika.anyanwu@adelaide.edu.au  
**The use of Social media for Youth  
Mobilization: Case Study of the 2011  
Nigerian presidential Election**

### Yuqiong Zhou

Shenzhen University  
yuqiong.zhou@gmail.com  
**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  
juergen.wilke@uni-mainz.de  
Discussant: **Ivor Gaber**  
University of Bedfordshire /City University  
of London  
ivorgaber@gmail.com

### Kajsa Larsson Falasca

Mid Sweden University of Sweden  
kajsa.falasca@miun.se  
**Framing the Financial Crisis: An  
analysis of political actors and  
journalists influence over news media  
content and the frame building process**

### Karen Arriaza Ibarra

Universidad Complutense de Madrid  
arriazaibarra@ccinf.ucm.es

### Lars Nord

Mid-Sweden University of Sweden  
lars.nord@miun.se  
**Public service under pressure:  
Government media policies and the  
economic crisis in Northern and  
Southern Europe**

### Maximillian Hänska-Ahy

London School of Economics  
M.T.Hanska-Ahy@lse.ac.uk

### Maria Kyriakidou

London School of Economics  
m.kyriakidou@lse.ac.uk  
**The Euro Crisis in Public Discourse: A  
comparative study of the Greek and  
German Press**

### Noemi Mena

Spain  
nohemimena@gmail.com  
**Rens Vliegenthart**  
Netherlands  
R.Vliegenthart@uva.nl

**Shaping the economy: The interaction  
between the stock market, media  
coverage, political debates and  
consumer confidence in three  
European countries**

## SESSION TEN

Wednesday, July 18  
14:00 - 15:30  
Room: SH4

### BUSINESS MEETING

Chair: **Philippe J. Maarek**  
University Paris East, Section Chair  
maarek@univ-paris12.fr

## SESSION ELEVEN

Wednesday, July 18  
16:00 - 17:30  
Room: SH4

### THE INFLUENCE OF PROFESSIONALISATION OF COMMUNICATION ON POLITICS

Chair: **Philippe J. Maarek**  
University Paris East, Section Chair  
maarek@univ-paris12.fr  
Discussant: **Cornelia Brantner**  
University of Vienna  
cornelia.brantner@univie.ac.at

### Jens Tenscher

Austrian Academy of Sciences,  
Commission for Comparative Media and  
Communication Studies  
jens.tenscher@oeaw.ac.at  
**Two Levels of Campaigning: An  
Empirical Test of the Party-Centered  
Theory of Professionalization**

### Lars W Nord

Mid Sweden University of Sweden  
lars.w.nord@gmail.com

### Marie Grusell

University of Gothenburg  
marie.grusell@jmg.gu.se  
**Spin, strategies and social media. A  
study of professionalization and digital  
campaigning in Sweden 2009-2010**

**Øyvind Kalnes**

Lillehammer University College  
oyvind.kalnes@hil.no

**Institutions adapting to new media technology. Norwegian parties and the Internet**

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**Antonio Jose Rosas**

Universidade do Minho  
anjoserosas@gmail.com

**João Relvão Caetano**

Universidade Aberta de Portugal  
jrc@univ-ab.pt

**Paula Espírito Santo**

Universidade Técnica de Lisboa  
espsanto@iscsp.utl.pt

**Online Party Politics, Ideological Families and Transnational Connections: The Portuguese Case**

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**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  
juergen.wilke@uni-mainz.de

Discussant: **Katharina Lobinger**

University of Bremen

katharina.lobinger@uni-bremen.de

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**David Mekelberg**

The Max Stern Yezreel Valley College of Israel  
dudim@yvc.ac.il

**Hani Zubida**

The Max Stern Yezreel Valley College of Israel  
haniz@yvc.ac.il

**Michael Mero**

Israel Radio  
meroy9@gmail.com

**Kaleidoscope of Framing: Multi-Framing**

---

**Christian Baden**

Ludwig Maximilian University Munich  
c.baden@lmu.de

**Friederike Schultz**

VU University Amsterdam  
f.schultz@vu.nl

**Re-shaping the meaning of crises: The role of strategic framing and institutional justifications for affecting mass media crisis coverage**

---

**Ekaterine Basilaia**

Ivane Javakhishvili Tbilisi State University  
ebasilaya@gmail.com

**Robert McKeever**

University of North Carolina at Chapel Hill  
mckeever@live.unc.edu

**Donald Shaw**

University of North Carolina at Chapel Hill  
cardinal@email.unc.edu

**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  
shklei001@uct.ac.za

**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**

University of Porto/University of Minho/University of Liverpool  
ran@icicom.up.pt

Discussant: **Julio Juárez-Gámiz**

UNAM

jjuarez@unam.mx

---

**Kristoffer Holt**

Mid Sweden University of Sweden  
kristoffer.holt@miun.se

**Adam Shehata**

Mid Sweden University of Sweden  
adam.shehata@miun.se

**Jesper Strömbäck**

Mid Sweden University of Sweden  
jesper.stromback@miun.se

---

**Elisabet Ljungberg**

Mid Sweden University of Sweden  
elisabet.ljungberg@miun.se

**Youths, social media and political participation. Measuring Effects of Traditional News Media and Social Media Attention**

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**Weiyu Zhang**

National University of Singapore  
cnmzw@nus.edu.sg

**Making sense of non-participation: How ICTs influence average youth in Singapore**

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**Xiaoming Hao**

Nanyang Technological University of Singapore  
txmhao@ntu.edu.sg

**Cherian George**

Nanyang Technological University of Singapore  
cherian@ntu.edu.sg

**Nainan Wen**

Nanyang Technological University of Singapore  
w080001@e.ntu.edu.sg

**How political knowledge and efficacy and civic mindedness mediate media effects on young people's political participation**

---

**Björn Buß**

Leuphana University of Lüneburg  
bjoern.buss@uni.leuphana.de

**Political Parallelism as a Contextual Factor in Comparing Media Systems in Europe**

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**Pei Zheng**

Chinese University of Hong Kong  
pei.cindy.zheng@gmail.com

**The Internet and political communication research from 1990 to 2011: A meta-analysis**

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## SESSION FOURTEEN

Thursday, July 19

11:00 - 12:30

Room: SH4

### MANAGING THE COMMUNICATION OF GOVERNMENT POLICIES

Chair: **Ibrahim Saleh**

University of Cape Town

jre09is@gmail.com

Discussant: **Rui Alexandre Novais**

University of Porto/University of

Minho/University of Liverpool

ran@icicom.up.pt

---

### **Rofhiwa Felicia Mukhudwana**

University of KwaZulu-Natal

mukhudwana@yahoo.com

**The uniqueness of government  
communication: investigating  
communication management of  
government departments in the  
KwaZulu-Natal metropolitan**

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### **Ying Li**

University of Macau

liying@umac.mo

**Resurrecting the "Wandering Ghost"  
of Confucius: Branding China**

---

### **Kerry McCallum**

University of Canberra

kerry.mccallum@canberra.edu.au

**The mediatization of Indigenous  
policymaking in Australia**

---

### **Leshuo Dong**

Tsinghua University in Beijing

dongleshuo@gmail.com

### **Chien-Yi Hsiang**

Tsinghua University in Beijing

hsiang1019@gmail.com

**Political News Discourse Analysis on  
Chinese media: Investigation of  
Scientific Outlook on Development  
Coverage**

## POSTER SESSION (by alphabetical order of titles)

### **Tendai Joseph Chari**

University of Venda in South Africa

tendai.chari@univen.ac.za

**Electoral contest as war: Press,  
politician and citizen interface during  
Zimbabwe's 2005 elections**

### **Sharma Sharma**

SOAS University Of London

shalini.soas@gmail.com

**Justice for Bhopal: Crisis? Moral  
Panic? Political Scandal?**

---

### **Leshuo Dong**

Tsinghua University in Beijing

dongleshuo@gmail.com

### **Chien-Yi Hsiang**

Tsinghua University in Beijing

hsiang1019@gmail.com

**Political News Discourse Analysis on  
Chinese media: Investigation of  
Scientific Outlook on Development  
Coverage**

---

### **Alessandra Aldé**

Universidade do Estado do Rio de Janeiro

a.alde@uol.com.br

### **João Guilherme Santos**

Universidade do Estado do Rio de Janeiro

gui\_bsantos@gmail.com

**Public petitions and online battles in  
Brazil**

---

### **Jieying Wang**

Hong Kong Baptist University

klavier.wong5@gmail.com

**Reclaiming the Identity through Social  
Movement Participation**

---

### **Lyton Ncube**

Department of Media and Society Studies,

Midlands State University of Zimbabwe

lytonncube@msu.ac.zw

**Shifting the goal posts: The interplay  
between Political advertisements and  
editorial slants in newspapers during  
election period**

### **David Mekeberg**

The Max Stern Yezreel Valley

College of Israel

dudim@yvc.ac.il

**Softer Power: The Power of Civil  
Society**

### **Ali Ulusoy**

Erciyes University of Turkey

jalinost76@hotmail.com

### **Fikret Yazıcı**

Erciyes University of Turkey

fikreyazici@mynet.com

**The Cultivation of Reality in Turkish  
\_slamic, Leftist and Liberal Press, the  
case of Armenian Genocide Bill which  
passed from French Parliamentary**

---

### **Kim Alexa Johnson**

University of Cape Town

kim.johnson@webmail.co.za

**The Framing of Crime as a 'Coloured'  
Phenomenon**

---

### **Mohammad Hosseini Moghaddam**

University of Allameh Tabatabaei in Tehran

me\_qfwfq@yahoo.com

### **Hossein Ali Afkhami**

University of Allameh Tabatabaei in Tehran

hafkhami48@yahoo.co.uk

**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**

Polytechnic of Namibia

aothomas@polytechnic.edu.na

**Would you hire this person?  
Empowering Voters in Peru**



# POLITICAL ECONOMY

## SESSION ONE

Monday, July 16

11:00 - 12:30

Room: SH3

**Local and glocal dynamics**

Chair: **Helena Sousa**

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**Joe F Khalil**

Northwestern University Qatar

jkhali@northwestern.edu

**Empowering the Local: Challenges to Post-Revolution Arab Media Environment**

---

**Dal Yong Jin, Florence Chee**

Simon Fraser University

djin@sfu.ca/florence.chee@gmail.com

**The Evolution of the Notions of Imperialism in Media Studies: from Lenin to Platform**

---

**Zanetta Lyn Jansen**

University of South Africa

jansezl@unisa.ac.za

**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**

University of Queensland

e.strickland@uq.edu.au

**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

peichichung\_1999@yahoo.com

**The Regionalization Narratives of Two Asian Cities: Hybrid Cultural Policy and Creative Industry Development in Hong Kong and Singapore**

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## SESSION TWO

Monday, July 16

14:00 - 15:30

Room: SH3

**Media and Financial Crisis**

Chair: **Peter A. Thompson**

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**Steve Schifferes**

City University London

steve.schifferes.1@city.ac.uk

**BBC Coverage of the Financial Crisis**

---

**Lars W. Nord**

Mid Sweden University

lars.w.nord@gmail.com

**Eva Karin Olsson**

Mid Sweden University

eva-karin.olsson@fhs.se

**Good News in Bad Times. A study of political journalism during the financial crisis in Sweden 2008.**

---

**Wayne J. Hope**

Auckland University of Technology

wayne.hope@aut.ac.nz

**Time, Crisis, Rupture; global capitalism and the communication of revolt**

---

**Peter A. Thompson**

Victoria University of Wellington

Peter.Thompson@vuw.ac.nz

**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**

Maseno University

braco\_od@yahoo.com

**Is Peace Journalism Possible in the 'war' against terror? The Daily Nation and The Standard representation of Operation Linda Nchi in Somali**

---

**Stefan Hebenstreit**

Marburg University

hebenstr@staff.uni-marburg.de

**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 Mwendu Maweu**

University of Nairobi, Rhodes University

mwendejacinta@yahoo.co.nz

**The Freedom to be Silent? A Case of Market Censorship Muzzling Journalistic Freedom Through Silent Policies In Corporate Media In Kenya**

---

**Shea Smock**

Florida State University

sls09m@my.fsu.edu

**Jennifer M Proffitt**

Florida State University

jproffitt@fsu.edu

**Keeping Workers Down The Wal-Mart Way: Mainstream Media Coverage of Dukes v. Wal-Mart Stores Inc.**

---

**Joerg Becker**

Marburg University

joerg.becker@komtech.org

**The Misuse of Women's Issues and Women's Emancipation in War Reporting**

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## SESSION FOUR

Monday, July 16

16:00 - 17:30

Room: SH13

**Participation and social media**

Chair: **Rodrigo Goméz**

---

**Irina Anja Turner**

Bayreuth International Graduate School of

African Studies (BIGSAS)

turner.irina@gmail.com

**Political communication about the state of the South African nation: rhetorical turning points in an evolving democracy**

---

**Sebastian Seignani**

Unified Theory of Information Research Group (UTI), University of Salzburg  
sebastian.seignani@uti.at  
**Surveillance, immaterial labour, and exploitation on social networking sites: Empirical findings and critical reflections**

---

**Michael Serazio**

Fairfield University  
mserazio@fairfield.edu  
**Crowd-Sourcing Consumer Governance: Social Media Marketing and the Web 2.0**

---

**Harsha H N**

NIIT University  
harsha\_yash@hotmail.com  
**Shubhda Arora**  
Mudra Institute of Communications  
shubhdaarora@gmail.com  
**Impact of Social Media on Economic Development - A Perspective of Transaction Costs and Social Capital**

---

**Rob Heyman**

Vrije Universiteit Brussel  
roheyman@vub.ac.be

**Ralf De Wolf**

ralf.de.wolf@vub.ac.be  
Vrije Universiteit Brussel

**Jo Pierson**

Vrije Universiteit Brussel  
jo.pierson@vub.ac.be  
**Not all privacy settings are created equal - evaluating social media privacy settings for personal and advertising purposes**

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**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**

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**Maria Immacolata Vassallo de Lopes**

University of S. Paulo  
immaco@usp.br  
**Cultural and Political Economy Considerations on Brazilian Telenovela**

---

**César Ricardo Siqueira Bolaño**

Universidade Federal de Sergipe  
bolano@ufs.br  
**Creatividad, eurocentrismo y lucha epistemológica**

---

**Angela Aguiar Araújo**

Universidade Estadual de Campinas, Brazil  
angela.jornalista@gmail.com  
**The Language unit and the CPLP: The concertation of the harmony**

---

**Helena Sousa**

University of Minho  
helena@ics.uminho.pt  
**Regulating for whom? An analysis of media regulatory entities in Lusophone countries**

---

**Moisés de Lemos Martins**

University of Minho  
moiseslmartin@gmail.com  
**The Portuguese language internet communication flows: contribution for a multicultural global world**

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**SESSION SIX**

Tuesday, July 17  
14:00 - 15:30  
Room: SH3  
**Consumption and citizenship in the digital sphere**  
Chair: **Peichi Chung**

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**John Graham Sinclair**

The Australian Centre, University of Melbourne  
j.sinclair@unimelb.edu.au  
**The Internet as an advertising medium**

---

**Leon van Jaarsveldt**

National Chengchi University  
lvj0507@live.com  
**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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**Cecilia Carrossini Bezerra Cavalcanti**

Federal University of Rio de Janeiro  
ceciliacbc@gmail.com  
**Digital communication: the conflicts in the transmission and distribution of information in the era of knowledge economy**

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**Haiqing Yu**

University of New South Wales  
h.yu@unsw.edu.au  
**A Tale of Two Counties: Bridging the Digital Gap in Rural China?**

---

**Tara S. Nair**

Gujarat Institute of Development Research  
tara01@gmail.com  
**Making of the Audience or Unmaking of the Citizen? Media, Market and the Middle Class in Contemporary India**

---

**Lida Holtzhausen**

North-West University  
Lida.Holtzhausen@nwu.ac.za  
**Non-Profit organizations bridging the communication divide in a complex South Africa**

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**SESSION SEVEN**

Tuesday, July 17  
16:00 - 17:30  
Room: SH3  
**Ups and Downs in Media Industries**  
Chair: **Wayne Hope**

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**Colin Sparks**

University of Hong Kong  
sparksc@hkbu.edu.hk

**Vivien Zhou Shou**

Hong Kong Baptist University  
zsweiweiwnx@hotmail.com  
**Gloom in the West. Boom in the East: Exploring different trajectories of the newspaper industry through an examination of the Hong Kong case.**

---

**Jim Rogers**

Dublin City University  
jim.rogers@dcu.ie  
**Paschal Preston**  
Dublin City University  
paschal.preston@dcu.ie  
**Creative destruction in the digital milieu**

---

**Randall Nichols**

Bentley University  
rnichols@bentley.edu  
**Macro Meets Micro: Cultural Capital and the Political Economy of Video Games**

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**Nuno Moutinho**

Universidade do Porto  
moutinho@fep.up.pt

**Raquel Meneses**

Universidade do Porto  
raquelm@fep.up.pt

**Productivity and Efficiency of the Cultural and Creative Sector in Europe: North and South Divide?**

---

**Özge Özdüzen**

Istanbul Bilgi University  
ozge.ozduzen@bilgi.edu.tr

**All that is Large-Format Movie Theater Melts Into Air: The Transformation of Movie Theaters in 2000s Beyo\_lu, Istanbul**

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**SESSION EIGHT**

Wednesday, July 18

09:00 - 10:30

Room: SH3

**Identifying and exploring models**

Chair: **Randall Nichols**

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**Janet Wasko**

University of Oregon  
jwasko@uoregon.edu

**Teaching the Political Economy of Media**

---

**Antonio Martins de Araujo Neto**

Faculdades Integradas Barros Melo and TV Jornal / SBT  
antoniomartinsneto@gmail.com

**The Propaganda Model and the Financial Press**

---

**Henry James Silke**

School of Communications, Dublin City University

henrysilke@gmail.com

**Paschal Preston**

School of Communications, Dublin City University

paschal.preston@dcu.ie

**NAMA : Contradictions of Neo-liberal Discourse and Policy Practices in Times of Crisis - The case of NAMA**

---

**Valério Cruz Brittos**

Unisinos  
val.bri@terra.com.br

**Bruno Lima Rocha**

Unisinos  
bliमारocha@gmail.com

**The Economist and the so-called 2008 crisis: the ideological role generating ideological legitimacy**

---

**Satyabrata Paul**

satypaul007@gmail.com

**Anirban Mukhopadhyay**

anirban009@gmail.com  
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**

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**SESSION NINE**

Wednesday, July 18

14:00 - 15:30

Room: SH3

**Business Meeting**

Chair: **Helena Sousa**

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**SESSION TEN**

Wednesday, July 18

16:00 - 17:30

Room: SH3

**Media self-regulation and the state**

Chair: **Helena Sousa Colin Sparks**

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**Svetlana Kulikova**

Department of Communication Georgia State University  
skulikova@gsu.edu

**State ownership vs independent editorial policy in sovereign Russian democracy: Case of Echo of Moscow Radio**

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**Tewodros W Workneh**

University of Oregon  
tworkneh@uoregon.edu

**Ridwan B Raju**

Semera University  
rberihu@gmail.com

**Teasing the IMF: State Monopoly of Telecommunications in Ethiopia and the Liberalization Creed**

---

**Jane Duncan**

Rhodes University  
jane.duncan@ru.ac.za

**The political economy of press self-regulation: the case of South Africa**

---

**Suruchi Mazumdar**

Nanyang Technological University  
suruchimazumdar08@gmail.com

**Journalists' Trade Unions and Challenge to Media Capital - A Case Study of India**

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**Hossein Afkhami**

Allameh Tabatab'ei University, Tehran  
hafkhami48@yahoo.co.uk

**Pattern of Contemporary Press in Iran: a Political Economy Approach**

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**SESSION ELEVEN**

Wednesday, July 18

16:00 - 17:30

Room: SH13

**Media regimes, media engines**

Chair: **Joerg Becker**

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**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 Niedenfür**

University of Tuebingen, Germany, Peking University, China  
matthias.niedenfuhr@uni-tuebingen.de

**Panel: Political Economy of Chinese Media and Communication**

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**Olivier Jutel**

University of Otago, Dunedin, New Zealand  
olivier.jutel@gmail.com

**Populism and the New Political Economy of the Media Field**

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**Md. Abu Naser**

Oakland University  
naser@oakland.edu

**Corporate Influence in Global South's Media Industry: A Study on Bangladesh Media**

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**Cinzia Padovani**

Southern Illinois University Carbondale  
padovani@siu.edu

**Media Moguls and Late Capitalism. The case of Italy.**

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**SESSION TWELVE**

Thursday, July 19

09:00 - 10:30

Room: SH3

**Communication policies and the public sphere**

Chair: **Helena Sousa John Downing**

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**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**

jvicente.santamaria@telefonica.net

**Raul Magallón Rosa -**

rmagallo@hum.uc3m.es

Carlos III University

**The Spanish media walk to the duopoly informative**

---

**Michael Tracey**

University of Colorado Boulder  
michael.tracey@colorado.edu

**Cinzia Padovani**

Southern Illinois University Carbondale  
padovani@siu.edu

**'...this strange disease of modern life...': the concept of Public Value and the Triumph of Materialist Modernity**

---

**Slavko Alojzij Splichal**

University of Ljubljana  
slavko.splichal@guest.arnes.si

**The 'marketplace' metaphor and marketization of the public sphere**

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**SESSION THIRTEEN**

Thursday, July 19

11:00 - 12:30

Room: SH3

**Media policy and regulation**

Chair: **Janet Wasko**

---

**Edgard Rebouças**

Federal University of Espirito Santo  
edreboucas.br@gmail.com

**Rhetorical strategy of media "owners" as a shield against social debate on sector regulation**

---

**Matthias Niedenfuehr**

University of Tuebingen, Germany, Peking University, China  
matthias.niedenfuehr@uni-tuebingen.de

**The Tug-of-War between Regulatory Interventions and Market Demands in the Chinese Television Industry**

---

**Guillermo Mastrini**

gmastrini@yahoo.com.ar

**Martin Becerra**

mbecerra68@yahoo.com.ar

**Santiago Marino**

sgomarino@gmail.com  
Universidad Nacional de Quilmes

**The Media Law in Argentina: new democratic regulation ways for communication**

---

**Sarah Helen Chiumbu**

Department of Media Studies, University of the Witwatersrand  
s.h.chiumbu@wits.ac.za

**Knowledge and Ideas in a Context of Power: Rethinking Media Policy and Reform in Southern Africa**

---

**Victor Pickard**

University of Pennsylvania  
vpickard@asc.upenn.edu

**The Postwar Struggle for Regulatory Power and the Triumph of Market Libertarianism in U.S. Media Policy**

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**SESSION FOURTEEN**

Thursday, July 19

11:00 - 12:30

Room: SH13

**Private and Public performances**

Chair: **Rodrigo Gómez**

---

**Verena Kreiling**

Unified Theory of Information Group (UTI)  
verena.kreiling@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**

marimartins.pe@gmail.com

**Elen Cristina Gerales**

elenger@ig.com.br

Universidade de Brasilia (UnB)

**Comunicación Pública, estatal y gubernamental: diferencias y similitudes que emergen en la Empresa Brasil de Comunicação (EBC)**

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**Reg Rumney**

Rhodes University, Grahamstown  
r.rumney@ru.ac.za

**Interest and interest rates: a communication conundrum examined**

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**Chang-de Liu**

chadliu1971@gmail.com

National Chengchi University, Taiwan

**Miao-ju Jian**

National Chung-cheng University, Taiwan  
mjjian@gmail.com

**Manufacturing consent among cultural workers: The labor process of young musicians in Taiwanese live venues**

---

**Iñaki Zabaleta**

inaki.zabaleta@ehu.es

**Santi Urrutia**  
cipurizs@lg.ehu.es  
**Nikolas Xamardo**  
nicolas.xamardo@ehu.es

**Arantza Gutierrez**  
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**Itxaso Fernandez**  
itxaso.fernandez@ehu.es  
Basque Country University

**Carme Ferre Pavia**  
Carme.Ferre@uab.cat  
Autonomous University of Barcelona  
**Economic Volume of European  
Minority Language Media as a  
Community Building Force**

# POPULAR CULTURE

## SESSION ONE

Monday, July 16  
14:00 - 15:30  
Room: MTB- C4  
**Emergent Spaces**  
Chair: **Barry King**

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**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**

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**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-  
remembered city**

---

**Jia-Wei Tu**  
City University, Hong Kong  
jiaoweitu3@gapps.cityu.edu.hk  
**Stereotypes in Blockbusters: An  
examination of Asian Characters in  
Top Box Office American Films  
(2000-2009)**

---

**Kate Azuka Omenugha**  
komenugha@gmail.com  
**Ike S Ndolo**  
ikendolo@yahoo.com

**Chikezie Emmanuel Uzuegbunam**  
simplechike@yahoo.com  
Nnamdi Azikiwe University and Enugu State  
University of Technology  
**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**

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**Hongmei Li**  
Georgia State University, USA  
hli@gsu.edu.  
**Orientalization and Self-Orientalization  
in China: Negotiation between  
Commercial Logic and Political Logic**

---

**Wai Han Lo**  
Hong Kong Baptist University  
janetlo85@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  
valencia.juan@javeriana.edu.co

**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**

eduvicente@usp.br

**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**

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**SESSION FIVE**

Thursday, July 19  
09:00 - 10:30  
Room: MTB- C4  
**Home and Away**  
Chair: **Barry King**

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**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@hil.no

**Travel programs in a cosmopolitan perspective**

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# POST-SOCIALIST AND POST-AUTHORITARIAN

## 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**

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### **Corinna Arndt**

University of Oxford, United Kingdom  
corinna.arndt@jesus.ox.ac.uk

**The Politicisation of Newsrooms and  
Consequences for Organisational  
Culture: Lessons from the South  
African Broadcasting Corporation  
Post-Apartheid**

---

### **Laura Ranca**

University of Loughborough  
United Kingdom  
l.a.ranca@lboro.ac.uk

**Broadcasting Against the Current.  
Challenges to Media  
Professionalization in Democratic  
Republic of the Congo**

---

### **Floriana Fossato**

University College of London  
United Kingdom  
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**

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### **Gulnura Toralieva**

American University of Central  
Asia, Kyrgyzstan  
gulnura.toralieva@gmail.com

**Environmental Reporting in Kyrgyzstan**

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Gayane Frunze Torosyan  
SUNY Oneonta (United States)  
torosygf@oneonta.edu

**An Imperfect Mirror: Analysis of  
Armenian and Azerbaijani Media  
Coverage of Recent  
Diplomatic Initiatives**

---

### **Jia-Wei Tu**

City University of Hong Kong  
Hong Kong  
jjaweitu@gapps.cityu.edu.hk

**How News Media Use Affects Political  
Discussion in a Transitional Society:  
Evidence from the China Survey**

---

### **Anna Szilagyi**

City University of Hong Kong Hong Kong  
aszilagyi2@student.cityu.edu.hk

**Roberto Spiezio**  
rspiezio2@student.cityu.edu.hk  
**Threat or Opportunity? A  
Comparative Analysis of the Media  
Discourses on China's Rise and the  
European Debt Crisis in Italy and  
Hungary"**

---

### **Svetlana Kulikova**

Georgia State University, United States  
skulikova@gsu.edu

**Elira Turdubaeva**  
elira\_hil@yahoo.com

### **Farida Hafizova**

faridchik@inbox.ru

**South-North newspaper coverage of  
June 2010 ethnic conflict in Kyrgyzstan**

---

### **Herman Wasserman**

Rhodes University, South Africa  
h.wasserman@ru.ac.za

### **Anthea Garman**

a.garman@ru.ac.za

**Speaking out as citizens: voice, agency  
and participation in post-apartheid  
South Africa**

## 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  
n.k.ikonnikova@gmail.com

**Social communications spaces:  
transnational, local, public  
interpersonal**

---

### **JING YAN**

yanjinggh@gmail.com

**Transitional Chinese Society:  
Consumerism and News Media  
1980-2010**

---

### **Michael Serazio**

Fairfield University, United States  
mserazio@fairfield.edu

**The Art of Producing Consumers: A  
Critical Textual Analysis of Post-  
Communist Polish Advertising**

---

### **Michael Meyen**

michael.meyen@ifkw.lmu.de

### **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 FOUR

Wednesday, July 18

16:00 – 17:30

Room: MTB-C4

**Business meeting**

# 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**

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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**

Contact: renealiciasmith@gmail.com

**Public media in developing countries: 'Revisioning' public service broadcasting in South Africa**

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## SESSION TWO

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**

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**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@aui.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**

---

## SESSION THREE

Wednesday, July 18

09:00-10:30

Room: MTB-C7

**Partnerships of Public, Commercial and Civil Actors**

Chair: **Leen d'Haenens**

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**Esteve Ollé Sanz**

esteve.olle@gmail.com

**María Luengo**

**Public, commercial and civil television in the new media landscape**

---

**Neeraj Khattri**

neeraj.khattri@mangalayatan.edu.in

Ganesh Sethi

**A paradigm for media intervention in conflict**

---

**Karen Arriaza Ibarra**

arriazaibarra@ccinf.ucm.es

**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?**

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## SESSION FOUR

Wednesday, July 18

16:00-17:30

Room: MTB-C7

**Business Meeting**

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# VISUAL CULTURE

## SESSION ONE

Monday, July 16

14:00 - 15:30

Room: MTB 311

**Gender, Sexuality and Visual Image**

Chair: **Sunny Yoon**

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Hanyang University, South Korea

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**Myounghye Kim**

KR (Korea, Republic Of) Dong-Eui University

mhkim@deu.ac.kr

**"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"**

---



**Seon Gi Baek**

baek99@skku.edu

**Hani Lee**

mrgrieves@naver.com

KR (Korea, Republic Of) Dept. of Jour. & Comm. Studies Sungkyunkwan univ.

**“Visual Images of Film, Signs of Passion and their in-depth Meanings: A Semiotic study on the Film of Korea with cultural implication”**

---

**Xu Li**

mavis0829@gmail.com

**Xiang Li**

lixiangcuc@163.com

**Lei Gu**

guleiapply@163.com

**Yajun Zhang**

gracefuli@hotmail.com

HK (Hong Kong) The Chinese University of Hong Kong

**“A Content Analysis of Male Images in Hong Kong Magazine Advertisements 2001 to 2011”**

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**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) Lusofona University

jpgomespinto@gmail.com

**“Looking South to see North: African art as Model for European painting. Revisiting Carl Einstein Negro Sculpture (1915)”**

---

**Tatiana Alekseeva**

ES (Spain) Yale University

tatiana.alekseeva@yale.edu

**“Dancing Signifiers in the Internet Stage”**

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**SESSION THREE**

Tuesday, July 17

14:00 - 15:30

Room: MTB 311

**Cinema and representation of reality**

Chair: **Denize Araujo**

UTP, Brazil

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**Ruchi Subhash Joshi**

IN (India)

ruchisjoshi@gmail.com

**“CINEMA NOVO - WHEN FILMMAKERS AWOKE TO REALITY”**

---

**Beatriz Morgado de Queiroz**

BR (Brazil) Universidade Federal do Rio de Janeiro UFRJ

biamorgado@gmail.com

**“Hélio Oiticica and the deny of the cinema”**

---

**Inês Gil**

ines.gil@ulusofona.pt

PT (Portugal) Universidade Lusófona de Humanidades e Tecnologias

**“Atmosphere: a filmic element”**

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**Thalita Bastos**

tatacbastos@yahoo.com.br

BR (Brazil) Federal Fluminense University

**“The strategies of reality in horror cinema”**

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**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

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**Sunny Yoon**

KR (Korea, Republic Of) Hanyang University

sunny33@naver.com

**“Spiritual Salvation in a form of popular culture: South Korean cinema 'Secret sunshine' and 'Thirst'”**

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**Julio Cesar Lemes de Castor**

**“Lacanian discourse and rhetorical strategies in Advertising”**

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**João Anzanello Carrascoza**

BR (Brazil) Escola Superior de Propaganda e Marketing

jcarrascoza@espm.br

**“Discursive memory and advertising films of consecrated brands”**

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**Isabel Macedo**

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**Rosa Cabecinhas**

cabecinhas@ics.uminho.pt

**Lurdes Macedo**

mlmacedo71@gmail.com

PT (Portugal) Communication and Society Research Center University of Minho

**“Culture and autobiographical memory: an analysis of the documentary series 'I am Africa'”**

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**SESSION FIVE**

Wednesday, July 18

14:00 - 15:30

Room: MTB 311

**Business Meeting**

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**SESSION SIX**

Wednesday, July 18

16:00 - 17:30

Room: MTB 311

**South- North dialogue and visual communication**

Chair: **Myounghye Kim**

Donguei U. South Korea

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**Jose Mauricio C M Silva**

BR (Brazil) Mackenzie

Presbyterian University

zemaucio@gmail.com

**“Cultural circuits between North and South: post colonialism and visual language of Brazilian samba schools in Portugal”**

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**Jill Arnott**

arnott@ukz.ac.za  
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”

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**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”

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**SESSION SEVEN**

Thursday, July 19  
09:00-10:30  
Room: MTB 311

**Visual Praxis**

Chair: **Ana Serrano Tellería**  
Basque country U. Spain

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**Edgar Gómez**

egomezcr@uoc.edu

**Elisenda Ardèvol**

eardevol@uoc.edu  
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

**Seçkin Özmen**

TR (Turkey) Istanbul University  
sozmen@istanbul.edu.tr  
“Consumption Trap by Means of  
Television Series”

---

**Sandra Ristovska**

US (United States), Annenberg School for  
Communication, University of Pennsylvania  
ristovska@asc.upenn.edu  
“Documentary Film Reception and the  
Voice of the Visual”

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**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”

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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

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**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”

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**Alvaro Mailhos**

alvaro.mailhos@gmail.com  
**Carolina Morquio**  
carolina.morquio@gmail.com  
UY (Uruguay) Universidad Catolica  
del Uruguay

“Assessing the Affective Impact of  
Newspaper Images - Contributions  
from experimental psychology”

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**Hossein -- Afkhami**

hafkhami48@yahoo.co.uk  
IR(Iran) Allameh Tabatab' i University  
“Representation of Death Images of  
Friends and Foes in Iranian  
Newspapers”

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**POSTER SESSION**

**Roberta Simon**

betasimon@gmail.com BR (Brazil)  
University of Brasilia (Brazil).  
“Reading images from fiction and poetics:  
a sacred experience of communication”





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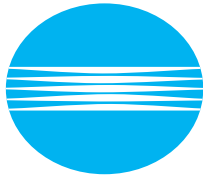


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